



MINORITY SUCCESS STORIES

MAKING IT!

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

NEWSLETTER

WWW.MAKINGITTV.COM

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A Relevance Revolution

by Nelson Davis
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Even as a child I was a fan of many television programs—in their glorious soft focus and grainy black & white. Milton Berle had the “Texaco Star Theater” and Dinah Shore implored us to “See the USA in your Chevrolet.” “What’s My Line” was a favorite quiz show and was sponsored by Remington Electric Shavers. How did I know and remember that? Well, there was a large cutout of a shaver on the set and the name of the sponsor was seen in every wide shot!

Both TV and the American consumer juggernaut were young and growing. Every show was a novelty and we gave commercials the same attention as the programs themselves. Whether the ads were for wristwatches, car batteries or acne creams, it all seemed relevant. We are in the midst of a revolution today and successful television advertising is no longer just about the ad department buying time to run your company’s award winning 30-second commercials in a program that has the highest general audience ratings. It’s as if someone took a Ginsu Knife to the mass market that television was built on, transforming it into many smaller selective markets.

These days, the \$72 Billion spent on advertising each year is facing daunting challenges in finding new pathways. Marketers have to develop new levels of relevance in their messages and deliver them in ways that consumers want. Many under 30-year old consumers who used to watch 3 hours of TV each day are down to two hours a week. Hundreds of TV channels and Broadband connections to the internet have introduced the tyranny of unlimited choice and changed everything. That makes for

a major revolution that certainly affects my business and probably yours.

Perhaps you’ve heard the phrases “branded entertainment” and “product integration” bandied about as hot new trends in TV advertising. Take away the modern buzz words, and what you really have is something that resembles what “sponsors” were doing over four decades ago when just three TV networks had ownership of all the eyeballs.

In those early days of the medium, TV programs were largely produced by advertising agencies that purchased a block of space on a network to air them. That model was born in the radio age and was carried into this new medium that was often referred to as “radio with pictures.” As the number of TV sets in America multiplied along with more sophisticated ways of measuring the growing audience the networks decided they could make a lot more money selling the air time by the slice. Those smaller pieces were the 30-second spots that became the industry standard. Goodbye to signage on the set and the branded dancing Old Gold cigarette packs!

The new technologies have brought an interesting turn back to a key aspect of those days. With triple digit channel numbers, not to mention the internet and video-on-demand vying for your attention, the number of people watching a given cable channel at one time resembles the slim audience size for a 1952 network show! Throw in Digital Video Recorders (like TiVo) that allow viewers to rush past the commercials and you have some compelling reasons to re-think the role of 30-second spots and how TV advertising is purchased. Finding a relevant program, (cooking, fashion, business, celebrity gossip) and creating a targeted message or creative integration with the program has become a 21st Century necessity. There are fourteen networks just aimed at children!

As a consumer, you can see clips of shows on the internet or even on your mobile phone now. With that level of control consumers are choosing programming that speaks more directly to them, and the search for relevance has led smart marketers back to making the message as close to unavoidable as possible. Advertisers are seeking out the kinds of opportunities that used to be called sponsorships and placing dollars in niche programming. They want to reach you wherever you are with a message so personal and targeted to you that clicking, dragging, calling and purchasing become your swift and natural reactions. The next time you are in a meeting with the bright young folks from advertising or marketing, feel free to let them know that ‘branded entertainment’ can’t be claimed as their ‘relevance’ invention. It is simply a new wardrobe draped over a sturdy and fifty year old body.

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The 'MAKING IT!' Newsletter can now be seen online & downloaded at www.MakingITTV.com

16 YEARS OF



IN A WINNING CLASS

SCMBDC Supplier of the Year Award Winners



The Southern California Minority Business Development Council held its 21st Annual Supplier of the Year Awards at the Omni Los Angeles Hotel on July 7, 2005. There,

four winners were named in different class categories based on annual sales.

The Making It! staff would like to congratulate the four winners: (clockwise) Tracy Stanhoff of Ad-Pro, Leonard Ortiz of Novacoat, Gregory Craig of Cook Inlet Energy Supply, and Charles Duval of Data Industries Ltd. All have been proudly featured on Making It!

A VALUED AUDIENCE?

In June, Nelson Davis moderated a panel on the subject of minority audience measurement at the African American Business Summit in Palm Desert California. Jo Muse, Chairman of Muse Communications and Roderick Wright a consultant to Nielsen (the ratings company) tackled the question "Are Minority Audiences Undervalued." The simple answer was yes. But with Local People Meters and other electronic devices replacing paper diary systems for determining who is watching and listening, more accurate measurements will change that.



I joined Nelson Davis TV Productions as the new Marketing Assistant in late April. While working here, I have been exposed to a great deal of valuable information about entrepreneurship. This is particularly inspirational for me since I have recently decided to go into business with an old friend of mine. We are still in college so we both agreed that it would be a sound idea to use this time to prepare for the business. One of the ways to do so is to build credit. I began doing some research on ways to establish good credit and found a great deal of information dedicated to managing credit cards.

1. Pay off balances in full at the end of each billing cycle.
2. Limit your credit use to 30% of your total credit limit.
3. Avoid closing old, paid-off accounts.

Try to pay the least interest as possible. Use credit cards the way you would use

cash. Also, limiting your credit use is a good way to minimize debts as well as help you establish the best credit score possible.

Continuing to hold accounts on cards that are unused may seem counterintuitive, as it certainly was for me, but it has a certain advantage. According to Fair Isaac & Co. (one of the leading credit scorers), closing off old credit card accounts will have two undesirable effects. First, it will reduce your overall credit line, which makes your existing balance larger in comparison. Second, closing off old accounts will shorten your overall credit history.

These easy pointers will make a tremendous difference on my credit score, which betters my chances for a business loan or good interest rate. I hope that this is helpful for any reader who wants to start a business or just build credit.

COMMUNITY RELATIONS

By: Howard Lim

The concept of community has become a hot topic and with good reason. Everywhere you go, you can find a community to belong to whether it is as a citizen of a town or a member of a book club. The power of the Internet to leap over physical and other barriers has established a sense of place for anyone, anywhere. At the best communities, this place enables people who share a common interest, value or background to come together and talk, interact, share personal and other information and forge relationships.

Certainly there is an almost infinite range of possible subjects around which people can assemble. Is small business a subject of interest to aspiring and established entrepreneurs? Of course it is but how many of these businesses take advantage of being part of a community?

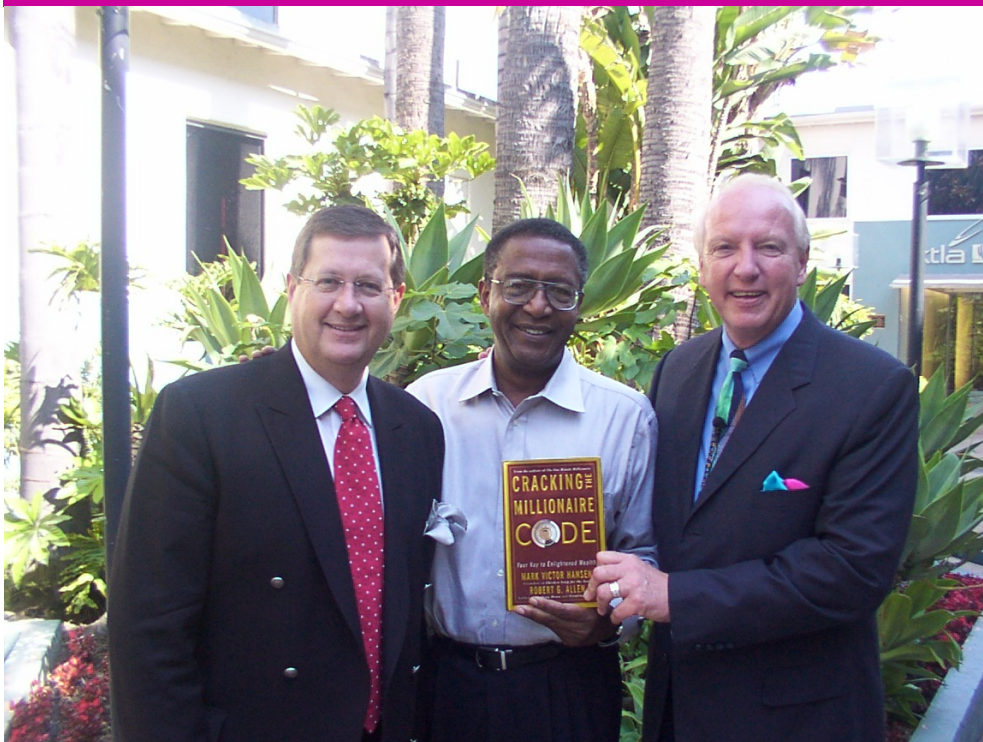
Your local chamber of commerce is a great place to gather. Many offer networking opportunities so that you can meet other business owners in your area. You can discuss business issues, impart knowledge based on your experiences, or even try to execute a deal.

Events and other benefits like inclusion in a member's directory help increase the value of the community. Google your city or area to find a chamber of commerce. (ex. www.lachamber.org)

There are other methods of belonging to a group. Small business websites and their forums are great ways to keep up with small business issues with a global audience. You can post questions or comments from California and have someone from Michigan respond. Websites can keep you up to date on trends and news that is pertinent to your business. www.smallbusinessforum.com is a site you should check out.

Being a small business owner can be a lonely pursuit. Feeling a sense of community is the antidote. Look for one or start your own.

In the spirit of building communities, Making It! has created an online forum to gather aspiring and established entrepreneurs with our peers and experts. Got a question about financing or market research? Perhaps someone within our community can assist. Visit: www.makingitv.com/resources.htm



Cracking the Millionaire Code co-authors Robert Allen and Mark Victor Hansen pictured with Nelson Davis.

For years, Making It! has brought our viewers instructional and motivational pieces through the "Secrets of Success" segments. "Secrets of Success" are 60-second video clips featuring the best small business experts and industry professionals. On occasion, Making It! features New York Times Best Selling authors.

Two best-selling authors, Robert Allen and Mark Victor Hansen recently visited Making It! to share their secrets of success with our viewers. Mr. Hansen is a co-founder of the *Chicken Soup for the Soul* franchise selling over 90 million books in North America alone. He has made TV appearances on Oprah and the Today Show. Mr. Allen is known for several books including *Multiple Streams of Income* and is considered an influential investment advisor. They teamed up and wrote *Cracking the Millionaire Code*.

Build your 'MAKING IT!' video library at www.MakingItTV.com

Upcoming Shows:

International Business

Megatoys CEO, Charlie Wu, and founder of King International Group, Richard King, know what it takes to run a successful international business. Learn the secrets of international trade from these proven experts.



Rafath Ali and son-in-law Haider Nazar had an opportunity to diversify and rebrand their 50-year-old company Kemco Manufacturing. See how their international business partners help in servicing high profile clients like Boeing.

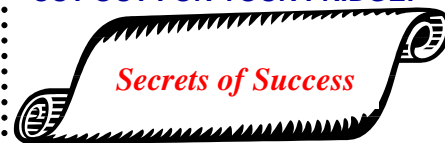
Entertainment Enterprises

Will Griffin had an amazing opportunity to start a business with Russell Simmons and Stan Lathan. Watch as Lathan Simmons Media Group gives minority filmmakers opportunities and exposure to established networks like HBO.



Albert Torres Productions had humble beginnings but took off after Albert appeared in movies and as a dancer for the Academy Awards. See how he is using his experiences and knowledge in promoting and providing Latin entertainment.

CUT OUT FOR YOUR FRIDGE!



"Philosophy drives attitudes. Attitudes drives actions. Actions drive results. Results drive lifestyles."

-Jim Rohn

"I once asked a [Wall St.] trader why so many top dogs keep going after they become billionaires. If I ever made \$100 million, I'd call it quits I said. That he said is why you'll never make \$100 million."

-Andy Serwer, Writer, Fortune Magazine

Hear "Secrets of Success" Streaming Audio at: www.MakingItTV.com



CALENDAR OF EVENTS

For a complete calendar listing, visit our website at www.MakingItTV.com

SBA CERTIFICATION WORKSHOP SMALL BUSINESS ADMINISTRATION

Where: San Francisco, CA
Date: August 25, 2005
Contact: (415) 744-6808, julie.yim@sba.gov

HOW TO WRITE A WINNING BUSINESS PLAN SCORE SAN DIEGO CHAPTER

Where: San Diego, CA
Date: August 27, 2005
Contact: (619) 557-7272, sd.score@sba.gov

THE HR CONNECTION: OPPORTUNITIES TO NETWORK UCLA EXTENSION

Where: Los Angeles, CA
Date: September 10, 2005
Contact: (310) 825-2012, jferrari@uclaextension.edu

BOEING OPPORTUNITY EXCHANGE SCMBDC & BOEING

Where: Huntington Beach, CA
Date: September 27, 2005
Contact: (213) 689-6963, jnery@scmbdc.org

‘MAKING IT!’ is California’s #1 Small Business TV Show

Where can you see ‘MAKING IT!’ in your area?

LOS ANGELES KTLA - Ch. 5 Sundays 6:30 am	SAN DIEGO KSWB - Ch. 5 Sundays 5:30 am	SACRAMENTO KSPX - Ch. 29 Saturdays 6:30 am	SAN FRANCISCO KKPX - Ch. 16 Saturdays 6:30 am
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is brought to you by:

- AMERICAN HONDA
- THE BOEING COMPANY
- COMERICA BANK
- HILTON HOTELS
- SEMPRA ENERGY
- SOUTHERN CALIFORNIA EDISON
- THE WALT DISNEY COMPANY

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ADDRESS CORRECTION REQUESTED

16 YEARS OF



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- Howard Lim**
Marketing Manager
- Kimberly Holmes-Lamar**
Producer
- Phaylen Abdullah**
Segment Producer
- Jacqueline Lyanga**
Production Assistant
- Tiffany Li**
Marketing Assistant