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“Early Morning TV Made Me Do It”

Los Angeles, CA January 20, 2005 – It is a pretty select group of people who can say that watching television early on Sunday mornings gave them the inspiration and knowledge to start their own business. Bonnie Bogharian’s loyal, almost ritual viewing of the small business show ***Making It! Minority Success Stories*** compelled her to start her own jewelry business, Red Orchid.

Bonnie started watching the show many years ago when she got up to make breakfast for her family. It became a habit for her to turn on the TV and sit down with a cup of coffee. She enjoyed watching the program every week but little did she know that it left useful and lasting impressions with each viewing. “I was a housewife at the time, and raising a family. The show kept me believing that I could do something. Now that my husband has passed away, and my girls are grown up and successful, it encourages me to go out and use what I’ve learned from the show” said Bonnie.

Other individuals have watched the show, and like Bonnie, they ventured into the world of entrepreneurship. Michael Martin started his Miracle Mile Newsstand after watching the show and learning about how to finance a business. He wrote down everything he saw on the television and proceeded to contact a local economic development center to secure a loan. His venture was so successful that he was ultimately featured on the show. Today, Michael’s newsstand is a community hotspot.

Hendricks & Associates co-owners, Clarence and Sharie Hendricks, saw ***Making It!*** and landed a large client for their photography business. They watched an episode profiling an advertising agency, LaGrant Communications, and contacted the founder. After a meeting, the agency acquired the account to provide photographic services for the California Lottery. This opened the door for the Clarence and Sharie to showcase their work to a larger audience and obtain other large clients.

“It didn’t matter if the person lost their job, lost their spouse, or were divorced. If they just wanted to improve their way of life, anybody off the street, no matter what they did, who they were or what nationality, they could do it. It kept me watching it every week”, said Bonnie

“Long-running TV and radio programs are helping people around the world make positive changes in their lives. They portray people’s everyday lives, help them see a better future and provide them with strategies and incentives that enable them to take the steps to realize it,” said renowned social cognitive psychologist Albert Bandura, PhD. The creator and Executive Producer of ***Making It!*** Nelson Davis says, “When I worked on sitcoms we could offer only a brief diversion for viewers. With this show, we have had the good fortune to help change people’s thinking and ultimately their lives.”

Making It! is a four-time Emmy Award winner for Best Informational/Public Affairs Series. Nearing its 16th consecutive year on the air, ***Making It!*** is designed to educate, inspire, and encourage the entrepreneurial spirit in its multi-ethnic viewers. The show has earned recognition from all levels of government and business. The program can be seen Sundays at 6:30am on KTLA-WB channel 5 in Los Angeles. It is also broadcast in San Francisco, Sacramento and San Diego.

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