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Interview Request Form

Please complete and return this form to request an interview with Suzanne Somers. Once this form has been submitted, Forever Health will coordinate an initial interview with the President of Suzanne's company to determine the feasibility of the request and the next steps involved. The objective of Forever Health and Suzanne is to meet all requests whenever possible.

Today's Date: _____ / _____ / _____

Primary Contact Information:

Name: _____ Practitioner Name: _____
Phone: _____ Email: _____
Address: _____
City: _____ St: _____ Zip: _____

3rd Party Contact Info (Media/Event Coordinators):

Name: _____ Practitioner Name: _____
Phone: _____ Email: _____
Address: _____
City: _____ St: _____ Zip: _____

Purpose of Interview:

- Select one: Skype Video Interview Phone In Person (Please call for additional requirements.)
- Select one: TV Media Interview Radio Seminar/Special Event Other
- Select one: Live Recorded

4. Briefly describe the request:

5. Preferred Time Frame for interview:

Date(s): _____ Time and Time Zone: _____
(Please provide multiple dates due to Suzanne's schedule.)

6. Expected length of interview: _____

7. List of questions to be covered in interview. Or please detail the topic to be covered. (Use separate sheet.)

(Over, please.)

General Interview Guidelines:

- A general script and outline will be prepared and approved by all parties before the interview takes place.
- The primary subject matter for interviews will be *A NEW WAY TO AGE* with the help of integrative medicine, including BHRT, preventive care, age-management, wellness protocols, and environmental science. However, discussions around alternative healthcare are acceptable. Examples include detox, skin care, cancer.
- Typically, news media interviews are only a couple minutes or less. Special event interviews are limited to no more than 30 minutes.
- In all media interviews, Suzanne will promote Forever Health and ForeverHealth.com as the vehicle for consumers to find a local practitioner.
- The practitioner's or clinic's information will be visible to the viewer whenever possible based on the circumstances and nature of the interview. This ultimately is controlled by the news outlet and not Forever Health.
- Details of news media interviews will vary based on the media outlet, but the goal is to satisfy all parties. The ultimate goal of these interviews is to make potential patients aware of the local practitioner or clinic and hopefully inspire them to investigate becoming a patient.
- Depending on the desires of the practitioner and the circumstances and time allotted for the interview, the practitioner may or may not be a part of the interview, to be mutually determined.
- Suzanne cannot endorse the practitioner directly but she can speak to the common cause and our mutual beliefs, and thus the reason why she is the national spokesperson for Forever Health and why the practitioner has joined Forever Health.
- Once the interview is conducted, the practitioner can utilize the material to help promote his or her practice as long as the usage is approved by Forever Health. The goal is to not restrict the usage but to make sure it stays within regulatory guidelines. For example, promotional usage of a Skype interview could state: "Dr. Jones is a proud member of Forever Health. In a recent interview with Forever Health's national spokesperson, Suzanne Somers, the topic of environmental medicine was discussed." There can be derivatives of this language but the ultimate positioning has to be that the practitioner is a member of Forever Health and Suzanne Somers is the national spokesperson for Forever Health.