

ALL POINTS BULLETIN - FOR IMMEDIATE RELEASE: **June 26, 2010**  
PULL DATE: JULY 9, 2010



**ANNOUNCEMENT: Bait and Switch TV's Live Debates (Financial Crisis Series)**  
**presents MICHELE SIMON July 8<sup>th</sup>, 2010 5:00 PM PST / 8:00 PM EST **APPETITE FOR PROFIT:****  
****HOW THE FOOD INDUSTRY UNDERMINES OUR HEALTH AND HOW FIGHT BACK****

San Francisco/Bay Area, CA 6/26/10 – [Stanion Studio's, LLC] Bait and Switch TV [www.baitandswitchTV.com](http://www.baitandswitchTV.com)

Bait and Switch TV announces a live debate with Michele Simon, author of **Appetite for Profit: How the food industry undermines our health and how to fight back**. Michele Simon is a public health lawyer and nutrition advocate, specializing in legal strategies and food industry tactics. She received her law degree from the University of California, Hastings College of the Law, and her Master's Degree in public health from Yale University. She will discuss the purpose and structure of corporations and how they cannot be entrusted with concern for human health over profits, their bait and switch PR campaigns that give the perception of change and concern for human health, how to recognize food industry lobbyists, industry groups, and front groups, the expropriation of culture by food and fast-food corporations, and the push to hold individuals responsible for not choosing to believe the \$36 billion worth of advertising the food corporations pay to influence them.

#### **ABOUT LIVE DEBATES**

“Live Debates are about YOU,” says BSTV Executive Producer, Leesa Stanion, “If you could talk with an economist whose theories are currently under consideration by banking reformers, what would you ask? If you could question a scientist about antibiotics in the meat supply, or a policymaker about cloning or pharmaceutical approvals, what would you say? At BSTV, you can ask your questions and talk directly to experts, celebs, and policymakers in real time about any of the serious issues raised in our shows and comedy sketches. These Live Debates are about making TV interactive and getting YOU involved in the controversy and debate.”

To join the debate, register at <http://www.baitandswitchtv.com/debatesLive.html> before 5 PM PST on July 8, 2010. Registered audience members may ask Michele questions directly in real time via CHAT or their webcam.

For more information on the line up of other guests in the various BAIT AND SWITCH TV DEBATE SERIES, go to: [http://baitandswitchtv.com/index.php?option=com\\_content&view=article&id=76&Itemid=65#dates](http://baitandswitchtv.com/index.php?option=com_content&view=article&id=76&Itemid=65#dates)  
With BSTV LIVE DEBATES, audiences can ask questions directly to experts, policymakers, and celebrities on issues that affect us all.

BSTV internet TV channel investigates controversies and cultural landscapes with the comedic force of a backhoe, digging much deeper than existing news formats while keeping viewers laughing, and always asking HOW DO ANY OF US KNOW WHAT'S TRUE ANYMORE? BSTV's pilot episode on the unsavory practices of the meat and dairy industries is followed by their upcoming episode on the Federal Reserve's "big, bad banking system." Over 60 controversial episodes are in the BSTV pipeline.

**VIEW FOOD SUPPLY COMEDY -** <http://www.baitandswitchtv.com/comedy1.html>

**PLAY BSTV's Food Science "SHOOT THE BULL" GAME** <http://www.baitandswitchtv.com/games1.html>

**TRACK:** [www.facebook.com/baitandswitchtv](http://www.facebook.com/baitandswitchtv) or [www.twitter.com/baitandswitchtv](http://www.twitter.com/baitandswitchtv)

**ABOUT:** Located in the San Francisco Bay Area, Stanion Studios produces award-winning multimedia and video content for live events, websites, training programs, commercials, and TV broadcasts.

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