

# FOR IMMEDIATE RELEASE

On March 18, 2009 The United States Small Business Administration and Los Angeles Mayor Antonio Villaraigosa will honor *Making It! Minority Success Stories* for 20 Years of Service and Excellence. America's most lauded small business TV show has been affiliated with Tribune-owned KTLA-TV for all of those years.



It was announced this week by Alberto Alvarado, Regional Director of the U.S. Small Business Administration, that Nelson Davis, creator and Executive Producer of *Making It! Minority Success Stories*, will be honored with the Media Advocate Award on March 18<sup>th</sup> during the Minority Enterprise Development (MED Week) Awards at Club Nokia at L.A Live. At the same event, Mayor Villaraigosa, on behalf of his Minority Business Opportunity Committee, will present Mr. Davis with the Media Firm Award.

This year marks the 20th year of broadcast by Tribune owned KTLA 5, Los Angeles pioneer broadcast station. The station's management remains an important partner in producing this public affairs program which focuses on entrepreneurs and small business development in their service area.

Nelson says, "I really didn't know what I was getting into back in 1989 and was surprised that small business owners and entrepreneurs became personal heroes to me. They invariably supply education and inspiration for me and our viewers. In the present economic downturn, more people have to think like entrepreneurs."

*Making It!* has featured the stories of over 1000 small business owners and has received over 30 awards from all levels of business and government including 4 Emmy Awards as best Public Affairs Series. It has become America's most lauded small business TV program.

We recently spoke with Helen Shih, who with her brother Marty, was the very first story in the first episode of the show broadcast in March, 1989. Helen and Marty began with one flower shop which morphed into an international marketing company now grossing over \$500 million per year! Here is what she had to say: "The *Making It!* program helped make it possible for us to live our dreams. That early exposure encouraged us to learn to run our business well, and feel a sense of honor by making a difference."

The business owners featured on the show have ranged from single person operations to publicly traded corporations grossing hundreds of millions of dollars per year. Some of the featured entrepreneurs have become famous or even infamous. They include Billy Blanks (Tai Bo), Taryn Rose (women's shoes), and Henry Yuen, inventor of VCR Plus among others.

***Making It!* was a pioneer in integrating program advertisers with program content beginning 19 years ago. The show has been made possible by the support of advertising sponsors including: Bank of America, Boeing, Comerica Bank, Edison, Honda, Port of Long Beach, Sempra, The Gas Company, and Verizon. Over two decades other smart marketers partnering with the show have included: Arco, AT&T, Ford Motor, Hewlett-Packard, Hilton Hotels, Procter & Gamble, and Toyota.**

**The program's home market is Southern California, the small business capital of America. Thanks to KTLA's extended cable and satellite reach, *Making It!* is available in over 100 other markets around the country.**

**Nelson Davis Television Productions began in 1988 with the following mission: "Our purpose is to be a leader in promoting personal and economic development in minority communities using electronic media."**

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