

KEY  
JULIE HANSON  
ADELE  
DONNA  
DERRICK [SCRIPT]  
KERIM  
TERRY  
ROS  
ARCHIVE

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R4 ANNOUNCER INTRO:

Now on BBC Radio 4: a man best known for his fitness workouts on TV, tells the global - and sometimes controversial - story of exercise on the radio... in 'STRETCH AND LISTEN!'

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0'00" INTRO

*CLIP: BBC Manchester jingle*

*PRESENTER: "We've got the best looking man in the world, Mr Motivator!"*

*MUSIC: Ain't No Stoppin' Us Now - McFadden and Whitehead*

*MR M: "OK! Well here we go. Here's what we're gonna do today, you're all sitting down, so here's what I want you to do..."*

[DERRICK SCRIPT]

**Come on, be honest... you thought I only did TV, right? And only in the 90s?!**

**CLIP: BBC Manchester** (more of Derrick) "...so you put your hands together, push up and do a great big M, so you push up..."

**Well, let me tell you: Mr Motivator... Derrick Evans, if you need my real name because we're on Radio 4 now, yeah I get it... either way, I'm in the house! And I'm busier than ever!**

**Not just on TV and online, but also on radio.**

**CLIP: The Hits Radio** <https://planetradio.co.uk/hits-radio/entertainment/celebrity/mr-motivator-lockdown-motivation/>

*DERRICK on THE HITS RADIO: "The first thing you do - you get out of bed, and you get dressed. Every single day, get dressed with a purpose. Don't do it like you're going on the radio, where you can wear anything...!"*

*PRESENTER: "What's that supposed to mean?!" (LAUGHTER)*

**Now, if you're thinking - hey, this is the guy in the neon lycra, he's all about the visuals, what does he care about audio? Why is he even doing workouts on radio?!**

**CLIP: BBC Manchester -**

*MR M: "...you're standing up - reach for the ceiling - sit down. Here we go, standing up..."*

**Three reasons:**

**Number 1 - radio is where this all started, way before television!**

**Number 2 - when you've only got sound, that's where you need to be really creative, to make that personal connection. And that's exciting.**

**And, number 3 - during lockdown, when we've all been isolated, distanced, shut away in our headphones... the demand for audio fitness, and remote classes, has become HUGE.**

**Although, that brings its own challenges...**

## **1'25" LOCKDOWN CHALLENGES - JULIE**

**CLIP OF JULIE'S CLASS**

JULIE: Teaching online, against visually teaching, is a whole different game. Normally I watch everything that happens in the class, so I can teach according to who comes into the class. And of course I can't at the moment.

**This is Julie Hanson. She teaches yoga in Glasgow. In normal times, that's in person at her studio... but the last few weeks haven't been normal.**

**CLIP OF JULIE'S CLASS:** "...and I'm going to imagine you're all in the studio with me..."

**Julie's had to adapt her style.**

JULIE: You're mindful that people are listening at the other end, and they have to act on exactly what you're saying, but nobody can see anything, and it's -

DERRICK: Yes. Because what you're having to do is actually be far more descriptive. You use far more words, to get across that meaning... and you slow down the rate at which you speak.

JULIE: Yep. It makes you fantastically detailed about the teaching points, and I actually really love doing that.

So, we're thinking about audio fitness instruction. But hey - before we get into this... I'm used to working with music. I need a beat...

*<MUSIC02 STARTS: And The Beat Goes On - The Whispers>*

That's it! OK - as I said - we're gonna focus on audio, the sound of the exercise class. And we can't do this without... microphones! So, we'll start, by fixing up the headset. Here we go! Wire up, clip it on, get the battery pack. Not there... THERE. Try and keep it in place... that's right! That's good... come on, now...

## 3'10" JULIE MAIN INTERVIEW - USING MICS

DERRICK: Right, Julie. Now, I know what problems I had wearing a mic, especially for television. What problems did you have wearing a mic? Any?

JULIE: Oh yes, it's been very eventful – I mean, it's all about the outfit. (laughs) It's about where you can stick it!

DERRICK laughs

JULIE: ...it hooks on to whatever, and then you realize it's got to kind of be on one side. So, you've got to put your head to the right, and all of a sudden you can't speak, because if you do, you're going to deafen everybody. So you've got to either whisper into it, as you put your head to the right, and then come back and speak normally while your head goes to the left. And then, the backpack – you're either sitting on it, standing on it, it's in your waist, it's a faff!

DERRICK: I used to put it on my back, and then what happens if you're lying on your back? It was a problem. So that's why my bum bag was invented.

JULIE: A-haaa... I remember...

DERRICK: And my bum bag became a fashion accessory... that's where I put my pack. And then, having a head mic is actually better, because when you have a lapel mic, it means you do have to watch, which, where you put it, is it in the middle? Is it to one side? Whereas when you have a head mic, you never have that problem.

## 4'15" USE OF MUSIC (with Julie)

*<MUSIC02: SALT'N PEPA 'My Mic Sounds Nice' >*

**OK - so that's the microphone sorted... Now, let's get back to the MUSIC! Take the record off the shelf, put the needle on the record... yeah, that's right...!**

DERRICK: Music for me is critical. Because music creates the atmosphere. It can take you into another world, it can bring you up, it can take you down. How important is music to you?

JULIE: Absolutely vital – my whole class is around the vibe of the music, and how that creates this kind of amazing hypnotic energy in the class. You're the same are you?

DERRICK: Oh, oh my goodness! Listen, I don't choose my music for my slots or any exercise I'm doing until the last minute, because it's based on the feeling, the energy I'm getting from the class, and where things are at. But it's vital. I can't imagine a world without music, especially when it comes to activity, movement, exercise.

JULIE: Yeah. I love the radio for an inspiration of music, and I'll hear a track and I'm like "that's a great track!" And then I build them into my own lists. I listen to radio the whole time.

<CLIP: Radio 1's Workout Anthems intro, 12 May 2020  
<https://www.bbc.co.uk/sounds/play/m000j3b7> >

ADELE: "This is Adele on BBC Radio 1. So, if you're listening at work - or just need some motivational vibes - here we go!"

<which leads into...>

<MUSIC03: Sosa - 'Won't Give Up'>

## 5'45" USE OF MUSIC / INTRO ADELE

ADELE: You know, since lockdown, I've rediscovered my love of house music. House, I think, is just the perfect BPM, beats per minute, gives me the perfect pace. It's just a bit faster than a jog, and it is a lot of the time uplifting and energizing and really positive words.

**All right... put your hands together for ADELE ROBERTS! Get those hands in the air... get reaching... come on, now! Touch the sky!**

<MUSIC03: Sosa - 'Won't Give Up' - MAIN BEAT KICKS IN HERE>

ADELE: The Workout Anthems on Radio 1 lend themselves to the Early Breakfast Show, because quite a lot of the time we have people that have been working since the day before, overnight workers, people who have long shifts, and we find that it energizes our listeners. Considering it's 5 in the morning, the amount of texts we get, it's one of the most popular things we do - I recently found out as well that it's the fifth most downloaded product that Radio 1 puts

on BBC Sounds, which is huge. We're just behind Pete Tong, who has a primetime dance show! (laughs) So, it just shows how popular it is, and how much people need it at the moment.

DERRICK: Sure, sure. It's actually probably to do with the, this virus we're having to deal with, isn't it? A lot of instructors are probably taking that music, actually, and using it.

ADELE: Well, I hope so, because the main thing is, we just want people to feel good.

<**MUSIC03**: Sosa - 'Won't Give Up' - FADES BACK UP, BRIEFLY>

**High tempo music does make you feel good, it gets you going... that rhythm helps to ramp up your heart beat... these days you'll hear it in most cardio-focussed classes, from Adele's show, to a lot of the stuff I do, to 'Soul Cycle Radio' from the States...**

**\*\*CLIP OF SOUL CYCLE RADIO\*\***

**...but it hasn't always been this way!**

## **7'30" BRITISH ARCHIVE CLIPS (with Adele)**

DERRICK: So Adele... I'm going to take you back. Let me play you something. Take a listen to Eileen Fowler, who in the 1950s had a regular slot on BBC Radio 4's Today programme.

**\*\*CLIP - Eileen Fowler (1950s) (1'00")**

ADELE and DERRICK laugh / react throughout

BOTH LAUGH

DERRICK: Oh, isn't that great?!

ADELE: Wow! Well, to be fair, I did sit up in my seat when she said "don't slump"! (laughs)

DERRICK: But you haven't got a clue what she was doing, have you?!

ADELE: No! I felt like I was on a carousel, with that music!

DERRICK: Imagine, she was the original Mr Motivator! Or probably the original Adele!

BOTH LAUGH

DERRICK: If you listen to this one, called 'Laugh and Grow Fit' - Joe Murgatroyd's morning broadcast on Radio Normandy, and it was for British radio listeners in the 1930s.

**Clip - Laugh and Grow Fit (1930s)**

BOTH LAUGH THROUGHOUT

DERRICK: Ohhhh... isn't that great?!

ADELE: Do you know, I am laughing. I mean, I don't know if I'm fitter, but I'm definitely laughing and – I think what he said there, you know, where he's just like, open the windows, move your body – I've learned that, when you move your body, you just lift your spirit automatically. And laughter's great for the soul, isn't it?

**10'45" DERRICK LINK - CROSSING THE ATLANTIC**

<*MUSIC fades in: Hooked on Classics*>

That's always been my belief: it's not just exercise, it's entertainment. And I think that's what a lot of people get out of it.

<*MUSIC UP: Hooked on Classics - Gershwin Rhapsody In Blue section*>

Now, we've just heard a couple of vintage clips with wonderfully British accents - but the whole radio exercise phenomenon didn't start over here, oh no. We're gonna need to cross the Atlantic to find out more about that... come on then, let's swim the ocean! Get those arms stretching, get those legs moving...

<*MUSIC: Hooked on Classics - STOPS SUDDENLY*>

[RELAXED VOICE] Or, we could just *dial in* to my next guest! Yeah, that's probably easier.

**11'20" DONNA HALPER**

DONNA: My name is Donna Halper, professor of communication and media studies at Lesley University in Cambridge, Massachusetts. And media history is my life.

DERRICK: Donna! I want you to take me way back. Come on now, take me on a journey. Where did radio exercise broadcast begin and when in the States?

DONNA: There was a guy named Walter Camp. In fact, Walter Camp is known as the creator of American Football. but he also was a fitness coach. He was very into calisthenics and fitness,

and he was called upon during the Great War, World War One, and he was asked to do exercises to make the troops more fit. So he came up with 12 exercises, which he cleverly called the “daily dozen”.

**CLIP: DAILY DOZEN “Exercise number 1...” + MUSIC**

DONNA: ...and the Daily Dozen were supposed to make you fit, help you lose weight, blah, blah, blah.

DONNA: When the war was over, a lot of the soldiers who came back home, they were doing these exercises. And a fitness craze resulted. And capitalism being what it is, pretty soon somebody got the idea, “hey, let's record these things, let's turn them into phonograph records and then we can sell them!”. And meanwhile you have this new thing called radio and radio has come along and it needs stuff to put on the air.

**CLIP TO ILLUSTRATE 1920s US RADIO:** [https://www.youtube.com/watch?v=HC\\_mgp6BJtU](https://www.youtube.com/watch?v=HC_mgp6BJtU)

DONNA: ...and radio comes up with this idea: let's collaborate with the newspapers, and with the recording companies, and put exercise on the radio. The troops have come home, everyone's doing these 12 exercises, they're doing the Daily Dozen – it's even working its way into songs. People are singing about doing the Daily Dozen!

**WALTER CAMP CLIPS** <https://rsa.fau.edu/album/51826>

DONNA: Now this becomes an exercise craze, a fitness and calisthenics craze. It was designed so that you could do it in your home. It was designed so that even if you lived in an apartment, you can have 15 minutes of exercises, and start off your day, and go out into the world feeling physically fit.

**MORE CLIPS...** track 4 quite good <https://rsa.fau.edu/album/51826>

DONNA: It really inaugurated morning programs, because by and large radio, up until 1922ish, had been mainly on at night. And now radio is expanding its broadcasting day, and everyone is talking about the Daily Dozen. The Daily Dozen works its way into popular culture. It becomes an expression for any kind of exercise, even if you're not doing all 12 of them. People talk of, “oh yeah, I did my daily dozen”. So the reality is all across the country now, thanks to radio, pretty soon you've got a national thing where a big sponsor, the Metropolitan Life Insurance Company, decides to get behind doing exercises.

And here's something bizarre: so you get some Japanese business people that are in the United States, they hear this exercise program coming from the Metropolitan Life Insurance Company, and they bring it back to Japan!

## 15'00" JAPAN - KERIM YASAR

**NO TRANSCRIPT AVAILABLE - LISTEN TO THE AUDIO FOR THIS BIT!**

*Kerim Cut - includes Rajio Taiso clips*

*Carry on the story from Donna, as if handing on the baton*

*Includes the end of <https://www.youtube.com/watch?v=zs9B5526xBq> to illustrate large groups*

KERIM: "...helped me feel closer to my coworkers because you feel sort of like a kid doing it, swinging your arms, you know, kind of twisting your torso, swinging, and then you've got the music and it feels more like play than like exercise."

**"More like play than exercise"... yep, for real. Fitness people like myself, like Adele, like Julie - like Eileen Fowler, back in the day! - we don't just want to help you keep fit, we want to keep you having fun! And so does this guy...**

## 19'50" '10 TODAY'

**\*\*MUSIC + INTRO CLIP OF 10 TODAY\*\***

TERRY: The inspiration really came from Radio Taiso in Japan - what an inspiration. I mean, it's quite incredible!

**I'm talking to Terry Keen - the main man from '10 Today', made here in the UK.**

TERRY: It's 10 exercises of 10 sessions taking 10 minutes each - and really I designed the whole thing in terms of improving the flexibility mobility of older people. The exercises, they're all fairly static but they're all aimed at being safe and comfortable, it's not aimed as a boot camp, it's just to get you moving a wee bit more.

**\*\*CLIP OF 10 TODAY\*\***

ROS: I like that it's in ten-minute sessions, because you can do as little or as much as you like.

**And this is Ros Breslin - one of thousands of people who join in regularly with '10 Today'.**

ROS: The exercises themselves are well explained. It's easy to follow. It's not too fast. They're nice and slow, the exercises... anybody can follow it, really. Doesn't matter how mobile you are,



you can still do these exercises. ... It sets you up for the day, gets you mobile, gets rid of all the stiffness from sleeping.

DERRICK: Terry when you put it together, did you have television or radio in mind, what was it?

TERRY: The idea was it was going to be a video option, and then we'd back that up with the radio broadcasts, which were a bit more descriptive. But, the interesting thing was - I used to go round these various locations with the groups, and what I soon realised was that groups of people were more happy, if you like, while we listened to the radio broadcast. Maybe they didn't really like looking at a video and trying to concentrate and do two things at once - but the radio broadcasts were really, really welcome, with that generation of people. If you're listening to the radio, then you sit and listen - you concentrate, don't you?

**'10 Today' isn't just on live radio - it's also a podcast, and now on BBC Sounds.**

ROS: I suppose my favourite move, it's got to be one called "hugging the tree". (laughs) You put your arms in front of you, and link your hands, and stretch your arms out so that you can feel your shoulders pulling apart slightly. So, it just gives your shoulders and arms a really good stretch.

## 23'00" NAMING EXERCISES

DERRICK: Terry, there's one thing I want to ask you, because I do this all the time. I tried to create this kind of visual cueing, so that way people can visualize the movement... so I've got "ride the horse", "whip the horse" and all that kind of stuff...

...what do you use? What language do you use?

TERRY: I used to do a wee bit of Tai Chi and Qigong and I, I just love the magical names of their exercises, you know, standing on one leg, uh, or the fighting Cockerel or, uh, reach for the moon, brushing the knees, tossing the horse's mane... and they're, they're lovely, lovely names. So, I named all the exercises, um, and we've got about 40, and then we did a mix and match...

TERRY: ...instead of saying "we're gonna do exercise number 38", which is so boring, it's so much more visual and connected if you give it a name. So in fact, that's a great enjoyment, naming a lot of the exercises - "reach for the moon" and, uh, it takes the intimidating factor out of it. Instead of saying "we're gonna do a biceps curl", you can say, "we're gonna reach for our shoulders"...

**CLIP OF TERRY EXAMPLE "...the next exercise is called 'dancing the rainbow'....."**

TERRY: ...and people will accept that much more. You find that as well, I'm sure.

DERRICK: Sure. Well, I actually say, you know, pretend you're having a drink!

**CLIP OF MR MOTIVATOR EXAMPLE, e.g. "PUSH THAT TROLLEY!"...**

<https://www.youtube.com/watch?v=0UEarCoGLkq> (at 1'45")

**This naming business, it's nothing new... as Professor Donna Halper tells me, the granddaddy of exercise on the radio also used to name his moves!**

DONNA: Walter Camp came up with this idea of 12 exercises ~~that you could do very, very quickly.~~ They had all kinds of gestures behind them. Some of them were called the hands move, the grind move, the crawl move, the great move, the curl, etc etc. And if you did them, supposedly, you'd be incredibly physically fit. Perhaps like you are Derrick.

**CLIP OF WALTER CAMP: "exercise number 1, The Grind!"**

## 25'45" AUDIO EXERCISE THROUGH LOCKDOWN

**I love radio - it's so descriptive, it can take you right into the zone. And that's something we've all needed a bit more of recently.**

ROS: It definitely makes you feel better, doing the 10 Today, because being in lockdown I haven't been able to go on long walks or anything, so, I have been more conscious, and made myself do it more. Definitely.

**That's how Ros has been getting through... what about Adele Roberts, from Radio 1?**

DERRICK: So, Adele... I've been locked down, so have you, it's been a while now, hasn't it? How have you coped with it?

ADELE: Yeah. The last couple of months have been quite tough. It's been a roller coaster, to be honest... I think, one of the reasons I'm so happy I've found a love of exercise, is because I now understand how much it affects you mentally. I always used to think it was a physical thing, but in terms of the mental benefits, I don't know where I'd be without it. And when I feel overwhelmed, I just go for a run, or go for a walk, and I always feel better.

**I agree, and it's just a great way to start the day isn't it!**

**I love listening to Adele's show - I like the music, the energy - and it turns out, she used to tune into me, back in the day!**

**\*\*CLIP OF MR MOTIVATOR, GMTV, 1990s\*\***

ADELE: I just wanted to say thank you for everything that you did when I was a kid, because seeing you on TV and making sure that we started the day in the right way, I didn't realize how much as a child, how important that was. And it's not only the physical side, but it's the mental side. And I feel like, if you move your body in the morning, you have a great rest of day.

**\*\*CLIP OF MR MOTIVATOR, GMTV, 1990s\*\***

## **27'20" Mr M FINAL THOUGHTS + DONNA SUMMARY**

**You might think this is all a bit kitsch, a bit of a laugh ... but, why *shouldn't* it be fun? We're all having a tough year, really tough. And a lot of people are at the edge. You know, we need this 'feel good' stuff to help us through.**

**<MUSIC: Last Night a DJ Saved My Life - Indeep>**

**We know that music definitely helps... that's it... release, unwind, feel those muscles relax... breathe!**

**And of course, exercise gets your endorphins going, which can really boost your mood.**

**But you know, there's something else, especially these past few weeks... I reckon there's something about us all sharing these live broadcasts.**

**Knowing that thousands of other people are tuned in from their homes, moving with you, everyone in sync... that's powerful.**

**And radio's been doing that with exercise and music for a hundred years - no matter what's happening in the world, no matter how bleak things might seem.**

**Here's Donna Halper again.**

**DONNA: During the Great Depression - at the end of the twenties - you have radio dramas, you have radio comedies. Most of the programming is escapist entertainment. But Derrick, the big thing is - starting the day with exercises and marching music, and let's get healthy – why not? It was fun! People liked it... and what got started in the twenties is going to reinvent itself for a new era... people are going to, instead of selling exercise records, they're going to be selling tapes, video tapes, audio tapes... it never stops. It just reinvents for a new generation.**

**Today, we have exercise on podcasts, online video channels, dedicated apps... but good old radio is still going. And it's still radio that brings us together... I mean, you're listening to this now aren't you?!**

**< MUSIC ENDS or FADES (Last Night A DJ Saved My Life) >**

OK! That's it for today's class... now shake it off, shake it off... go and have a shower...!

**29'30" ENDS**

R4 ANNOUNCER OUTRO:

**'STRETCH AND LISTEN!' was presented by Derrick Evans. It was produced by Claire Crofton and Steve Urquhart, and it was a Boom Shakalaka production for BBC Radio 4.**

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**EXTRA LINES / RETAKES:**

**Donna Halper, she's a professor of media studies and communication at Lesley University, in the USA**

**This is Kerim Yasar, he teaches Japanese Film, media and literature at the university of Southern California,**

**Adele Roberts, from BBC Radio 1.**

**And, as it grew, did it get exported further?**