

## Sample 1

I am Pam Fort, an Illinois-based TV show host. I am an educated and independent woman, who has been an active participant in public awareness programmes within the African-American/Hispanic community such as volunteering for youth-centered programmes and social issues to name a few.

As part of my effort to provide a platform for the youth in my community to 'Stand Up and Speak Out', I have created, produced and hosted TV shows that address the social ills that plague my community. I played an active role in empowering youth and adults through multiple TV shows, with a focus on social ills affecting the community. Further, I created a synergetic team of enthusiastic individuals who share similar mindset; those who wholeheartedly believe in my vision and are ready to take up any challenge.

Moving forward, my experience in hosting interactive TV shows and my passion to empower the youth and adults in my community has encouraged me to plan a cooking show that targets healthy eating among the population. I have been suffering from obesity, and my personal endeavour in healthy eating has taught me that changing dietary habits and eating clean could create a bigger impact on my overall health. I would like to present the diet plan through a cooking show on TV that will be telecasted within the community.

Approximately 54 million Hispanics living in the US represent approximately 17% of the total US population as of 2013, while it is estimated to reach 128.8 million, constituting approximately 31% of the total US population by 2060. The US CDC estimates that a major proportion of the Hispanic community are suffering from poor health conditions mostly associated with obesity, overweight and other lifestyle-related factors. Also, major causes of deaths within the Hispanic community are found to be heart disease, stroke and cancer.

Hence, the fact that a previously healthy community is currently silenced by the wrath of completely preventable conditions has instigated me to encourage a healthy lifestyle within my community. In an attempt to help control the negative impact of the lifestyle-related factors on the health of my community, I have come up with a healthy diet plan that could help them tackle chronic diseases.

What's that plan? Well, here it is. The target community located in Illinois comprises more than 150,000 residents. My incredible team consists of virtual contractors and creative producers, all those who are enthusiastic to change the lifestyle of the community. I call them change agents. We have designed an interactive cooking show, where viewers get simple health tips, and medical benefits of the ingredients that are used. The show telecasts simple recipe making using healthy ingredients that comprise of all vitamins & minerals for the whole family.

If you are wondering, what is so unique about my cooking show, I can provide a simple and straight answer for that. My cooking plan includes ingredients that can be procured with a budget as low as \$20. The show is planned to last for a short 30 minutes, given that the recipes are designed to be healthier and quick meals for the entire family.

My show will target people suffering from lifestyle-related health conditions such as obesity, diabetes, high cholesterol and blood pressure. Moreover, I am planning to inculcate a friendly environment and encourage community engagement through the cooking show. This will help inspire the community to eat well, stay healthy and strong. Our show will be of great benefit to the local grocers, farmers and residents simultaneously.

It is a known fact that personal choices, advertising, social customs and cultural influences, as well as food availability and pricing play an important role in determining what and how much an individual eats. Hence, I will need support from the health department, local farmers and the grocery stores in order to effectively implement the plan.

Consecutively, the show will also benefit the respective stakeholders. To be more specific, the cooking show will not just comprise recipe-making but also provide health information about the respective ingredients used in the recipe, with a detailed explanation of their respective health benefits. This helps encourage the audience to buy grocery, vegetables or fruits that suit their body type and assist them in weight management. Local farmers and grocery vendors producing respective ingredients will be benefited in terms of sales. The health department, which is struggling to achieve good health outcomes within the community would be benefited, if the community engages into healthy eating, thereby resulting in better overall health of the people.

I assembled a marketing team to reach a wider range of audience. Meanwhile, we are also planning to reach working adults through online marketing strategies such as Facebook and others, despite most of the community residents having access to television sets. Hence, I need to employ social media managers for this purpose.

Moreover, we are estimating that it would cost around USD 200 for a single show as per our current strategy. So far, I have been self-funding the expenses, and now I am in need of sponsors to underwrite the show.

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