



Contacts:

Brenda Victoria Castillo
Nelson Davis TV Productions
323.460.5456
bvcastillo@tribune.com

Jaclyn Jimenez
Nelson Davis TV Productions
323.460.5358
ndtp-ma@tribune.com

Nelson Davis, President, Nelson Davis Television Productions Honored As Outstanding Entrepreneur

Making It! Minority Success Stories Broadcast For More Than 17 Years

Los Angeles, CA October 20, 2006 –Nelson Davis, president of Nelson Davis Television Productions, was honored yesterday by the Black Business Association (BBA) as “Outstanding Entrepreneur.”

More than 500 entrepreneurs, executives, community leaders and elected officials attended the BBA luncheon at the Los Angeles Airport Marriott Hotel that recognized Davis for his exemplary business achievement and leadership. Davis joins the ranks of BBA honorees that include Berry Gordy, Motown; Earl Graves, Black Enterprise; Debbie Allen, Producer & Entrepreneur.

“I am wonderfully grateful to KTLA, Channel 5 for their long term support of the Making It! mission,” said Davis. “Some business owners measure their success by the number of employees. I take measure of the number of business stories told on television,”

Davis is the creator and executive producer of the Los Angeles Emmy Award Winning television show, Making It! Minority Success Stories that has aired on KTLA, Channel 5 for more than 17 years. Making It! is a weekly, half-hour magazine format show that highlights the triumphs, challenges and contributions of minority business enterprises. Its mission is to promote economic empowerment.

“Making It! is an inspirational multicultural show for viewers of any ethnicity who value self-determination and the American dream,” said Davis. “The uplifting stories of triumph over adversity, shown on Making It! have a strong universal appeal.”

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Davis began *Nelson Davis Television Productions* with the idea of bringing together special television programming with sponsors who wish to reach a niche audience. *Making It! Minority Success Stories* focus is on Small Businesses. The show has been on the air since March 1989 and has received more than thirty awards and commendations from all levels of government and business organizations, including four Emmys as Best Public Affairs series. *Making It!* is sponsored by American Honda, Bank of America, Boeing, Comerica Bank, Hilton Hotels, McDonald's, Sempra Energy, and Southern California Edison.

Prior to becoming a programming executive for the NBC Network in 1980, Nelson honed his television skills with a variety of projects. Freelancing as a discussions show host and producer, he produced and/or directed such diverse projects as a series for PBS, commercials for presidential candidate Ronald Reagan, and a film in Africa. At NBC for 4 years, he moved from Broadcast Standards on the Tonight Show with Johnny Carson to Director of Daytime Programming for the network.

Nelson is committed to combining his knowledge of television production and marketing to use TV as a medium to communicate positive messages and promote economic empowerment. Among community organizations, Nelson presently serves on: The Board of Directors of the *Pacific Coast Regional Small Business Development Corporation*, and the *Academy of Television Arts & Sciences Foundation*. He has recently served on the Board of Advisors for the *National Association of Women Business Owners* and is a Member of *Santa Monica College Associates*. Mr. Davis has also been active with *Big Brothers*.

For more information on *Making It!* or Nelson Davis Television Productions, log onto www.makingittv.com

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