



TV HAWAII

Honolulu Star-Bulletin

HAWAII'S GUIDE TO CABLE TELEVISION

JUNE 19-25, 2005

*Making meatless
meals magnificent
on "Tasty and
Meatless",
Saturday at 9am
on OC16.
See page 4.*



PROOF #2

The path to a healthy lifestyle begins here on "Tasty and Meatless"

By Staff
Oceanic Time Warner Cable

Many people wish they could eat healthier but don't really know where or how to start. They might not have the money to hire a nutritionist to explain healthy alternatives and may not even realize the options that are available to them.

Joy Waters, Executive Producer of "Tasty and Meatless", realized this and decided to create a program that would not only demonstrate healthy recipes but allow people to adjust their diet in ways that weren't so extreme that they would quit the following week. "Our goal is to educate, entertain, and inspire our viewers by giving them practical tools that they can incorporate immediately into their lifestyle, no matter where they currently are in their process to improved health," she said.

Waters showcases a number of outlets to get viewers to take the wellness path. Besides weekly cooking demos, they also interview prominent health leaders about nutrition and feature organizations that promote healthy products and services. And for those who like to eat out, they also feature on-location restaurant reviews so you won't feel the need to give the waiter the third degree.

Each week, "Tasty and Meatless" opens with a guest cook sharing a healthy, meatless dish. The end result is far from just veggies on a plate. There are plenty of protein options and it's all put together in mouth-watering recipes. Waters tries to steer clear of the "vegetarian" cliché with a variety of weekly cooks. "We do this so that our viewers can see that there is no stereotype of the typical 'health food' person," she said. "People making positive lifestyle changes come in all shapes, colors and sizes."

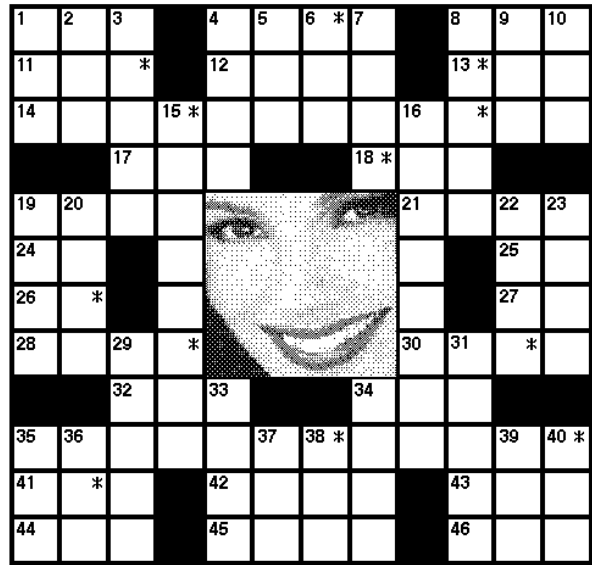
Instead of preaching to viewers about the negative effects of junk food and poor eating habits, "Tasty and Meatless" focuses on the positive aspects of healthy nutrition. The show provides pop-up facts

about the ingredients used in a recipe and also features health information from nutrition expert Dr. John Westerdahl. Explained Waters, "We believe that eating lighter is a meal by decision and that any increase in adding more fruits, vegetables and plant protein to the diet will result in great health improvements in all of us."

Because of the positive feedback that "Tasty and Meatless" has received, Waters' company, Positive Media, has released a new line of video cookbooks called the "Make It Meatless!" series. So far, three DVD titles have been released: "You Won't Believe It's Tofu!", "Beans and Greens", and "Hawaii's Local Favorites". "These video cookbooks will teach viewers how to make simple, vegetarian meals that even meat-eaters will enjoy, in fifteen minutes or less," Waters enthused.

According to Waters, the DVD series will teach the viewers how to cook healthier by showing techniques that decrease the fat and cholesterol content of each dish, which, in turn, helps promote weight loss and even prevent some diseases. Comparison charts of meat vs. meatless recipes are featured as well. "In a recent survey, 80% of our viewers said they are meat eaters and are seeking new and effective ways to better their health," she said. "They trust us to guide them towards new, healthy lifestyle habits."

Waters feels strongly that staying healthy is both physical and mental. "We believe that staying happy is an important part of the process," she says. "If becoming healthy feels too much like a sacrifice, then people won't stay with it. It has to be an easy process and by watching 'Tasty and Meatless', people find good strategies and tools that make the process of getting healthy more convenient and definitely tasty!". For recipes and more info on "Tasty and Meatless", tune in to OC16 on Saturdays at 9 a.m. and 6:30 p.m., or visit their website at www.tastyandmeatless.com. ★TVHI



5 x 2" ad

The identity of the featured celebrity is found within the answers in the puzzle. In order to take the TV Challenge, unscramble the letters noted with asterisks within the puzzle.

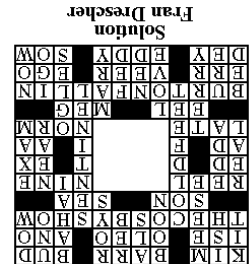
ACROSS

1. Role on "Yes, Dear"
4. Roseanne, once
8. "JAG" role
11. Ending for treat or advert
12. Imperial, for one
13. Year for Charo
14. Most-watched series of the 1989-90 season (3)
17. "Sanford and ___" (1972-77)
18. "___ Hunt"; 1987-88 Ron Ely series
19. "The ___ Game"; 1971 Jack Barry quiz show
21. Number of seasons for "Family Matters"
24. "Mister ___" (1961-66)
25. Old lady?
26. 1985 Ava Gardner miniseries
27. Narrow shoe width
28. Word in the title of Letterman's series
30. Role on "Cheers"
32. Sushi bar offering
34. Ryan, for one
35. "The Guardian" role (2)
41. Blow it

42. Go off course
43. Self
44. Susan of "L.A. Law"
45. "The ___ Arnold Show" (1952-56)
46. Piglet producer

DOWN

1. "The Adventures of ___ Carson" (1951-55)
2. Suffix for devil or fever
3. 1985-88 U.S. attorney general
4. Godsend
5. Michaels and Molinaro
6. Yank's foe
7. Clark and Rogers
8. Religion founded in Iran
9. Card game
10. Actor on "Leave It to Beaver"
15. 1999 David Sutcliffe series (2)
16. "The ___"; 1996-99 sci-fi police drama series
19. "___ People" (1979-84)
20. Sara Rue's role on the 1990 series "Grand"
22. "___ Dark"; 1987 Adrian Pasdar movie
23. SAT, for one
29. Mr. Bradshaw
31. Eyes
33. "___ & Money" (1999-2000)
34. Role on "Little House on the Prairie"
35. "___ of Roses"; 1996 Christian Slater film
36. Suffix for moist or cult
37. "___ and Stacey" ('95-'97)
38. ___ up; disgusted
39. ___ to Extremes"; 1990 Billy Joel song
40. "___ and Again" (1999-2000)



PROOF #2

3 x 3" ad

Dauterman Medical