

# SPIZZ

magazine

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THE MENTAL  
FLOSS FOR  
CHIROPRACTORS

## WILD ABOUT BILLY D...

The man who brought the California Jam party philosophy to chiropractic talks frankly about his vision for the future and the things that make him "TIC."

## UNITY IS A MYTH

It's time to quitcherbitchin, pay your dues and get with the program!

DOES YOUR  
PRACTICE  
MEASURE UP  
WITH D.D.  
PALMER'S?





Thomas Lamar, DC

# Tuning into Chiropractic's Radio Roots

While it's true that February 18th marks the start of the Dead Chiropractic Society's 4th Annual California Jam and the launch of Spizz Magazine, it also marks a very important date in chiropractic history that happened 89 years prior. For it was on this date, February 18,

chiropractors have followed suit with chiropractic radio shows of their own dotting broadcast markets across the continent. But a new form of "radio" has recently emerged that engages listeners in a whole new way: podcasting — a medium which allows audiences the benefits of having content they enjoy listening to in an automated, time-

**This concept of communication was so powerful to BJ that he purchased what amounted to be the first commercial radio station west of the Mississippi**

1922, that BJ Palmer's radio station WOC took to the airwaves and forever changed a nation.

Radio was a brand-new form of communicating to the multitudes in the "unseen audience" and the Developer of Chiropractic was leading the curve. Over the decades many

shifted, and portable format. And, as BJ surely would have, chiropractors are taking to their microphones to podcast their message over the Internet to all parts of the world.

Recently *Spizz Magazine* had a chance to catch up with one such podcast chiropractor, Dr. Thomas Lamar, who

*We speak with chiropractic's own podcaster, Dr Tomas Lamar who takes us through the history of radio and chiropractic.*

is using his Spinal Column Radio podcast to keep chiropractic's history and philosophy alive and "On the Air!"

**Spizz:** Many people are unaware that chiropractic has such a strong connection with the history of radio. Can you tell us more about that?

**Dr. Thomas Lamar:** Back in the early 1900's radio was used for governmental purposes, as well as amateur use, such as Ham Radio. It was not utilized like we are accustomed to today. BJ's son, Dave, would often tune in amateur stations as he'd sit in the Pigeon Roost of the Palmer Mansion looking out over the night sky. Soon BJ began to take an interest in this and the genius in him saw something in radio that others did not... at least not at first: simply its ability to communicate messages to thousands — if not millions — to an "unseen audience" all at once. This concept of communication was so powerful to BJ that he purchased what amounted to be the first commercial radio station west of the Mississippi — the second in the nation — to get his message out.

His station sat on top of the Palmer School of Chiropractic [in Davenport, IA] and because there were no other signals to compete with, his 100 watt station had a tremendous reach — covering most of the United States. And when the conditions were right, his station was picked up in such places as Paris, Stockholm, Chile, the Samoan Islands, and even the North Pole! As a matter of fact, in 1924 the *New York Journal* reported that if you couldn't tune into Davenport's WOC, there was something wrong with your radio set!

Palmer's station had an estimated one million listeners per day and, for all intents and purposes, was a regular station, broadcasting news, sports,

weather, farm reports, and church service... but the one thing that made it unique among the other stations that followed was his regular line up of chiropractic programming. The call letters WOC were arbitrarily assigned by Department of Navigation Radio Services — but the marketer in BJ was quick to let everyone know that it stood for the “Wonders of Chiropractic.”

Of course I could tell you a whole lot more but then there would be no reason for you to listen to Episodes 005, 006, 017, 018, 019, 020, and 021 at SpinalColumnRadio.com!

**Spizz:** Okay, you’ve given us a summarized version of chiropractic’s connection with radio — tell us about your connection with radio.

**Lamar:** I have always had a strong interest in radio. As a kid I’d play around with microphones and tape recorders all the time. Then, in my teenage years, I took it a step further and set up a pretend radio station in the attic of my house. I called it “KTOM.” I had a mixer, a couple of turntables and tape players, and a cool microphone that my aspiring rock star uncle lent me.... I still have it by the way... And with the aid of a souped up, build-it-yourself “Mr. Microphone” kit, I was able to get my signal out to the front driveway. It was pretty impressive!

And then I grew up and pursued a career path in health care which thankfully culminated with chiropractic. And, of course, when I caught wind of chiropractic’s connection with radio, I probably took a greater interest in it than most.

**Spizz:** So it sounds like radio has always been a passion of yours. Tell us how Spinal Column Radio came about.

**Lamar:** For the past 14 years I have been authoring a regular column for the local newspaper in my town called the “Spinal Column” and have amassed over 100 articles. And I thought to myself, “Wouldn’t it be great, if I could

take the content that I’ve researched and written about, and repackage it in a totally different medium.” And the idea of a podcast came up... which for me seemed like a natural fit. Plus, my 9 year-old son at the time, Logan, had



Station WOC on top of Palmer School 300 feet above Mississippi River.

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shared with me that he wanted to be a chiropractor. So I was searching for ways to involve him more in my work. His natural bent towards technology quickly landed him the job as my audio-engineer. So, while he gains an education listening to Dad squawk into the microphone, he also gains a valuable skill in audio production. Plus, he and I get the chance to produce something that is valued and listened to all over the planet. It’s pretty incredible!

**Spizz:** Tell us about your programming.

**Lamar:** That’s hard to button down, because it really is still evolving.... because, as a chiropractor, I’m still evolving. And the more I do this, the deeper I fall in love with the true purpose of this profession. I started, as I said, with my articles... which are varied in and of themselves, ranging from conditions that chiropractic has success with, to the latest and greatest

chiropractic research, to philosophical topics that cause people to think about their health differently. I’m finding myself being drawn towards the latter more and more lately because I am finding that it is really needed amongst the public and chiropractors... I need it too!

It wasn’t long before I was interviewing chiropractors that had done some pretty “outside of the box” things like adjusting a grizzly bear (episode 016) or carving a 30-foot human spine in a tree trunk in the front of their office (episode 022)... to the more sobering humanitarian efforts like adjusting at Ground Zero (episode 023) or attending to the hurting nation of Haiti following their devastating earthquake (episodes 011 and 012).

And now, I’ve added to that, interviewing some of the greatest chiropractors of our profession. It’s been amazing!

**Spizz:** You had the opportunity to interview, chiropractic icon, Reggie Gold. That’s not something

that happens everyday. How did you get that gig?

**Lamar:** That’s a great story! But in order to do it justice you need a little background.

Because of my strong interest in radio and chiropractic’s connection with it, I started to do some history podcasts — which I really love doing, by the way. Well, long-story-short, I located an antique collector that had stumbled upon extremely rare recordings of BJ Palmer on the radio conducting short “health talks.” And it was his wish, that these recordings be returned back to the chiropractic profession... and he could think of no better way than through my Spinal Column Radio podcast. And so I accepted that honor and produced a series of five shows centered around these recordings (episodes 017- 021). Well, needless to say, it didn’t take long before word got out about my podcast



and these recordings and our audience grew exponentially.

And then I was contacted by Dr. Jim Dubel — the founder of New Beginnings Chiropractic Weekends in New Jersey. He loved our production and wanted us to fly out to his 20th anniversary New Beginnings conference on the East Coast to interview his board and big name speakers.

Now, before I continue with the story, you need to know that the week before all this went down, I received word that Reggie Gold was going to speak at our Seattle-based philosophy group and that, because of his declining health, it would be his last time out. So, not wanting to miss the opportunity to hear him speak for the last time, I made arrangements to go. And as I was leaving the office, I told my staff wistfully, "Wouldn't it be cool if I could interview Reggie for my show!" And then I quickly dismissed it, because he was way out of my league.

So... back to Dubel. One week from the day I uttered those words, I'm on the phone with him discussing the idea of me coming to New Beginnings. And he said, "I think the first person I want you to interview is Dr. Reggie Gold." I just about fell out of my seat!

**Spizz:** How did it go?

**Lamar:** Well, Logan and I ended up interviewing 23 great chiropractors — Reggie was one of them.... and Billy D, I should add — over the course of two and a half days. We even did one of our interviews Live On Stage. It was amazing! And Reggie was awesome. It was an incredible experience and one that I will never forget. I must admit though, he was the only interview where my nerves got the best of me... forcing me to have to stop my introduction and start over. But once I got my first question out... his charming personality calmed my nerves and we talked for nearly an hour.

**Spizz:** We are excited to hear that you are coming to Cal Jam and will be

interviewing our line up of speakers as well. You really are "Coast to Coast!"

**Lamar:** I am just incredibly honored to be asked to attend these events and hang with some of the most amazing chiropractors our profession has to offer. I am blessed to be able to use my love for radio for the profession I love.

It's vitally important that we preserve the sacred trust that our chiropractic forefathers fought so hard to preserve... to the point of going to jail! ... All so we can practice today. The question is, will we continue their efforts of preserving the true essence of chiropractic so that we can pass the baton with pride to the next generation of chiropractors? It is my hope that my efforts through Spinal Column Radio will play a part in seeing that come about.

**Spizz:** Dr. Lamar, it has been a pleasure. Keep up the good work and thank you so much for talking with us.

*Dr. Lamar's podcast can be found at [SpinalColumnRadio.com](http://SpinalColumnRadio.com) and is also available on iTunes. ■*

# *SpinalColumnRadio.com*

with Dr. Thomas Lamar, your Podcast Chiropractor



*The podcast*

*for your backbone...*

*the podcast*

*with Backbone!*