

**CORN NAVIGATOR:** WITH NEW VARIABLE RATE MACHINERY, THE QUESTION PRODUCERS ARE ASKING IS -- HOW CAN IT HELP WITH THE PROBLEMS OF GROWING CORN-AFTER-CORN. I TALKED WITH FARM JOURNAL AGRONOMIST KEN FERRIE WHO OFFERS ONE SUGGESTION.

**TRACTOR TALES:** AS A FORMER SUBMARINER, I MUST TELL YOU I'M PARTICULARLY INTERESTED IN TODAY'S TRACTOR TALES. IT WAS USED ON A FLAT-TOP -- A NAVAL CARRIER -- TO MOVE PLANES AROUND. WE FOUND THIS 1950 INTERNATIONAL AT THE COUNTRY FAIR AT CONNER PRAIRIE IN FISHERS, INDIANA. BILL TYNER DOESN'T HAVE MUCH INFORMATION ABOUT HIS 1950 MILITARY I-SIX IF YOU KNOW SOMEONE WHO CAN HELP HIM OUT, SEND US AN EMAIL AT [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

**COUNTRY CHURCH SALUTE:** ALSO TODAY WE ARE HAPPY TO RECOGNIZE THE ST JOHN - ST JAMES LUTHERAN CHURCH IN REEDSVILLE, WISCONSIN WHO CELEBRATE THEIR 150TH FOUNDING ANNIVERSARY THIS YEAR. AS THE NAME SUGGESTS, THE CHURCH IS A MERGER OF TWO CONGREGATIONS. IN 1860 TO BEGIN BUILDING THEIR CHURCH THREE AND A HALF ACRES OF LAND WAS CLEARED LARGELY BY THE WOMEN OF THE CHURCH, AS THE MEN WERE AT WAR. A SCHOOL WAS ADDED IN 1874. IN 1996 A NEW PIPE ORGAN WAS INSTALLED, AND LAST YEAR THE INTERIOR WAS REDECORATED FOR THE CELEBRATIONS THIS YEAR. THE CURRENT PASTOR - THE ELEVENTH FOR THE CONGREGATION - IS PASTOR TIMOTHY NOMMENSEN. WE THANK MYRON HERZOG FOR THE HISTORY AND PHOTO OF HIS CHURCH. AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND, IN, 46624-0062, OR EMAIL US: [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

**USFR MAILBAG:** TIME NOW FOR OUR WEEKLY LOOK INSIDE THE FARM REPORT MAIL BAG... WE RECEIVED A CALL FROM DOUG BLAYLOCK WITH THIS REQUEST: "MY SON WANTS TO GET INTO FARMING. HOW CAN HE GET STARTED?" DOUG, THANKS FOR WATCHING AND FOR BRINGING UP ONE OF THE HARDEST QUESTIONS I GET ASKED. LET ME BE AS STRAIGHTFORWARD AS POSSIBLE. THE OPENINGS FOR YOUNG PEOPLE IN AGRICULTURE TEND TO FALL INTO TWO GENERAL POSSIBILITIES. FIRST THERE ARE OPPORTUNITIES FOR NEW FARMERS IF THEIR FATHER OR FATHER-IN-LAW IS A SUCCESSFUL FARMER NOW AND CAN MOVE OVER OR RETIRE. THE SECOND CHOICE IS TO LOOK IN AGARIAN AGRICULTURE - THAT IS FARMS THAT SELL NOT JUST A PRODUCT LIKE GRAIN OR MILK, BUT A PROCESS SUCH AS ORGANIC OR FREE-RANGE. THESE FARMS REQUIRE MUCH MORE LABOR AND ARE A GROWING SECTOR IN AGRICULTURE. BUT TO BECOME ON YOUR OWN A CASH GRAIN FARMER FOR EXAMPLE IS A VERY LONG SHOT BECAUSE OF THE IMMENSE INVESTMENT REQUIRED AND THE INTENSE COMPETITION FOR LAND. INDUSTRIAL AGRICULTURE LIKE MY FARM IS RAPIDLY REPLACING LABOR WITH TECHNOLOGY SO THAT DESPITE RISING PROFITS, WE STILL ARE DECREASING OPERATORS. THIS PICTURE STRIKES MANY AS UNFAIR, SINCE IT IS WIDELY HELD THAT FARMING IS ABOUT WORKING PHYSICALLY HARD. IN MY FATHER'S DAY THAT WAS CLOSER TO THE TRUTH, BUT TODAY FARMING IS ABOUT CAPITAL AND ESPECIALLY, ACCESS TO LAND - SOMETHING THAT TAKES DECADES OR SHEER GOOD FORTUNE. THE IDEA THAT FARMING IS A BUSINESS ANYONE CAN DO IF THEY WANT TO ENOUGH DOES NOT FIT WITH THE REALITY I SEE. THIS IS NOT THE ANSWER PEOPLE WANT, BUT THE BEST I CAN GIVE. PLEASE LET US KNOW WHAT YOU THINK. FEEL FREE TO CONTACT US DIRECTLY SEND EMAILS TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM) OR CALL US TOLL FREE AT 800.792.4329.

**ISSUE DESCRIPTION:** ENVIRONMENTAL

**ISSUE TREATMENT:** Public Affairs Program

**TITLE:** TAKE 5

**Aired:** Sunday, July 22, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** This show is dedicated to showing viewers how to help their local environment. First we profile Aquatic Adventures, a non-profit organization that encourages youth to get involved in saving San Diego's watersheds, canyons and wetlands. Then we talk to two conservationists who explain some environmental terms and show us how we can make a difference in saving the environment.

**Guests:**

Shara Fisler, Executive Director, Aquatic Adventures

Rob Hutsel, San Diego River Park Foundation

Doug Gibson, San Elijo Lagoon Conservancy

**ISSUE DESCRIPTION:** ENVIRONMENTAL

**ISSUE TREATMENT:** Public Affairs Program

**TITLE:** TAKE 5

**AIRED:** Sunday, August 12, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** According to County records, this summer will be one of the driest seasons in the last 100 years. The show covers what the City of San Diego and a local fire department are doing to prevent a fire disaster. It also gives viewers tips on how to protect their possessions, homes and lives.

**Guests:**

Rob Davis, VoiceOfSanDiego.org

Will Carless, VoiceOfSanDiego.org

August Ghio, San Miguel Fire Department

Ron Lane, San Diego Office of Emergency Services

**ISSUE DESCRIPTION:** ENVIRONMENTAL

**ISSUE TREATMENT:** Public Affairs Program

**TITLE:** **TAKE 5**

**AIRD:** Sunday, September 30, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** You see it when you're driving down the street, on the freeways, under bridges and in your neighborhood. Graffiti. It shows up in unexpected places and, most often, in unwanted places. How is graffiti affecting San Diego? We'll talk to Councilman Tony Young, the City of San Diego's Graffiti Control Program and the San Diego Police Department's Graffiti Strike Force about the issue. And we'll introduce you to Reality Changers, an agency that's steering kids off the streets and towards college. Then we'll switch gears and take a "Walk on the Wild Side" with the San Diego Zoo and Wild Animal Park to discuss their upcoming fund-raising walk.

**Guests:**

Councilmember Tony Young, San Diego City Council, District 4

Christopher Yanov, Executive Director, Reality Changers

Officer Bryan Roberts, SDPD Graffiti Strike Force

Norma Medina, Program Coordinator, City of San Diego's Development Services Dept.

Richard Schwartz, Senior Animal Trainer, San Diego Zoo

**ISSUE DESCRIPTION:** HEALTH AND SAFETY INFORMATION

**ISSUE TREATMENT:** News/Reality based series

**TITLE:** **CW NEWS AT TEN HEALTH REPORTS**

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**AIRS:** Monday – Friday, 10-10:30 p.m.

**DURATION:** 1-2 minute segment within news

**PROGRAM TYPE:** Live action

**COMMUNITY NEED:** Healthy and safety are of primary concern to San Diego's active community.

**DESCRIPTION:** Informative health news. News segment features updates and medical breakthroughs as well as parenting advice. Specializes in useful information on staying well.

For synopsis and further information, please see attached.

On-going PSA Campaigns dealing with this issue include the following:

Title:

HEALTH

"Stadium" - March of Dimes

"Technology" - Cure Search/Cancer Project – Find a cure for childhood cancer

"Snack Meet" & "Time for Exercise" - Healthy Eating/Exercise Habits, Ad Council

"Boy/Girl" – Primary Immunodeficiency Awareness, Jeffrey Modell Foundation

"Marfan Syndrome" – Awareness Campaign

"Imagine" – Juvenile Diabetes Research foundation

"Baseball" – Autism awareness, Ad Council

"Exercise" – Will Rogers Institute

"Labels-Teen" – Girls & Boys Town Hotline

"Diane Keaton" – Colorectal Cancer

All PSAs are aired Monday through Sunday Run of Schedule

## CW HEALTH STORIES

7/28 – Chili Recall  
7/29 – Dead Bird Hazmat  
7/30- Alcohol labels, Avandia, Transplant charges  
8/01 – Printer danger, Albertson's trans fat, toy recall  
8/02- bad veneers, west nile emergency  
8/03 – autism research, fudge frenzy, women worker anger  
8/04 – lemonade for tanner  
8/6 – kid taste test, obesity birth defects  
8/7 – coffee brain  
8/8 – shopping brain, masculine men  
8/9 – prilosec nexium vo  
8/11- oyster warning, ca gov healthcare  
8/12-life expectancy  
8/13 – pot belly disease  
8/14- acupuncture stress, toy recall, el cajon smoking ban  
8/15- lead risks, abortion pills, chocolate controversy, tri city er  
8/16-west nile bird deaths  
8/18-walter reed doctors, torture psychology  
8/20- dirty pools, obesity virus  
8/21-walmart dog treats, reading habits  
8/22-senior sex, sponge bob recall  
8/23-sd west nile virus, carrot recall  
8/24-smoking oxycontin  
8/25-la mobile hospitals, folsom staph  
8/26-fit flops, ditching diapers  
8/28-teen diet pace  
8/29-tainted spinach  
8/30-toys r us recall  
9/24-lack of sleep/heart disease, acupuncture for back pain  
9/25-breast cancer rates  
9/26-oceanside couple loses nearly 200 lbs.  
9/27-alcohol link to breast cancer

**ISSUE DESCRIPTION:** HEALTH & SAFETY

**ISSUE TREATMENT:** Public Affairs Program

**TITLE:** TAKE 5

**Aired:** Sunday, July 8, 2007, 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** When it comes to illnesses, disease and physical injuries, most of us turn to traditional therapies. But some traditional therapies can be fairly costly. This show covers some alternative healing methods that have been around for hundreds of years.

We also profile a local teen who's making a difference in his community, Juan Santos.

Guests:

Ryan Altman, Acupuncturist and Holistic Health Practitioner, Alternative Healing Network

Dr. Jason Liu, Certified Chinese Qi-Gong instructor

Gisela Sommer, Mind/Body Connection Teacher

Glenn Schweighardt, Sharp Memorial Outpatient Pavilion Hospital

Valerie Olson, Patient

**ISSUE DESCRIPTION:** BUSINESS/FINANCE/ECONOMICS

**ISSUE TREATMENT:** ~~Public Affairs Program~~

**TITLE:** **MAKING IT**

**AIRS:** Sunday, 4:30 a.m.

**DURATION:** 30 minute program

**PROGRAM TYPE:** Live format

**COMMUNITY NEED:** This program serves the needs of the community by featuring positive minority role models.

**DESCRIPTION:** Public Affairs interviews focusing on issues concerning financial, employment and various issues affecting minority owned businesses.

For synopsis and further information, please see attached.

On-going PSA Campaigns dealing with this issue include the following:

Title:

"Guitar"- How to finance a home in California, California Housing Finance Agency.



# MAKING IT! Minority Success Stories

## FCC REPORT

Air Date:

July 1, 2007

Length:

24:00

**GUESTS:** JIMMY WILLIAMS- HAYGROUND ORGANIC GARDENING, CYNDI ROMERO-TURK, DAVID TURK- DEVYNN'S GARDENS

### GROWING A BUSINESS

**Jimmy Williams** (323-216-0379) started **HAYGROUND ORGANIC GARDENING** in 1996. His first garden was a friend's rooftop garden in Manhattan. Today, he operates out of his backyard in Los Angeles. Aside from selling his products at the Hollywood Farmers Market, he also creates gardens for his clients, doing the designing, growing and maintenance. Since he didn't have a car when he first started, he would travel to his clients' homes by bus, his bag of tools on his shoulder. Jimmy currently has a patent pending on his extremely popular Goosecreek Heirloom Tomato plant. These plants have been passed down for generations since Jimmy's great grandmother came from the Caribbean as a slave, she smuggled the seeds in her pocket and planted them in Goosecreek, South Carolina. Because he lacks a large space to grow his plants and vegetables, this has been challenging for Jimmy. Finding a way to grow beyond his small backyard garden would benefit him in the long run. Jimmy currently has 13 employees and a diverse collection of plants and vegetables. In the future, Jimmy hopes to purchase more land and two greenhouses to expand his growing capabilities.

**Cyndi Romero-Turk** (562-592-2610) and her husband **David Turk**, a former construction worker, always wanted to own a business. The day David's construction tools were stolen they learned that a flower shop was for sale. Cyndi's initial plan was to quit her job and be a stay-at-home mom for awhile. But once they bought the shop, both she and her husband embarked on the new business venture. In its early days, there were quite a few struggles. After they bought the shop, they found out the building was infested with termites. The building itself was also run down and had not been inspected before escrow closed. Without taking out any loans and using David's construction skills, they rebuilt the shop. After building their clientele, they renamed the shop **DEVYNN'S GARDENS**. They currently have a second location and business continues to grow. Much of their business comes from special events and corporate accounts, and a delivery service which has helped the business flourish.

In *Secrets of Success*, **Belma Johnson** ([www.belmaj.com](http://www.belmaj.com)), Author of *What Do You Dream?*, discusses how to turn your dream into a business.

Studio Guest, **Mark J. Robertson, Sr.** (213-739-2999; [www.pccorp.org](http://www.pccorp.org)), President and CEO of *Pacific Coast Regional Small Business Development Corporation*, talks about the necessary tools every entrepreneur needs for their growing business.

# MAKING IT! Minority Success Stories

## FCC REPORT

Air Date:

July 8, 2007

Length:

24:00

**GUESTS:** ALBERT TORRES,-ALBERT TORRES PRODUCTIONS, WILL GRIFFIN-LATHAN SIMMONS MEDIA GROUP

### ENTERTAINMENT ENTERPRISES

Promoter and salsa dancer **Albert Torres** lives and breathes Latin entertainment. Albert has had his battles with drugs and gambling, but now puts all his focus on dance. He actually started **Albert Torres Productions** ([www.alberttorresevents.com](http://www.alberttorresevents.com)) in 1991, but business did not take off until he was in the movies and also danced on the Academy Awards. By 1996 Albert's business really had began to turn the corner. Albert is a busy man. His tasks include: promotion of the local clubs, providing dancers and bands for corporate parties, managing individual dancers and bands, producing CDs, Latin dance congresses which have grown to an international level, and "Baile de los Ninos" which is a program to teach kids to play musical instruments. On the average throughout the year there are three employees. Albert's wife Maya helped Albert grow the business and get it out of their house and into an office space. They have been in their office for 1 1/2 years. Albert also sells merchandise on his website. Gross sales for 2003 were \$674,000.

**Lathan Simmons Media Group** ([www.simmonsathan.com](http://www.simmonsathan.com)), named after two of the co-owners Russell Simmons and Stan Lathan, was established to enhance the level of exposure given to minority filmmakers. Their belief is that minority directors are frequently overlooked and have a more difficult time finding work than producers and actors. **Will Griffin** is the co-owner of the media group and assisted with its establishment. Will knew that he had a talent for strategizing, so he acted on it and found himself working alongside some of the biggest names in entertainment. Will made many relationships at the beginning of his career, including Simmons and Lathan. Through Will's ties with these men he was capable of convincing them to start the company. They want to add additional channels to already established networks, such as HBO. The media group is fairly new and has recently signed on its first director. They also have distributed home videos as well as network sitcoms and other forms of media.

In *Secrets of Success* Anthony Mora ([www.anthonymora.com](http://www.anthonymora.com)), CEO of Anthony Mora Communications talks about the importance of writing a press release.

The in studio guest is intuitive coach and wealth builder, Monique Guild ([www.moniqueguild.com](http://www.moniqueguild.com)).

# MAKING IT! Minority Success Stories

## FCC REPORT

Air Date:

July 15, 2007

Length:

24:00

**GUESTS:** ROBERT BARRAGAN-VALLEY ECONOMIC DEVELOPMENT CENTER, RAPHAEL VERELA- OPTIMUM BOOT CAMP

### CONCEIVE IT, ACHIEVE IT!

**Robert Barragan** and the **Valley Economic Development Center** (818-907-9977) was first featured in 2001 on our show entitled "From Welfare to Business Ownership." Carl Jones went from jail, to being homeless, jobless and starving, but he used it all as a stepping stone to a better life. Thanks to the Valley Economic Development Center), Welfare to Work state funded initiative, Jones now heads up his own entertainment promotions company, Black Bag Entertainment. Other successful graduates of the VEDC's program includes, Mayra Goodwin, owner of Mayra's Housecleaning Services; Gela Cruz, whose business, El Baul De Los Recuerdos, supplies artistic photographs and paintings; Tara Townes, owner of Lulu's Play School, a child care center and Jewell Johnson, owner of Multifacets Flux Design, which makes room dividers and artistic screens.

In another show that aired in 2001, "Healthy Bodies, Healthy Minds" we introduced a former marine, **Raphael Verela** (800-493-6987). He has turned boot camp into a successful business. His **Optimum Boot Camp**, is a one-man company that has grown from making two thousand dollars a month to grossing more than \$30,000 a month. His exercise program, which is offered seven days a week with sessions costing as little as \$10 attracts celebrities such as Stevie Wonder and Kelly Sutherford.

In Secrets of Success Kute Blackson, transformational coach and owner of the Blackson

The In Studio Guest is Mr. Richard Chang, of Richard Chang Associates, Inc.

Air Date:

July 22, 2007

Length:

24:00

**GUESTS:** CARL WASHINGTON, DAMON HALEY- URBAN MARKETING CORPORATION OF AMERICA, BILL RIVERA- MMI

### HITTING THE TARGET

**Carl Washington** and **Damon Haley** ([www.urbanmca.com](http://www.urbanmca.com)) held prestigious marketing positions at Reebok and Nike, respectively. However, they realized that they can make a bigger profit and a deeper impact on the urban community by starting their own firm. This convinced them to leave their jobs and start **URBAN MARKETING CORPORATION OF AMERICA** in 1999. Initially, Carl and Damon lacked the

# MAKING IT! Minority Success Stories

## FCC REPORT

financial means to really get their company off the ground. Their circumstances improved after they completed their first assignment for the Reebok Millennium Celebration at the NBA All-Star Game. As a result, they were able to use part of the project's earnings to create a direct mail system targeting Fortune 500 companies. To enhance their effectiveness, Carl and Damon also use social functions as a tool for helping large corporations reach the urban market. Over the years, UMCA has amassed reputable clients that include Nike, MTV, Warner Brothers and Nickelodeon.

**Bill Rivera** ([www.minimailers.com](http://www.minimailers.com)) and his company **MMI** first appeared on *Making It!* in 1989. Since then, the direct mail company has expanded its staff to 150 employees. Bill's success can be attributed to his ability to provide added value to the clients he serves. He does this by using technology to create growth opportunities for his business. He believes he will be able to increase the response rate from 3% to an impressive 300% with the help of digital capability and one-to-one marketing. In addition, MMI participates in a significant portion of the pre-mailing process and is now considered to be a semi-partner of the United States Postal Service. Currently, Bill is working to expand his company by opening a third facility that specializes in digital color printing.

In *Secrets of Success*, **Sharon Berman** ([www.berbay.com](http://www.berbay.com)) of Berbay Corporation gives advice on how to achieve integrated marketing for businesses.

The studio guest is **Candida Mobley-Wright** (323-730-7790; [info@voicesmediagroup.com](mailto:info@voicesmediagroup.com)) of Voices, Inc. who talks about niche marketing.

Air Date:

July 29, 2007

Length:

24:00

**GUESTS: JOHNEL LANGERSTON- PHATEFX**

## STRAIGHT FROM THE STREETS

**Johnel Langerston** (323-276-5060) overcame dire circumstances to reach extraordinary heights. He went from being an illiterate drug dealer and convict to owning his multi-million dollar business, **PHATEFX**. Johnel grew up in a poor family in Oakland, California with a father in prison and a mother who abused drugs. He began attending school when he was in the sixth grade and did not know how to read. He did earn a track scholarship to college, however, but that was taken away when an injury ended his athletic career. Johnel then began selling narcotics and was arrested in 1987. After serving his ten-year sentence, he began working for his friend in a marketing company.

Johnel later decided that he wanted to start his own business. He found an office space in Los Angeles and Phatefx was born. But running a business with little money was initially difficult. Johnel found himself working long hours because he was not able to sufficiently pay his employees. However, his dedication to quality, efficiency and low prices would help him secure many of his clients. Johnel also demonstrated strong commitment to his work and made every effort to fulfill his obligations to his customers.

# MAKING IT! Minority Success Stories

## FCC REPORT

Today, Phatefx is a giant in the hip-hop community that offers services in design, print, CD manufacturing, Electronic Press Kits (EPK), and urban marketing, among others.

Some of his famous clients include singers Beyonce and Mariah Carey, and rapper Nas.

In *Secrets of Success*, **Jack Canfield** ([www.thesuccessprinciple.com](http://www.thesuccessprinciple.com)), author of *Success Principles* talks about how to keep focused by setting goals.

The In Studio Guest is **Dr. Tom Bay** (562-938-7055), author of *Change Your Attitude*.

# MAKING IT! Minority Success Stories

## FCC REPORT

Air Date:

August 5, 2007

Length:

24:00

**GUESTS:**FERNANDO SOLER- S.O.S. GLOBAL EXPRESS, RYAN K. RAMNARAYAN- DELUXE DELIVERY SERVICES

### DELIVERING THE GOODS (DISNEY DEDICATED)

**Fernando Soler** ([www.sosgloabal.com](http://www.sosgloabal.com)) owns **S.O.S. GLOBAL EXPRESS**, a cargo delivery business that grosses \$30 million a year. He began in the business as teenager working at a delivery firm until he was given the opportunity to co-own the company during his college years. Unfortunately, the collaboration ended four years later when his partner exited the business. To continue S.O.S. Global's survival, Fernando formed a new partnership with a long-time friend—one that would take the company to new heights. But perhaps the biggest breakthrough was when ABC Sports asked S.O.S. Global to transport cargo for the 1988 Olympics. Fernando eagerly accepted the challenge and successfully demonstrated his company's competence. To maintain ongoing success, Fernando works hard to establish long-term relationships with his customers even if it means sacrificing immediate profits. This strategy enabled him acquire big-name clients from the entertainment industry like Disney. Today, S.O.S. Global is headquartered in North Carolina with four locations throughout the United States.

**Ryan K. Ramnarayan** ([www.deluxedelivery.com](http://www.deluxedelivery.com)) came to America from Guyana when he was 16 years old. He worked as a parcel carrier for two years until he started **DELUXE DELIVERY SERVICES** with his brother and father. However, they were confronted by challenges like lack of capital and being located in New York City—a place where heavy competition often crushes infant companies. To overcome these obstacles, Ryan looked to increase his revenue by enhancing customer service. He did so by compartmentalizing his company so that each division served a specific need of customers. His commitment caught the attention of Disney, which hired Deluxe Delivery as a part of its minority supplier/vendor program. Ryan also reinvested his profits into technology that would improve his business's efficiency. He developed Deluxe Direct, a software program that processes orders and provides real time information of package transaction and movement. Deluxe Delivery currently operates ten offices in five states and grosses \$11 million annually. Ryan is hoping to expand his business to occupy every major city in the United States.

In *Secrets of Success*, **Jewel Diamond-Taylor** (323-964-1736) of Enlightened Circle talks about how to get the most out of employees by boosting their morale.

The studio guest is **Ronald Jackson**, Manager of Sourcing & Procurement at the Walt Disney Company.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

August 12, 2007

Length:

24:00

**GUESTS: AL AÑORGA'S-ATLAS WHOLESALE, REV. PHILLIP LANCE-PUEBLO NUEVO ENTERPRISES**

## **LEARNING BUSINESS OWNERSHIP**

His mother offered his help on the weekends to clean the shelves and dust off the products at the beauty store she was working at. That was **Al Añorga's** first entry in the beauty supply business at the young age of 13 and as they say the rest is history. He began working in the beauty supply store that his mother owned, and educating himself on the products, memorizing all of the hair colors. His break into the business ownership role came when his mother offered him one of her salons. His job as the new owner was to get the salon out of debt. Not only did he avoid eviction, and turned profits, he redecorated the entire salon into a classy hip look. After that adventure, Al took a break but returned shortly to the business when he had the chance to buy Atlas Beauty Supply, now named **Atlas Wholesale** (562-464-3997). Once again, he brought a business out of near bankruptcy. To do that, he turned his attention to developing his own hair color products, after realizing that some of the products he sold were not of high quality. Color Seal, designed to lock in and preserve color, in addition to several other products Al later developed, accounts for his \$1.1 million gross for the year 2000.

With the goal of creating jobs for the unemployed community of his church, **Rev. Phillip Lance** (213-483-2000) turned a non-profit organization into a for-profit corporation. **PUEBLO NUEVO ENTERPRISES**, a janitorial company provides services to schools, hospitals and low-income housing developments. Today, the company manages a strong workforce, employing over 30 people and empowering them with the opportunity of business ownership. Eighteen of the company's employees have become part owners and active board members, sharing in the profits and decision making.

In *Secrets of Success*, Rev. Mark Whitlock (877-426-7263) talks about how to make your business shine.

The In Studio Guest is Rev. Steven D. Johnson, President of FAME Renaissance (323-730-7700).

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

August 19, 2007

Length:

24:00

**GUESTS:** Nilza Serrano- THE MEDIA SHOP, Antoine Royster- DREAM ONE LIMOUSINE

## LIMOS AND STUDIOS

Seven years ago, **Nilza Serrano** was a single mother who left her steady job as a consultant for a shot at the entertainment business. She owns **THE MEDIA SHOP**, a post-production facility that deals with broadcasting and satellite media tours. She invested all of her savings into the studio with the hopes of bringing more minorities into the media industry. Her drive to succeed and cultivate her business has led to the success of the studio. She maintains a small staff of eight to ten full-time employees because she enjoys the intimacy between her staff and her clients. She must keep abreast of new technology and face the high costs of hardware to succeed further. Nilza wants her clients to think of her company as Paramount Studios, but boutique style. She sees her company as an influential source of creativity and plans on producing more creative shows. She enjoys interacting with people and having the ability to voice her opinions. She claims that no idea is too outrageous and that anything and everything can be done. She hopes to double her business this year and to have the studio run twenty-four hours a day.

**Antoine Royster**, originally from Milwaukee, Wisconsin, was working with an internet company where he fared quite well until 2001 when the company folded. While traveling, a friend in the chauffeured sedan business picked him up at the airport in a limousine. Antoine discovered that transportation service and interacting with people appealed to him, so in 2000, he developed a business plan to start a full service ground transportation service, **DREAM ONE LIMOUSINE**. He invested \$80,000 to buy a limousine and sedan. He used word of mouth, advertising his business to local hotel bellhops, to market his business. In October 2004, he moved into an actual office, and since then, the company has grown 25-30%. He wants to start a more aggressive marketing campaign to increase business. His immediate goal is to increase his business with his current customers and to eventually expand to other cities.

In *Secrets of Success*, **Jewel Diamond Taylor** ([www.dontgiveup.net](http://www.dontgiveup.net)) emphasizes the importance of networking to increase revenue.

Studio Guest **Norma T. Hollis** (310-671-7136), founder and CEO of *Speakers Etcetera* shares about the services of her speakers bureau, which provides training and marketing services to assist new and aspiring speakers to navigate their way through the speaking industry.



# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

August 26, 2007

Length:

24:00

**GUESTS: DACEYIA Q. SIMMONS- KEY QUEST PUBLISHING, JOSEPH CHEON- [WWW.CLICK2ASIA.COM](http://WWW.CLICK2ASIA.COM)**

## **FILLING THE NICHE**

Finding a niche is essential for any business startup. For **Daceyia Q. Simmons** ([www.entertainmentpower.com](http://www.entertainmentpower.com)) that niche was a business directory for individuals pursuing a career in the Entertainment industry. The immediate idea was a book, but the process to get a book published is full of struggles and endless possibilities. Publishing houses exert great control over the layout, content and vision of a book, and that led her to a risky but rewarding decision: Self-Publishing. But it took her eight years to get her business **KEY QUEST PUBLISHING** and her book *Entertainment Power Players* in the market. The struggles were many but her determination was unshakable. Hundreds of rejections letters from advertisers, death within her family and circle of friends, maintaining steady employment, researching material for the book, and creating a business plan obscured her vision, but she never lost sight. Today, her book is found on 80 campuses, 30 libraries and in 10 bookstores nationwide.

**Joseph Cheon** ([www.click2asia.com](http://www.click2asia.com)) started chatting on the internet in 1994. Then in 1995, he took his hobby a bit further by creating his own website called KoreaLink.com, which he funded with \$5,000 of birthday money he had saved. The site's popularity grew and so did Joe's overhead. He ended up borrowing \$250,000 during the first year, without generating any revenue. In 1996, KoreaLink.com was recognized as one of the top 100 sites in the country by industry experts. Then advertisers took notice, and Joe's very expensive hobby became a business. By the end of 1998, he had paid off the debt and was ready to take on another challenge. In 1999, he partnered with Chinese American entrepreneurs and decided to go after the global Asian market. They launched a new media company and web portal called **Click2Asia.com** in September of 1999 offering free services like ISP and long distance calling to all its members. It was financed by \$1 million of angel investment from prominent entrepreneurs. Three months later when the money ran out, Joe and His partners secured a second wave of financing in the amount of \$10 million. Today, they have over 500,000 members, 100 employees and offices in Los Angeles, China and Korea.

In *Secrets of Success*, President of Multicultural Associates Carlos Conejo (805-494-0378) talks about how to recognize emerging markets.

The In Studio Guest is President and Founder of New Venture Consulting ([www.new-venture.com](http://www.new-venture.com)) Cheryl Mann.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

September 2, 2007

Length:

24:00

**GUESTS:** NICOLE SAINZ (NICOLITA - [www.mynicolita.com](http://www.mynicolita.com))

WENDI WILLIAMS-STERN (BAT(H)QOL - [www.bathqol.com](http://www.bathqol.com))

## BY WOMEN FOR WOMEN

**Nicole Sainz** ([www.mynicolita.com](http://www.mynicolita.com)) wanted to purchase a pair of pants from a department store. When she found out it was too expensive, she decided to make them instead. As a result of this incident, Nicole discovered she had a talent for designing. Soon she was making handbags and apparel and selling them on USC campus. There was such a strong demand for her products, in fact, that she was convinced it would be a feasible idea to turn it into a full-time venture. She created **NICOLITA**, a high-end swimsuit business created around a fictional character that goes on romantic escapades. Four years after its inception, Nicole's company reached \$150,000 in sales. However, Nicole's path as an entrepreneur was not always smooth. In the early days of the business, she unknowingly worked with contractors that delivered inferior products. However, she did not let this deter her from her path. She persisted and eventually obtained a business deal with a West Coast buyer from Nordstrom, which greatly increased her distribution. In the next five years, Nicole hopes to tap into the global market and establish a boutique especially for Nicolita.

**Wendi Williams-Stern** ([www.bathqol.com](http://www.bathqol.com)) was an R&B singer in the 1990s. When her entertainment career slowed down, she redirected her energy to starting a business. She created **BAT(H)QOL**, which means "heavenly voice," and began designing handbags. After enjoying a great deal of success, she diversified her product line to include T-shirts. Wendi's business became profitable due to her celebrity connection, which enabled her to sell her products to the Hollywood circle. As a result, Bat(h)qol products are often publicized in major fashion magazines. Wendi also receives support from her husband, who is in charge of marketing for Bat(h)qol. The couple is currently working together to create entirely new T-shirt and handbag lines for the upcoming season.

In *Secrets of Success*, **Bonni Montevecchi** (866-672-6664) of The Celebration Station gives tips on how to increase profitability by being creative.

The studio guest is **Nora Lee** ([www.themomfactor.com](http://www.themomfactor.com)), author of *The Mom Factor*. She talks about the importance of marketing to mothers, who have the most purchasing power in the family.

# MAKING IT! Minority Success Stories

## FCC REPORT

Air Date:

September 9, 2007

Length:

24:00

**GUESTS:** SHAU WAI LAM (DCH USA - [www.dchauto.com](http://www.dchauto.com))

ABDI AHMED (NETSERVE SYSTEMS, INC – [www.netserveystems.net](http://www.netserveystems.net))

### GROWING A BUSINESS

**Shau Wai Lam** of **DCH USA** ([www.dchauto.com](http://www.dchauto.com)) owns 35 automobile franchises in California, New York, and New Jersey. He sells over 60,000 cars each year and grosses an annual revenue of \$2 billion. He took over the company for his father, who founded the company in Hong Kong. Shau saw a market in the United States and consequently founded DCH USA. His first dealership was a Honda dealership. Shau credits the Honda franchise for helping the company get started. The franchise's Excel Program provides training for dealers to help develop their dealerships. Honda gets feedback from dealers like Shau to stay on the leading edge of automobiles. Honda also invites dealers to join committees to contribute ideas to the development of automobile models.

**Abdi Ahmed** moved to the United States from Africa as a teenager and took a class in computer programming. The class helped Abdi discover his passion. He worked for Apple Computers but decided he would rather start his own company that would provide a single source technical solution for small businesses. As a result, he founded **NETSERVE SYSTEMS, INC.**, ([www.netserveystems.net](http://www.netserveystems.net)) which offers computer security, web design, technical support, and network monitoring services. Abdi saw the need for a company that compressed technological solutions and thus found his business niche. He counts Honda as one of his clients that take advantage of his company's security-related services. Honda was so pleased with the services that the company recommends Netserve Systems to its other suppliers and vendors. Honda holds seminars so small businesses, mostly Honda vendors, can take advantage of each other's services.

In *Secrets of Success*, **John W. Murray, Jr.** of the Southern California Minority Business Development Council ([www.scmdbdc.org](http://www.scmdbdc.org)) stresses the importance of networking, which is building a relationship. When networking, try to find common ground, find out the needs of the customer, and what you can offer them.

Studio Guest **Charles Harmon** is the manager of corporate procurement at American Honda ([www.purchasing.honda.com](http://www.purchasing.honda.com)). He discusses Honda's Business Evolution Program, which provides an arena for small business to offer their services to one another.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

September 16, 2007

Length:

24:00

**GUESTS:** TAMMY VALI MARTIN (DEB CONSTRUCTION),  
DR. REV. CLYDE W. ODEN JR. (BRYANT TEMPLE A.M.E CHURCH)

## BANKS AND SMALL BUSINESS

After graduating from college, **Tammy Vali Martin** started working at her father's company, **DEB CONSTRUCTION**, which he started in 1976. She joined the company despite her father's wishes, who thought Tammy should avoid such a male-dominated business. Now, she runs the company with her brother. Tammy runs the office while her brother runs the field. She recently completed building a new branch for Comerica Bank, which was well-received. She looks forward to receiving more projects from them, especially as her company continues to grow. Already, the company has seen a lot of growth within the last two years. Tammy currently has a staff of approximately 50 employees in northern and southern California and struggles to find new superintendents and project managers for the company. This year, she expects \$35 million in sales.

**Dr. Rev. Clyde W. Oden Jr.** is the senior pastor of **BRYANT TEMPLE AME CHURCH** in Los Angeles. He has a vision of a family life center in which his parishioners can more actively engage in their day-to-day activities. With funding provided by Comerica's faith-based lending program, Rev. Oden has been able to oversee a renovation of the existing and is looking to acquire the adjacent building to create the family life center. Rev. Oden praises Comerica Bank for understanding the church's needs and its desire to better serve the local community. The church also looks to city, state, and federal government sources for funding in addition to other revenue streams.

In *Secrets of Success*, **Cheryl Mann** of *New Venture Consulting* discusses the steps to take when hiring a subcontractor, from research to drawing up a contract.

Studio Guest **Charles E. Sheperd** ([ceshepherd@comerica.com](mailto:ceshepherd@comerica.com)), vice-president of corporate purchasing at Comerica Bank, discusses the bank's supplier diversity program in the western market. Comerica works with local chambers of commerce to find companies to work with. Charles also details the steps to take to become a Comerica vendor.

# MAKING IT! Minority Success Stories

## FCC REPORT

Air Date:

September 23, 2007

Length:

24:00

**GUESTS:** CHENOA SMITH (LIVE AD INC.)  
CLYDE BEASLEY (BEASLEY CREATIONS, INC.)

### INVENTIONS

**Chenoa Smith** started her first business at age 16 when she attempted to start a newspaper for local teens, but the plan fell through. She started over fifteen other businesses in media, advertising, entertainment, publishing, and finance, but none had been widely successful until **LIVE AD INC.** In 2000, Chenoa started the company to provide advertisers with data on consumers who test certain products on interactive studios, or kiosks. Each kiosk is created like a game to engage the consumer while advertisers and agencies use the games to measure consumer traffic and other data patterns. The company currently has five major clients and also has pilot projects overseas in Japan and China, creating kiosks for the Asian markets. The company recently opened a new office in San Francisco, and Chenoa plans on opening more offices in New York, Chicago, Dallas and Atlanta.

From his prison television, **Clyde Beasley** watched as a golf tournament got rained out and golfers were forced to wait for better weather. The poor weather conditions of the tournament inspired him to create a new indoor game, the Original Tee and Cue, which golf aficionados could enjoy in intemperate weather. As soon as he was released from prison, he built his first prototype of a game that combines billiards and golf and founded **BEASLEY CREATIONS, INC.** With the help of the Inventors Assistance League, he learned how to patent his invention, and with the help of local businessmen, he financed his project. He believes his success is due to his persistence and gives back to the community through a non-profit organization, Hipp-Mo-Tize, which aims to keep kids out of prison.

In *Secrets of Success*, **Linda Coleman Willis** ([lindaspeak@aol.com](mailto:lindaspeak@aol.com)) emphasizes that words must be turned into action in order to achieve success.

Studio Guest **Murray Ansell** ([www.thinkusa.com](http://www.thinkusa.com)) is the founder and president of *Think USA*, an advisory service that coaches inventors about patents, marketing, and prospects for their inventions.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

September 30, 2007

Length:

24:00

**GUESTS:** DAVID LAZARRAGA (TELACU), SARITA VASA ([www.artwallah.org](http://www.artwallah.org))

## PROFITABLE AND NON-PROFITS

During the 1960s, East Los Angeles underwent economic hardship. **David Lazarraga** ([www.telacu.com](http://www.telacu.com)), who was born and raised there, was compelled to improve the circumstances of its residents. At the time, he was working as the Community Resource Leader at the East Los Angeles Community Union, or **TELACU**. When its founder Esteban Torres was elected to Congress, David became the president of the nonprofit group. However, he needed to enhance the organization's financial capability before he could create a significant impact on the community. David sought to make the TELACU self-sufficient by leveraging federal grants with private funds and debt from banks. He then used his resources to invest in housing and other real estate projects in the East Los Angeles area. David's plan was a success and soon he was able to partake in other ventures. He opened a community bank to lend to local business owners and established an education foundation. Currently, TELACU owns \$400 million in assets and invests 20% of its profits into social services.

**Sarita Vasa** ([www.artwallah.org](http://www.artwallah.org)) was an undergraduate student at UCLA when she obtained an internship position at the Craft and Folk Art Museum. While working there, she became inspired to create an expressive medium for South Asians. Upon her graduation, Sarita founded a nonprofit center called **ARTWALLAH**. The name was derived from the words "art" and "wallah," which means someone who creates. Through her organization she was able to showcase South Asian art and culture with events like the ArtWallah Festival. Sarita's work was well received and her business grew exponentially, eventually reaching \$200,000 in 2005. In the future, she wants to continue developing ArtWallah. Sarita has taken a step in realizing her vision by hiring Linsey Schade and Ashwini Srikantiah, who serve as the executive and artistic directors, respectively. She and her team are working to increase ArtWallah's budget to over \$500,000 in the next five years.

In *Secrets of Success*, the author of *Cracking the Millionaire Code*, **Mark Victor Hansen** ([www.markvictorhansen.com](http://www.markvictorhansen.com)), talks about the value in philanthropy in a business.

The studio guest is President and CEO of Nehemiah Corporation of America, **Scott Syphax** ([www.nehemiahcorp.org](http://www.nehemiahcorp.org); 877-231-0999;), who discusses why nonprofit organizations need to make profit.

## ON-GOING PSA CAMPAIGNS

All PSAs are aired Monday through Sunday Run of Schedule:

Adoption – Ad Council  
American Red Cross/Boy Scouts – Disaster Preparedness  
Circle of Tribal Advisory – Diversity and endurance of tribal cultures  
Foundation for a Better Life  
Governor's Office of Emergency Services – Be Smart  
Habitat for Humanity  
Make a Wish Foundation  
Martin Luther King Memorial  
National Education Association – Stay in School  
Pan American Health Organization – Caring for Pets  
San Diego Family Literacy Foundation  
United Negro College Fund  
Youth for Human Rights

### Military PSAs

"Pride of Nation" - Marines  
"Salau Testimonial" - Wounded Warrior Project  
"Pictures" – Navy  
National Veterans Foundation  
"In Their Own Words" - Army/National Guard  
"Times" – USO  
"Reflect" – National Guard

### Station Projects:

KSWB Dream Classroom  
Youth of the Year/Boys & Girls Clubs  
Teens Making A Difference/MAAC Project  
Let's Read

September: Hispanic Heritage Unsung Heroes  
October: AIDS Walk sponsorship

**FCC Quarterly Report**  
**List of Community Activities/Donations**

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July

United Cerebral Palsy Celebrity Waiters Luncheon – Perette Godwin was waitor

August

San Diego Foundation Teacher's Fund Award Ceremony Perette Godwin was Emcee &  
Sofia Salgado was presenter

September

Media sponsor for Urban Campout benefiting Girl Scouts

Media sponsor for The Branding benefiting East County Family YMCA

University of San Diego Internship Fair

North County African American Women's Assoc. Scholarship Fundraiser  
– Perette Godwin was Judge

San Diego Music Awards – Perette Godwin was Presenter

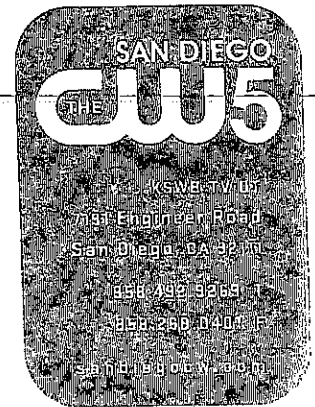
Read San Diego – Perette Godwin was guest reader at City Heights Library

Aquatic Adventures, Bubble Up! Gala – Perette Godwin was Emcee

AIDS Walk San Diego – Perette Godwin was Emcee

Pt. Loma High School & Orange Glen High School – Sofia Salgado & Scott Ressler were  
presenters





**AIDS WALK 2007  
PROMOTIONAL SUPPORT  
SAN DIEGO'S CW**

**Airdates: September 11 – September 29, 2007**

**Total :20 promotional spots promised: 75  
Total aired: 88**

**Value of airtime: \$52,800.00**

**Production of :20 to promote the walk and recruit walkers :  
\$2,500.00**

**Website presence with hyperlink on home page: 9/1-9/30  
(4 weeks)**

**Value of website with hyperlink: \$3,000.00  
Community Calendar support on air \$1,000.00**

**"Take 5" public service show 15 min. - \$2,500.00**

**Team fund raising  
1,000.00**

**CW Morning Show talent/on-stage host: Perette Godwin**

**VALUE: \$62,800.00**

**ISSUE DESCRIPTION:** MISCELANEOUS

**ISSUE TREATMENT:** ~~Public Affairs Program~~

**TITLE:** **TAKE 5**

**AIRD:** Sunday, July 1, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** With summer just around the corner, kids will be out of school and looking for something to do. The show offers information on summer camps for youth. We'll look at four local camps that offer fun & educational activities for kids. They include go-kart camp, oceanography camp, surf camp and wild animal camp.

**Guests:**

Jim Richardson, Miramar Speed Circuit

Kristin Evans, Birch Aquarium at Scripps Institute of Oceanography

Izzy & Coco Tihanyi, Surf Diva Surfing School

Pam Meisner, San Diego Wild Animal Park

**ISSUE DESCRIPTION:** MISCELANEOUS

**ISSUE TREATMENT:** ~~Public Affairs Program~~

**TITLE:** **TAKE 5**

**Aired:** Sunday, July 29, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** Campaign Financing. The show covers what it costs to run a campaign and the requirements or restrictions on fund-raising.

Guests:

Scott Lewis, [voiceofsandiego.org](http://voiceofsandiego.org)

Stacey Fulhorst, San Diego Ethics Commission

**ISSUE DESCRIPTION:** MISCELANEOUS

**ISSUE TREATMENT:** ~~Public Affairs Program~~

**TITLE:** TAKE 5

**AIRED:** Sunday, August 5, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** We explore two unique exhibitions in Balboa Park museums featuring ancient artifacts from the holy land dating as far back as 6,000 years. For many of the pieces, it's the first time they've been allowed out of the country. One of the greatest archaeological finds ever is at the San Diego Natural History Museum – the Dead Sea Scrolls. Then we'll travel further back in time to the copper age. "Journey to the Copper Age" exhibition shows us the beginnings of the technology we use today.

**Guests:**

Dr. Risa Kohn, Curator, The Dead Sea Scrolls

Dr. Mari Lyn Salvador, Executive Director, San Diego Museum of Man

Phil Hoog, Curator, San Diego Museum of Man

**ISSUE DESCRIPTION:** MISCELANEOUS

**ISSUE TREATMENT:** ~~Public Affairs Program~~

**TITLE:** **TAKE 5**

**AIRED:** Sunday, August 19, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** It's back to school time. The show looks at how the San Diego Unified School District is making enrollment and all the paperwork easier for parents. We'll also look at what your kids need health-wise, to get into school and what parents may need to do, too. Last, we'll give you some information on how to get involved with READ San Diego's reading marathon called "Read for the Record."

**Guests:**

Carol Barry, Area 1 Supervisor, San Diego Unified School District  
Dr. Mark Sawyer, County of San Diego  
Tracy Block, Literacy Tutor, READ San Diego  
Marci Paullisen, Americorps Member, READ San Diego

**ISSUE DESCRIPTION:** MISCELANEOUS

**ISSUE TREATMENT:** ~~Public Affairs Program~~

**TITLE:** TAKE 5

**AIRED:** Sunday, August 26, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** Education in San Diego. We'll cover budgets, test scores and other issues concerning local schools and the board of education.

Guests:

Vladimir Kogan, [voiceofsandiego.org](http://voiceofsandiego.org)

John De Beck, Trustee, San Diego Unified School District Board

**ISSUE DESCRIPTION:** MISCELANEOUS

**ISSUE TREATMENT:** Public Affairs Program

**TITLE:** TAKE 5

**Aired:** Sunday, September 2, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** San Diego is home to some awesome musical talent and events. This month, the Ocean Beach Jazz Festival and San Diego Music Awards will take place. Plus we profile the Girl Scouts and their outreach program.

**Guests:**

Mark Deboskey, Station Manager, KSDS Jazz88

Joe Kocherhans, Music Director, KSDS Jazz88

Kevin Hellman, San Diego Music Awards

Jo Dee Jacob, CEO, Girl Scouts San Diego-Imperial Council

Roshni Kakaiya, Senior Girl Scout

**ISSUE DESCRIPTION:** MISCELANEOUS

**ISSUE TREATMENT:** ~~Public Affairs Program~~

**TITLE:** TAKE 5

**AIRED:** Sunday, September 9, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** September marks the beginning of Hispanic Heritage month so the show gives a glimpse of San Diego's Latino culture rich with delicious food, art and people who are committed to making San Diego a better, more interesting, place to live. We'll take a tour of Barrio Logan and feature Chicano Park, Las Cuatro Milpas restaurant and learn about neighborhood's future from the Barrio Logan Community Development Corporation. We'll also feature the programs provided by the Chicano Federation and MANA de San Diego.

Guests:

Mateo Camarillo, Founder, Barrio Logan Development Corporation  
Rosa Ortiz, Child Nutrition Program Manager, Chicano Federation



**ISSUE DESCRIPTION:** MISCELANEOUS

**ISSUE TREATMENT:** ~~Public Affairs Program~~

**TITLE:** TAKE 5

**AIRD:** Sunday, September 16, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** San Diego State University's student population increases every year which affects the traffic and development of the area. The college has developed a master plan to build new dorm rooms, office space and even a hotel. However, not everyone is excited about the growth. The show tries to cover both sides of the issue.

And then we head to the East County Family YMCA to check out their programs for families and seniors. They have a new capital campaign the need the community's help with.

**Guests:**

Tyler Sherer, Director of Community Relations, San Diego State University

Michael McSweeney, Del Cerro Action Council

Shelly McTighe-Rippengale, Executive Manager, East County Family YMCA

**ISSUE DESCRIPTION:** MISCELANEOUS

**ISSUE TREATMENT:** Public Affairs Program

**TITLE:** **TAKE 5**

**AIRED:** Sunday, September 23, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** "Aliens in America" is a new show on San Diego's CW. It takes a comedic look at how the foreign exchange student program works. We had a local AFS Intercultural Program host family view the show and give us some feedback. And we get more information on the AFS program.

Plus, AIDS Walk 2007 is just around the corner. We'll tell you how you can take part. And, we'll tell you about a fast, easy and free test that will ascertain whether you may carry HIV antibodies. It's offered by San Diego County Health and Human Services.

**Guests:**

Gina Butz, AFS Host Parent

Sandy Surda, AFS Student

Donnie Butz, AFS Host Family Member

Victoria Butz, AFS Host Family Member

Nick Felfe, AFS Intercultural Program Staffmember

Ken Saint Pierre, AIDS Walk

Terry Cunningham, County of San Diego