



MINORITY SUCCESS STORIES

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NEWSLETTER

WWW.MAKINGITTV.COM

MAKING IT!

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

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The Revolution is Here

by Nelson Davis nelson@MakingItTV.com

It was a dozen years and a technological lifetime ago. On January 11th, 1994 I was among a group of media people gathered at UCLA's Royce Hall for what was labeled "The Information Superhighway Summit." The lineup of panelists and participants was very impressive. Vice President Al Gore, Rupert Murdoch, Barry Diller, Michael Eisner, Steve Case, and John Malone were a few of the people leading the panels. Their presence supported the fact that we had most of the "big brains" of contemporary media in one place. The idea was to brainstorm about the multimedia future which Malone had dubbed "The 500 Channel Universe." By the way, that figure was arrived at by a simple multiplication of that day's 50 channels with the ten-times-more-information capacity of digital compression.

"You say you want a revolution." The Beatles.

Remember that the internet was a fresh subject for non-nerds at that time. It was so fresh that a check of the transcripts from the event shows that this roomful of smart people used the word only twice during all the formal sessions. Nevertheless, a revolution was being hinted at that day. Beyond Al Gore's pitch for federal legislation to ensure computers and hookups in public schools, many panelists thought that video-on-demand (VOD) would soon become the "killer application" that would change our world. Well, when the internet bubble burst beginning around 1999, many businesses died while still waiting for the infrastructure to enable the "killer app."

How difficult is it even for the brightest people to develop a clear vision of what the future holds? For example, today we all know what HBO is, and it seems they have been serving up programming

like "The Sopranos" and "Sex & The City" for a very long time. Let's go back to the beginning. HBO started as a cheap and easy way to fill time on unused cable channels: just show old movies, pay for the rights, and make money from subscriptions. At first, HBO physically sent videotapes to cable operators that carried its programming. Then its parent company, Sterling Manhattan Cable, was acquired by the publishing giant Time Inc., which put one of its corporate lawyers, Gerald Levin, in charge. In the mid-1970s, Levin came up with the idea of transmitting HBO's programming over satellite to cable operators, and the revolutionary concept of the national cable channel was born.

Today, the internet is becoming a prime pipeline for the distribution of video, and most of that is video on demand, causing the owners of traditional TV stations and networks to gaze skyward and yearn for the very recent good old days. Their business model is being beaten into something new, and nobody seems to know exactly what it will look like. The MTV generation began 26 years ago and staring at screens became a prime way to get a daily dose of information and amusement. Did anyone know those screens would become much larger as well as smaller plus being portable and have keyboards attached? This goes beyond evolution into the true revolution of how electronic media is consumed, measured, created and distributed.

Advertisers are beginning to shift millions of dollars to the internet because they can get more information about consumer habits there. In all channels of communication, corporate America is realizing that people receive their messages more clearly and retain them longer if they are delivered as moving pictures rather than on a printed page. The most prized advertising space at stadiums and malls is on

the Jumbotron video screens. You don't have to take pictures of this revolution because video pictures are a central player in the revolution.

The old aphorism "A picture is worth a thousand words" has new meaning and has never been truer. You'll notice that this entire edition of the Making It! Newsletter is devoted to video and some of the ways it is changing commercial and personal communication. High-definition video cameras the size of your hand, new video compression technologies and proliferating high speed broadband connections are some of the facilitators of this revolution. Just as Henry Ford's assembly line techniques ushered in the automobile era a hundred years ago, we are indeed living through another revolution. In your own sphere, you can be as influential as those "Big Brains" media moguls who gathered on that January day twelve years ago. To succeed in 21st century business, it's essential that you place yourself in the picture—the moving picture.

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



SPECIAL VIDEO EDITION

MAKING IT! ONTO DVD

In the coming months, selected episodes of Making It! will be available for sale through AMAZON.COM's CustomFlix division. The details of the agreement are still being worked out, but to be on the electronic shelf space of one of the world's biggest retailers has wonderful possibilities. Also, a number of episodes from our video library of over 500 shows can be purchased on the Making It! website.

CELEBRATING 17 YEARS

This past March marked our 17th anniversary on broadcast television. For many years at our weekly staff meeting, everyone has to talk about something in their lives that they are grateful for. This week, we all express gratitude to the original co-hosts of Making It!, the late Larry McCormick and Minerva Perez. Minerva is now a very popular news anchor at ABC-13 in Houston and sadly, we lost Larry to cancer in 2004. We are excited that there are still many wonderful stories to tell.



Making It!'s first co-hosts Minerva Perez and Larry McCormick seen here in 1991.

MARKETING WITH VIDEOS

Nelson Davis Productions and Aces TV began shooting in San Jose for a video sponsored by Cisco and Chevron. They jointly sponsor MDE, a three day seminar for entrepreneurs wanting to grow their businesses. Professors from the Anderson School at UCLA do the teaching while we capture some of the students and executives on video. The footage is edited for DVD which can be used to market their Supplier Diversity programs to the small business community and to other executives.

Also, we are excited about discussions with a large media company expressing interest in using special videos for marketing it's supplier diversity program. A great exercise in supplier diversity, all elements from production to manufacturing to distribution will be supplied by minority vendors.

The revolutionary age of online videos is upon us and there's no way to avoid it. As a member of the tech-savvy Generation Y group, I should know. Videos have been an integral part of my life and the lives of my peers for years now, and I'd definitely say that video is the way to go if businesses want to capture our attention and reach us.

Videos affect my everyday life, whether I'm browsing a friend's personal blog to watch a streaming video that she embedded on her site, downloading the latest episode of my favorite TV show or visiting an internet-broadcast channel that specializes in my most recent interest, fashion.

Videos allow my friends and I to share parts of ourselves with one another. Most of us have personal blogs on Xanga or MySpace and those websites now allow us to post videos on them, at no cost! Sometimes, we share videos that we've taken with our digital cameras and other times, we might embed videos that we enjoyed watching from youtube.com. Videos allow us to express ourselves in a more profound way than words are sometimes able to.

I've found that video has also affected my media viewing patterns. Instead of watching my favorite shows on TV and having to suf-

fer through the commercial breaks, I can now watch them without the pesky interference. Admit it, we would all rather watch shows that aren't interrupted by ads every few minutes. The Internet is also where I can get my fix of the daily news. If I don't have a TV handy or if I happened to miss the news completely, I'd prefer to watch news clips online on Yahoo! or Google.

Lastly, online videos have greatly influenced my consumer habits. I admit that I'm an avid shopper (I blame this on my double "X" chromosomes) and videos contribute to this addiction immensely. For me, video ads give a product a certain texture that a banner ad doesn't have. Videos allow me to have an emotional connection with the advertised product through the power of sound, motion and images, and many times, this compels me to want to purchase the product. According to eMarketer, a New York research firm, Internet video ads brought in \$225 million in 2005 and are expected to break the \$1 billion mark in 2008.

The bottom line is, it's going to be hard to dodge the video revolution so you should jump on the streaming train. If you can make your product come to life with video, my generation will reward you with full attention.

MOTION AND SOUND: THE HUMAN ELEMENTS

In today's world, people live in the fast lane and so their time is important. We blaze from one channel to another on television, read only newspaper headlines, toss junk mail as if it was on fire, and surf through websites at unconscious speeds. So what can your business do to get the attention of your customers? Multimedia is here and it can work for you. Businesses, especially on the web, need to make the most out of every second a customer spends on their sites. Moving pictures and sounds could be the human element that turns passive surfers into engaged viewers.

Have you ever noticed how easy you learn jingles from commercials on television? Do you really think you would learn it as fast if all you could see was static text on TV? Clearly not. The combination of dynamic images, music and narration improves the receptivity of any audience.

Imagine the effectiveness of a short video introduction versus the traditional "about us" text. A rich multimedia presentation of your company and its services, using sights and sounds, increases the chances of engaging the viewer using human elements. Watching a person talk, seeing machines actually make products, and other imagery and sounds resonates more than simple flat text.

Another use of video is for product demonstrations. Because a potential customer cannot physically examine a product, a demonstration video will help facilitate the buying decision by showing a model using the product. This allows anyone to be able to see oneself using the product and helps with generating interest.

In the same path, interactive websites using flash animations can also improve receptivity if used the smart way. On average, internet users spend less than a minute on a webpage. Taking that into consideration, it is an essential key to the success of a flash website. Don't overload your flash animation or make your website navigation too complicated. The point here is to get visitor's attention and keep them awake, not make them lose patience and leave your overloaded flash website.

Over the years, multimedia and interactive marketing services have become more affordable. Many multimedia companies are now offering solutions to accommodate even modest budgets. It does involve a learning curve, but your customers and suppliers are worth it.

Streaming Video is on the Horizon



Co-hosts Lynette Romero & Emmett Miller.



Bite-sized entrepreneur success stories.



Secrets of Success give you essential tips.



Studio guests offer you expert business advice.

The amazing MAKING IT! video library now contains over 1000 entrepreneur stories, about 500 in-studio interviews with experts covering various business topics, and hundreds of 60-second Secrets of Success tips from small business experts. Our segments range from one to five minutes clips and are the ideal length range for streaming video on the internet!

MAKING IT! has been approached by a variety of online content aggregators and other organizations wanting to serve the small business marketplace. So, as media rushes into the digital era, MAKING IT! is exploring several options to bring more of our award-winning video content to the web.

Currently, a select number of short video clips are available on the show's website at www.makingitv.com. MAKING IT! is working to provide these streaming clips in a custom video player on the homepage.

See video segments of the show on the web at www.MakingItTV.com

A LOOK AT UPCOMING SHOWS

Ruth Ko left home at the age of 15 to pursue a career in acting and modeling. Wanting more financial security, she took a sales position at **ORANGE COAST MAGAZINE**. Her experience created an opportunity for growth. See how she rose through the ranks to ultimately become the executive publisher and owner of this publication despite many obstacles including bankruptcy.



Ruth Ko
Orange Coast Magazine

Vincent Nardolillo learned about woodwork at a young age and ultimately became a carpenter as an adult in New York. He moved out to California and got involved in cabinet refacing. The concept was in its infancy but the idea sparked the creation of **REBORN CABINETS**. See how the family turned a simple idea into a \$13 million business.



Vincent Nardolillo & Family
Reborn Cabinets

CUT OUT FOR YOUR FRIDGE!



"Don't confuse luck with skill when judging others, and especially when judging yourself."

- Carl Icahn
Billionaire Investor

"Ambition is the path to success. Persistence is the vehicle you arrive in."

- Bill Bradley
United States Senator

"Never write when you can talk. Never talk when you can nod. And, never put anything in an e-mail."

- Eliot Spitzer
Attorney General, NY State

See "Secrets of Success"
Streaming Video at:
www.MakingItTV.com



CALENDAR OF EVENTS

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

CREATING A SUCCESSFUL BUSINESS PLAN SCORE

Where: Gardena, CA
Date: May 27, 2006
Contact: (818) 552-3206, 09@scorela.org

FREE/LOW COST RESOURCES TO HELP YOU START SBA & SCORE

Where: San Francisco, CA
Date: June 06, 2006
Contact: (415) 744-6777, www.acteva.com/go/sba

CREDIT REPORT CLINIC SMALL BUSINESS DEVELOPMENT & INT'L TRADE CENTER

Where: Chula Vista, CA
Date: June 06, 2006
Contact: (619) 482-6391, www.sbditc.org

MARKETING YOUR BUSINESS TO SCMBDC CORPORATIONS SCMBDC & THE BOEING COMPANY

Where: Huntington Beach, CA
Date: June 21, 2006
Contact: (213) 689-6960, www.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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