

Treating Yourself

The alternative medicine journal

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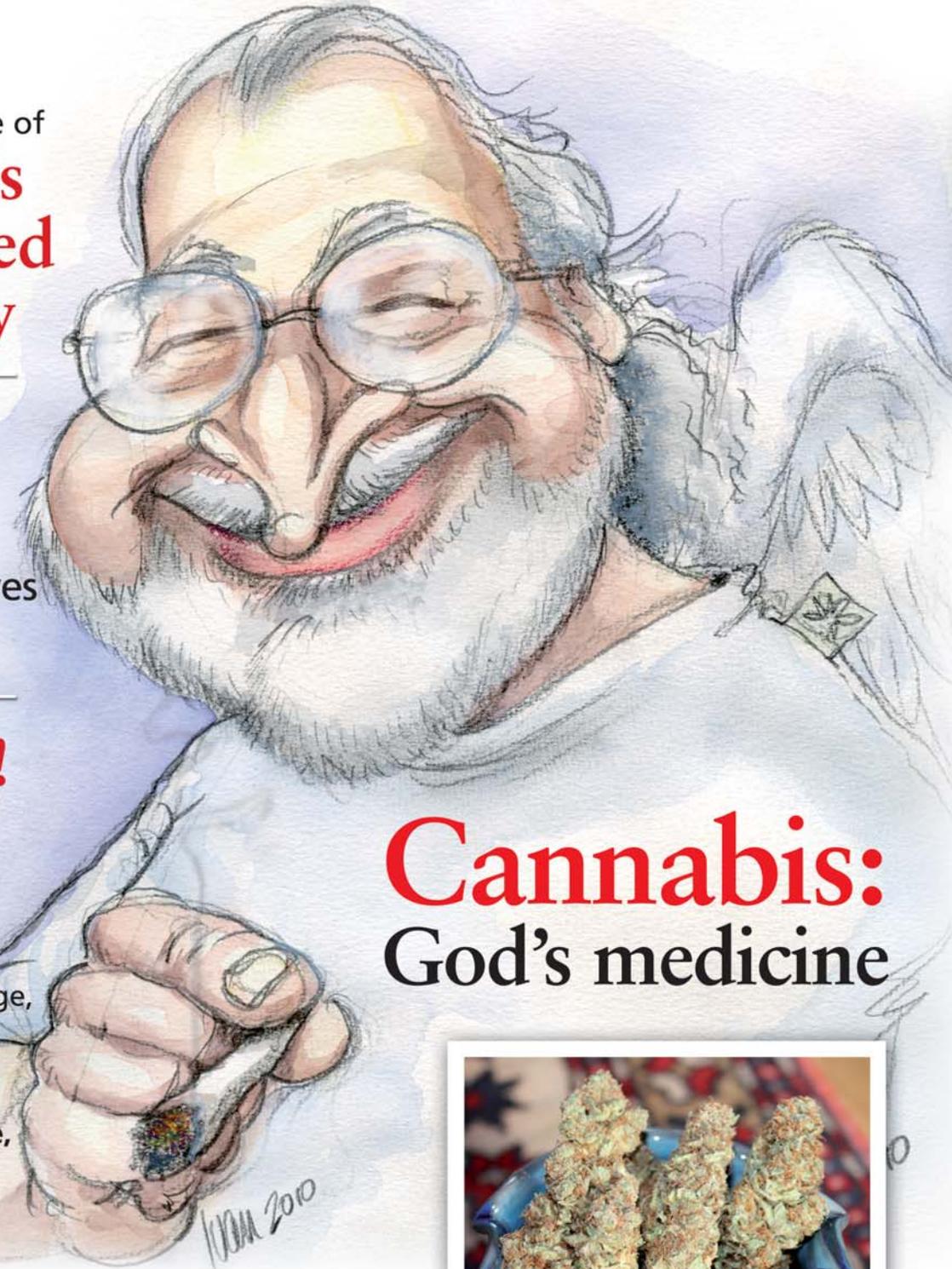
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By Al Graham
 medicinalawareness.ca
 From the Pages at Time4Hemp

What is 'Time 4 Hemp'?

Well it is an online cannabis radio program that can be found at www.Time4Hemp.com or live twice a week at www.AmericanFreedomRadio.com and because of the high ratings the show has been getting, it is soon to move to an evening slot, 5 days a week – Monday through Friday!

OK people it's time to pack a bowel with your favourite herb. Now light it up as we're going to learn more about 'Time 4 Hemp'.

If you want to find the best online cannabis music and interviews then I'd like to suggest that you tune into this program.

I first found this station when an email by fellow activist Alison Myrden arrived in my inbox. When I checked out the website I found the many podcasts that are posted there. I had a listen to many of them and found that they are entertaining as well as very educational. Upon further investigation I also found out that you can even download them. This allows you to listen to them later on or even burn them onto CD or DVD.

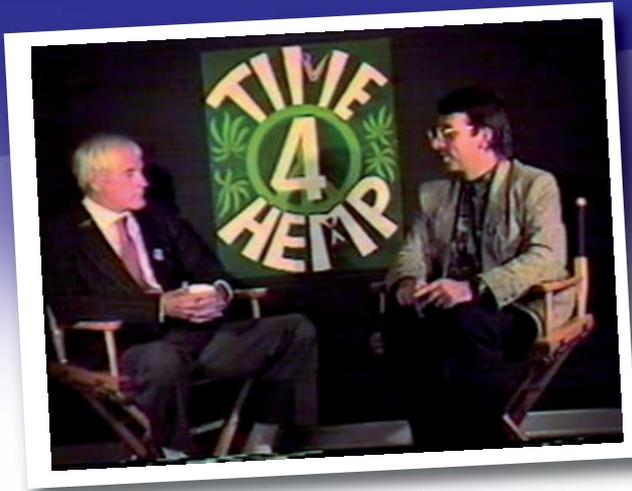
You can get an hour's worth of cannabis music on a compact disc, which you can listen to in your car or any other CD player. I have since learned it's even better if you burn them onto a DVD. The DVD holds enough non-stop music and interviews that would give you over

4 days of entertainment and education without shutting it off. That's over 100 hours of non-stop cannabis radio, nice!

The History

The host of the show, Casper Leitch, first got involved in the hemp movement in 1990 and then shortly afterwards launched a cable television series called 'Time 4 Hemp'. It was the first television series in the history of broadcasting to focus strictly on the topic of cannabis, thus giving Casper the honour of being known as "The Father of Marijuana Television". When the show aired it started out in 22 cities in 19 different states and was the first community cable series to ever debut in so many cities and states at one time. Then 3 weeks later, 'Time 4 Hemp' became the first community cable program to go International. This was achieved as a person from Vancouver Canada and another in Australia hooked into the feed.

The series may have begun as a community cable public access program, but once aired, it became the public



and an interview with Casper Leitch



From left:

Casper Leitch

Willie Nelson visited Time4Hemp

Casper with Timothy Leary

Casper participating in the U.S. Government study

domain. This allowed for the activists in other states to take these shows and then pass them around for re-broadcasting in their own areas. In total fifty-nine shows were created before the series ended. This was quite an achievement considering that the series focused on something, which if you possessed it, can get you life in jail.

What I also learned from visiting Casper's site was that Casper was a participant in the United States Government funded 'UCLA Smoked Marijuana Study' which was headed by Dr. Donald Tashkin, a researcher who has studied the effects of marijuana on our lungs for over 30 years. I believe he was one of the first researchers that the government hired to find the apparent "bad" in cannabis. Casper also says he is the first person in the world to be filmed for television smoking legal marijuana in a Government funded lab.

The Website

The Time4Hemp.com website came online in 1999 and was one of the first sites to offer free cannabis audio and video downloads. Two free audio PotCasts, which are titled 'Time 4 Hemp – TODAY' and 'Time 4 Hemp – MUSIC' started in July of 2007. These podcasts are usually ranked number one and two when the word 'hemp' is typed into the iTunes search engine. Give it a try and see if you can prove Casper wrong. When you find out he was right I'm sure you'll enjoy your new iTune selec- ▷

Interview with Casper

Earlier this year I called into the 'Time 4 Hemp' live radio broadcast hoping to ask show host, Casper Leitch a few questions. With time restraints I only had time to ask him one question but afterwards I was able to arrange an interview with him to finish up what I had started. A few days after the show I contacted him at his home in the United States to finish this interview.

Wendal: Casper your website states you worked with Jack Herer and his book. Could you tell me part you had in the book, *The Emperor Wears No Clothes* and how you met Jack?

Casper: I was working in a sign supply shop when Jack walked in one day looking to buy thousands of dollars worth of banners. My boss thought marijuana was a horrible thing and wanted me to take care of Jack's order. When Jack left I asked my boss what he thought about paying this month's rent with proceeds from marijuana sales. Then one day Jack's son picked me up at 4:10pm with a car to take me visit with Jack. When I climbed into the car it was 4:20 - and that's when I agreed to started working for Jack. Then while he was on tour promoting his book I ran his office.

Wendal: Could you tell me how you feel about coming to Canada to participate in the *Treating Yourself Medicinal Marijuana and Hemp Expo* this summer?

Casper: I can't wait to come to Toronto. I've got my dog sitter all arranged for the weekend but I find it odd to be asked to participate. I'm just a voice while there will be many experts participating. This will also be my first time to ever get a chance to see all the wonderful people I only get to meet on the phone. I can't wait to meet all my Canadian activist friends. ▷

tions. The series has recently changed rss feeds, so when you subscribe to the show through iTunes, be sure to select:

music.time4hemp.com and **blog.time4hemp.com** until iTunes drops the old feed; or you can subscribe to both feeds directly from Time4Hemp.com

‘Time 4 Hemp’ was also created to bring publicity to the California Hemp Initiative. Now ‘Time 4 Hemp’ is about you, the people who want good accurate insightful information, and entertainment.

As well as finding music and interview podcasts at this website you’ll also find a moment of hemp history caught on tape featuring Jack Herer. ‘Time 4 Hemp’ was lucky enough to catch the excitement of Jack showing this rare article he had unearthed about Henry Ford’s hemp car. Casper tells me that he worked with Jack in the early years as he assisted Jack with his now famous book, *The Emperor Wears No Clothes*.

As mentioned above Casper was involved with the United States Government Funded UCLA Smoked Marijuana Study. If you go to the site you can click on the link that will allow you to view some video clips of his participation in this study. This is where Casper became the first person on the internet to have footage of them smoking legal marijuana from a Government funded lab.

The site has over 70 free hemp video downloads and many, many free MP3 and audio downloads There are lots of surprises found on this site and links to the Global Hemp Movement. The links that have been placed on this site were carefully selected and offer a wide array of information that is helpful to every hemp activists.

The Guests & Music

Casper has had many amazing guests on ‘Time 4 Hemp’ such as Dr. Tim Leary (this is one the last interviews he allowed before his death); Country musician Willie Nelson; US Congressman Barney Frank, Keith Stroup (founder of NORML) and Ethan Nadelmann (founder of the Drug Policy Alliance). Many Canadians such as Marc Emery (founder of Cannabis Culture Magazine), Michelle Rainy and even our own Marco Renda have also made appearances.

The musical guests that appear on the show are also impressive. The Individuals, who have appeared as doctors for a Treating Yourself cover shot, have received over a dozen American Marijuana Music Awards to their credits. Jet Baker always makes an appearance on the music shows as he and Lynette Shaw seem to be taking turns singing the ‘Time 4 Hemp’ theme song. Muck sticky, who? Yes a guy by the name of Muck Sticky performs often as well. Other musical guests on the show

would be the Canadian duet called The Tall Brothers. These two guys pump out some for the coolest jazz that you’ve ever heard. Then there is the band that goes by the name Johnny Reefer Seed and the High Rollers. Their song, ‘Brother Can you spare a Dime’, won best cannabis song last year. While other award winning artists such as Chief Green Bud, Rich Hardesty and Los Marijuanos all make regular appearances throughout the show, all the programs are packed full of world-class music performed by talented artists found all from around the world.

All of these bands have some fantastic tunes that you will want to share with your friends. If you tune in, you’ll hear some of these great songs, which you’ll want to get to learn, before you get to hear and see them perform live at the Treating Yourself Medical Marijuana and Hemp Expo. These and other bands will be performing live during the American Marijuana Music Awards at this Expo which is being held in Toronto Canada. This fantastic show, the first of its kind in Canada, will be running this summer from July 16 through to the 18th

A recent upgrade to the website produced the two new RRS feeds that now allow listeners to subscribe to the podcasts. The subscription puts a nice button on your tool bar. This not only makes it easy to find but also lets you know with a click of the button that a new podcast is available. All of the new podcasts are just under an hour, which makes them perfect for an audio CD.

Live Radio

The podcasts and the hard work that Casper has put into his shows one day grabbed the attention of the people at American Freedom Radio. American Freedom Radio is an internet based radio station that has no rules and covers almost everything that you can think of.

One day last year one of the workers at AFR made the show management aware of ‘Time 4 Hemp’. The people that pick the programming had listened to it a few times and believed that it would fit right in with AFR’s guidelines. The show management agreed and back in August ‘09 ‘Time 4 Hemp- LIVE’ hit the air waves.

The live version of the shows always features a “joint host”, a couple of guests as well as a visit with Ed Rosenthal at the end of show. The show interviews some of the great activists featured on the podcasts as well as the new people that are making their way into the movement.

One problem with live radio is that if a problem arises there isn’t much you can do about it. This does happen now and then but they are the usual technical glitzes

and demons that pop up online.

The joint host is always introduced by Casper as he likes to inform his listeners on the joint host. After the first ten minutes the special guest is introduced. Casper features the joint host as much as he can by allowing them to ask many of the questions given to the guests and only joins in when needed. An hour into the show a second guest is usually introduced to the listeners before Ed makes his appearance.

It's not all talk as there are music interludes and great cannabis related commercials added into the mix. It's not often you enjoy commercials but when you hear these you do. Regular radio you don't hear any cannabis related ads so when you get to hear them online it's great.

The Little Guy

While it's great to hear from the many big names in the movement Casper also allows those with a smaller voice a chance like myself to speak up.

In the fall, while doing chores around my house, I had one of my 'Time 4 Hemp' DVD's playing when my phone rang. When I answered it I couldn't believe what I was hearing, the same voice I was listening to on my radio. The confirmation came when the caller introduced himself as Casper Leitch the host of 'Time 4 Hemp'. I told Casper that this was quite the shock as I was listening to him at that exact moment on my stereo, his response was "I love you man". I know he was just as surprised that I was listening to his podcasts when he called. Once we settled down Casper told me that his friend Marco Renda had suggested me as a guest for his program. As it turns out Marco was a last minute fill in for a cancelled guest and they were looking for people to talk with during the show.

During a three way conversation we discussed what was going to happen, the way things work with the show and when they would be calling me. Casper informed me that a person from American Freedom Radio, an internet radio show (found at www.AmericanFreedomRadio.com – tell your friends) would be calling me a few minutes before I was to go on the air, live. Casper explained the rules to me as far as making background noise and a few other things then he informed me that millions could be hearing me.

While I had spoken in public a few times before I can honestly say I've never spoken to somewhere around a million people before. When the call came later that day the nerves were in overdrive but after a few minutes on the air I was able to get things settled down. The interview went pretty good other than for those first jittery minutes. After that Marco, Casper and I talked about the Medicinal Awareness (MA) group that I'm involved ▷



Wendal: Do you have many helpers and what has the ride been along the way?

Casper: When I was doing the television shows I was quite happy and I had to be convinced to do the podcasts. There is help but it's mainly me and my computer that are doing this. Yes there have been times when it's been rough and I've had to be convinced to keep going as you never know if anyone listening or if you can find guests. When I first toyed with the idea of doing an internet podcast, I wasn't sure if anyone even remembered who was or would want to be on 'Time 4 Hemp'. For a test of this I put out 40 emails to some activists to see if they'd be interested in being interviewed, within 90-minutes I had 35 replies saying 'YES – and Thank You, glad to have you back into the fight!' and it's grown from there. There was another time when I almost shut it down but Token Tam called me up and asked me to participate in the American Marijuana Music awards. This gave me a boost to keep going. Just so you know it was Token Tam who introduced me to Marco. Those early years were exhausting and then there is also the problem of paying for the show as it costs money to run it. This required a lot of work and it took me 3 years to find some advertising. Presently I'd like to find a couple more and I have to be grateful that Treating Yourself and KDK Distributing have jumped on board.

Wendal: How is the show being received now?

Casper: Presently the show is being received very well. When I got started the first show had 3000 downloads in three weeks. The second show it jumped to 4 to 5000 for the same time period and now it's climbed up to 3000 per day (that's 63,000 over that same 3 week period). It's just not here in the U.S. that it's doing it. The show is also doing very well in Japan, Germany, England, Canada, and all of Europe.

Wendal: How did the live radio show get started?

Casper: American Freedom Radio contacted me one day out of the blue. They said a person told them about me and my podcasts and they believed I was nothing like anything out there. Since the radio show started it has been getting around 600,000 downloads per week and climbing. It's amazing how many people are hungry for the truth about how wonderful this plant is. ✚

in and what we have been doing. We reviewed the home shows and the other events that the group is involved in. Casper wanted to know how the people reacted to us at these shows while Marco asked how the group was formed and what else we do besides these events. This includes assisting patients with their Health Canada application for medical marijuana, helping people with information to how you approach your doctor. Sometimes we're just a person to talk to so they can seek advice and to learn from our experiences.

When it was done I thanked Marco and Casper for the opportunity to talk to such a large audience. It was exciting for me to be able to basically talk to the world (as per Casper – five hundred thousand to around a million) and it was quite the honour to be on the program.

After my appearance on the show I started to listen more often to these live shows. Since I've been listening I've been able to hear other activists from around Ontario Canada. The names of Russell Barth, Marko Ivancevic, Alison Myrden and Steve Bacon are some of the "locals" that have appeared. Meanwhile activists such as Jodie Emery, the Tall Brothers, Michele Rainey, Kelly Kriston - Founder of KDK Distributors, as well as many others from Canada have also appeared.

Joint Host

Just as I was finishing up this article I had my opportunity to join Casper as a joint host. I had never been a joint host of any show and never had any experience in interviewing someone.

When I got the call I had 2 days to prepare for this interview. The person I was interviewing was Matthew F. Fogg - This man is a decorated Federal law officer. His supervision in the US Drug Enforcement (DEA) joint US Marshals Service (USMS), fugitive drug & gun interdiction task forces involved the "who's who" in Federal, State and Municipal enforcement personnel makes him well aware of the drug situation in the U.S. .

Mathew Fogg is also a man who has had to face racism in his live. Not only did he face this around his home but also at his place of employment. Mathew fought the U.S. government over a racism situation and come out on top as he won a four million dollar lawsuit to prove it.

On the day of the show Casper and I talked for a while on the phone as we prepared things. He asked that I come up with a list of questions as well he emailed me some from Mathew. In the end there were nine pages in front of me to go over as I prepared.

The show started out alright but it quickly ran into a bump as Mathew was stuck in traffic and having connection problems. Because of this we had some last minute guests to fill in as they worked on Mathew's problem. Treating Yourself Editor Marco Renda called in and we had a chat while others like Anita Shaw, the 'Time 4 Hemp' theme song writer and singer also popped in for a visit. Dana Beal (founder of The Global Marijuana March) also stopped in for a chat.

Mathew Fogg did make an appearance when he made it home. While we didn't get to do the whole interview I did get to ask some of my questions.

Mathew talked about everything he could in the short time remaining. He touched on racist things that happened to him when he was a kid as well as on the job. He talked about the great work of LEAP (Law Enforcement Against Prohibition) to the work he has done with Amnesty International. Since we didn't get the scheduled ninety minute interview in Mathew has agreed to come back again.

While there were some bloopers here and there, they happen with live radio, the whole experience was something to put in the accomplishment bin. I had a great time from the beginning to the end and I got to learn what happens behind the scenes of doing a radio program.

In closing I'd like to encourage everyone to tune into Casper and his informative show. You can locate the rss feeds to both of the podcasts at www.Time4Hemp.com or catch him live every Tuesday and Thursday at AmericanFreedomRadio.com when he comes on live at 5pm CST until it moves to the new 5-day a week time slot (please check the either website for an update on the schedule) a week . The live shows allow you to call in, talk to or question all the activists that appear on his program. You can call the program when it's on at 512-879-3805 and he'll help you get the answers you're looking for. All the shows are archived at AFR http://www.americanfreedomradio.com/show_archives.html

Now that you've finished that bowl of herb isn't it time you tuned into 'Time4Hemp'.

Al Graham is a member of Medicinal Awareness. MA can be found on Facebook at <http://www.facebook.com/home.php?#/group.php?gid=107220733999> or email them at ma@treatingyourself.com 

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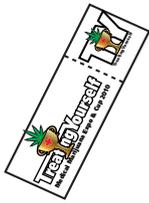
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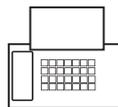
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