

Tune-in with Jeffrey Kush D.C., on ESPN

Steve Kelly, managing editor

While attending the Arizona State Bodybuilding Championships in November 1990, Dr. Jeffrey Kush was approached by Louis Zwick the president of "American Muscle," a bodybuilding program that airs on ESPN, the 24-hours a day all sports network. Mr. Zwick asked Dr. Kush to audition for a host position on the program.

Dr. Kush's audition was a success; he was given the opportunity to present a chiropractic viewpoint as it relates to weightlifting as the host of a regular segment on "American Muscle." His title is "Twin Lab Training Series Physician."

"American Muscle" produces one show a month and ESPN airs that segment four to six times each month.

"I'm really excited about this new chiropractic health-oriented show I'm hosting. I hope that this will give the chiropractic profession a big boost in the bodybuilding world," Dr. Kush said.

Each month Dr. Kush will profile ways weightlifters can work out without injuring themselves. Weightlifters often injure themselves with improper lifting techniques, or simply by trying to lift too much weight. Such injuries are frequently exacerbated when the lifter continues to work out despite the presence of a painful injury.

Dr. Kush says, "I have many patients (that are body builders) who are sick and tired of MDs giving them drugs and telling them to stay in bed and not to work out. You just don't tell a lifter, especially a competitive lifter, not to lift. That is where I show them safe alternatives to minimize their size loss (atrophy) while their bodies are healing."

Dr. Kush will give special emphasis to the spine, chiropractic treatment, and prevention. On the first ESPN segment Dr. Kush broached the subject of lower back pain and improper leg training techniques. The second segment will be on shoulder injuries; other segments will include: upper thoracic strains; soft tissue massage; knee injuries; hamstring pulls; and a show that will answer viewer mail.

Since the first show aired Dr Kush has been receiving calls from all over the country. One such call came from an attorney and avid bodybuilder from New Orleans who plans to fly to Arizona to allow Dr. Kush to evaluate his lower back condition. This attorney has been going to various MDs who have been running tests on him, prescribing muscle relaxants, etc., but not treating the cause of his pain.

Jeffrey Kush is a 29-year-old Arizona native who holds a B.S. in human biology from Arizona State University and is a graduate of LACC, where he made the dean's list.

Jeffrey began lifting weights at age 12 with his father to improve his baseball performance, but got

"hooked" on lifting instead. He still holds his high school bench press record in the 132 pound weight class at 290 pounds. Today, weighing in at 164 pounds, his best bench press is 380 pounds.

Dr. Kush has a practice in Chandler, Arizona. He makes extensive use of physical therapy, Thompson, Cox, and diversified. He employs four massage therapists; approximately 40 percent of his patients are bodybuilders.

"DC" is pleased that chiropractic has this new forum on ESPN. ESPN is internationally syndicated; "American Muscle" has a spanish language version. With the popularity of cable television we know this is the kind of chiropractic PR that is difficult to come by.

Congratulations, Dr. Kush; a star of chiropractic is now appearing, and we'll be watching.

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