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The Well Kept Secret of Small Business TV – Small Business Reality Shows

Los Angeles, CA – September 15, 2004 – While television business news headlines are laden with corporate scandals and quarterly earnings reports, small business news and developments are most often overlooked. But there are several, long-running TV programs that undertook a mission to inspire and encourage aspiring and established entrepreneurs alike. Small business television shows ***Small Business School***, ***Black Enterprise Report*** (formerly *Minority Business Report*), and ***Making it!*** currently showcase a cross section of America's entrepreneurs ranging from home-based enterprises to publicly traded companies.

Small Business School has been seen on PBS stations across the country for eleven years. The other two, ***Black Enterprise Report*** and ***Making It!*** are distributed via commercial stations, having been on the air for nineteen and fifteen years respectively. These weekly half-hour shows profile entrepreneurs and their zigzag paths to success. Featured business owners include young entrepreneurs, corporate castoffs, and many others. There have even been stories of business success by owners who literally lived on the streets before starting their endeavors. These stories embody the American dream and the producers of these shows share a goal of supplying a sense of community to this growing business segment.

The programs' formats and content offers advice, tactics, and most importantly inspiration. Their web presence offers additional resources like newsletters, event calendars, and references. The reputation and viewer relationships forged by these small business shows make them the unofficial authorities in small business development.

Small business owners produce all these programs. ***Black Enterprise Report*** is produced by Central City Productions in Chicago headed by Don Jackson. Hattie Bryant of San Diego California is the host and executive producer of ***Small Business School***. The president of Nelson Davis Television Productions and executive producer of ***Making It!*** is an ex-network executive based in Los Angeles.

This category of television programming is an overlooked secret to many advertisers and small business owners. They are about *real* business owners with *real* stories. Of course, with over 25 million small businesses operating in the US (making up 99% of all businesses), there are many stories yet to be told.

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If you would like more information about this topic, please call Howard Lim at 323-460-5253 or email Howard at hlim@tribune.com.