

## **WHDO-CD**

### **Most Significant Issues Programs List**

**July, August, September 2013**

**During the third quarter of 2013, WHDO-CD broadcast Every Woman on Saturdays and Sundays at 6:00a.m. for 30 minutes.**

Complete program reports appear below.

#### **EVERY WOMAN EPISODE #1402R-13**

##### **SHOW DESCRIPTION**

(airdates 7/6/13 – 7/7/13)

Roz Stevenson is President & CEO of her own Public Relations firm that has handled successful campaigns for such films as Knocked Up, Transformers, and the Oscar winning Ray. Roz explains that film PR is a fast-paced world where one must be able to multi-task. Roz began her career as an actress and later worked behind the scenes on “Good Times.” Needing more time for her family, Roz left the hectic world of sitcom television for the publicity department at MGM. She transitioned to Universal Pictures where she won an award for the Schindler’s List campaign. Due to Roz always handling the publicity on African American themed films, the head of Universal suggested she strike out with her own company. Roz took the advice and has flourished. She feels blessed and has done her best to mentor and help guide the careers aspiring publicists.

Jamie Lee Curtis has appeared in a wide array of successful motion pictures, but has found a second career as an author of children’s books. She describes her foray into horror films as a fluke. Writing is where she feels she found her true voice. Jamie’s daughter was the inspiration for her first book, When I Was Little. Finishing it gave her a great sense of accomplishment. A quip by her son gave her the idea for another book, Is There Really a Human Race? Writing the book was a great journey of self-exploration and ultimately a cathartic experience. She believes the book has fantastic lessons for children. For Jamie, success comes from within.

Kate Spade is the co-founder of a highly successful company that specializes in handbags and a wide array of designer products. She began her career in New York as a fashion editor where she immediately noticed a void in the market. Her husband suggested she take her love of accessories to the next level and she slowly grew her signature line of handbags. Every aspect of the business, from shoes to beauty products, was something that greatly interested Kate. She reveals that she had no business plan. It was simply Kate, her husband, and two business partners rolling up their sleeves and doing what needed to be done. Though the bulk of her time is spent designing, Kate also works

closely with her employees in overseeing the business end of things. Kate relates a story of how circumstances dictated creative choices when she was forced to make handbags from burlap potato sacks because no high end burlap dealers would work with her. She further reiterates that personal interests and experiences have a huge impact on her line of products.

## EVERY WOMAN EPISODE #1403R-13

### SHOW DESCRIPTION

(airdates 7/13/13 – 7/14/13)

Dr. Mae Jemison is the first African American woman ever to travel in space. She describes the feeling she got when her name was mentioned in a poll as a possible presidential candidate. She talks about how society dictates technological advances and how she believes people in the field have a moral responsibility to consider the things that they are building. Though some see her simply as an astronaut, Mae relates the assortment of jobs and experiences she has had including being a doctor in the Peace Corps. She further talks about being a role model and how parents and teachers have more of a responsibility than people in the public eye. Her parents had a great influence on her work ethic. Mae goes on to describe how some teachers tried to pigeonhole her and how she strove to break preconceptions and barriers.

Emmy winning actress and activist Marlo Thomas grew up in a Hollywood home as the daughter of comedian Danny Thomas. Legends like Frank Sinatra, Doris Day, Nat King Cole, and Milton Berle used to entertain at her house. Her parents encouraged her theatrical aptitude. She became a hit on the groundbreaking television show “That Girl” which she believes had a big influence on her generation. She further broke stereotypes with the children’s book *Free to Be... You and Me*. She has found great fulfillment volunteering at St. Jude’s Children’s Hospital, a dream that began with her father. Her message to young women is to be real, be who you are, and you will find your place in the world.

Celebrity make-up artist Carol Shaw has worked with A-list actresses like Nicole Kidman, Debra Messing, and Susan Sarandon. She talks about taking her savings to start her own make-up line, Lorac. Carol relates how a makeover she got as a graduation present inspired her to go into a life of cosmetics. Through a great deal of training and hard work, Carol honed her craft on a variety of willing subjects. In 1990, she started Lorac with the guidance of her uncle and the help of her brother. Carol explains how she believes make-up can be a great part of a positive outlook on life. Carol talks about how much she loves her job and sees the competition as a great motivator. She gives her definition of success and describes her business plan, just working on things one day at a time.

EVERY WOMAN EPISODE #1404R-13

SHOW DESCRIPTION

(airdates 7/20/13 – 7/21/13)

Heidi Klum is not only a world famous supermodel, but a successful television host and entrepreneur. She tells the story of her whirlwind path to success. She remembers beating out 30,000 other girls to win a prestigious modeling contest in Germany with a \$300,000 prize. This led to a lucrative catalogue modeling career, but she wanted more. She had to campaign for modeling spots and argue with her agents for more exposure. She got a break with Victoria's Secret and later Sports Illustrated. From there her career took off to television and even books. Her how-to guide Body of Knowledge advises women to always try new opportunities and face their fears. She is driven to always have variety in her life.

Lynn Sherr is the first woman to ever anchor a prime time network news series. She relates the experience of growing up in a time when women had to be pioneers and knock down doors to achieve their dreams. Lynn remembers being an obedient child with supportive parents who let her strike out on her own. She recalls printing a family newspaper as a child which sparked her interest in journalism. She discusses the rejection she faced from major newspapers in New York. Telling the truth is what drew her to become a correspondent on ABC. She feels fortunate to have worked in TV news during the height of its popularity. Lynn expresses her feelings about writing Outside the Box which tells her life story. She is proud to be a role model and advises women to be aggressive and assertive.

Phyllis Diller was a pioneering comedian. She relates a story about breaking her nose in a car accident as a child and explains how it influenced her self-deprecating sense of humor. Phyllis began her comedy career late in life and found that she had a wealth of material right off the bat. She discusses the importance of being okay with oneself and draws a line between her life and her act. She values originality above all else. Phyllis also talks about the positive power of stand-up comedy.

EVERY WOMAN EPISODE #1419R-13

SHOW DESCRIPTION

(airdates 7/27/13 – 7/28/13)

Petra Jimenez-Maes, shares how she was born the oldest of five children into a loving but underprivileged family in New Mexico. As one of the few Hispanic families in Albuquerque at the time, Petra and her siblings experienced discrimination and were forced by their parents to stop speaking their given language and learn English. Watching "Perry Mason" on TV inspired her interest in law at a young age, but it was the chance to help people that made her pursue it as a career. She overcame prejudices and obstacles to become one of the first Latina women ever to graduate from the University of New Mexico School of Law in 1973. She went on to become a District Court Judge where she focused on children's cases. In 1998 she became the first Hispanic woman to

be elected to the Supreme Court of New Mexico. Petra relates these stories and gives her advice to young women.

At a show for her Spring Collection, Vera Wang, one of the biggest names in fashion, discusses her amazing rise to the top which included stints as the Fashion Editor at Vogue Magazine and a designer for Ralph Lauren. This celebrated artist has dressed such A-list stars as Charlize Theron, Jennifer Garner, and Sharon Stone. Vera talks about how she believes fashion allows women to express themselves, and how her early training as a dancer and figure skater influenced her aesthetic. She also relates the challenges of making a successful business out of a creative passion and the difficulties of being a working mom.

Marion Luna Brem is a cancer survivor, or in her words, a “thrivor” who founded her own auto dealership “Love Chrysler” in Corpus Christi, Texas at the age of 36. Marion relates the painful and powerful story of her fight with cancer, where she was given only a few years to live, and how it spurred her to get a job in car sales. She explains the trials and tribulations she went through and how she beat the odds to become a successful businesswoman in a male-dominated field. She speaks of making the jump from salesperson to business owner on her road to success. Marion also shares her philosophy for work and family life.

#### EVERY WOMAN EPISODE #1420R-13

##### SHOW DESCRIPTION

(airdates 8/3/13 – 8/4/13)

Originally part of Andy Warhol’s underground movement, Betsey Johnson is now a renowned fashion designer known for her whimsical designs. In a behind the scenes interview in Betsey’s showroom, she discusses how her inspiration for fashion came from a practical standpoint – what was missing from her closet. Betsey has expanded her clothing line to over forty-five stores and designs shoes and other accessories in addition to her signature couture. Betsey talks about the importance of believing in the product she is selling. Betsey expresses her pride in having celebrities like Avril Lavigne and Meg Ryan wear her designs. But she is just as excited when she sees the average woman on the street in her clothes.

Grammy winning opera singer Ana Maria Martinez has entertained audiences all over the world and shared the stage with stars like Placido Domingo and Andrea Bocelli. The Puerto Rican born soprano moved to New York with her family at age six and credits her Latin heritage for instilling a fierce musical passion within her. She reveals that she was first introduced to opera in the womb thanks to her mother, opera singer Evangelina Colon. Ana Maria trained at Juilliard and the Houston Grand Opera studio which helped her tremendously. She discusses the influence and mentorship of her childhood hero, Placido Domingo, and explains how he helped shaped her as a singer. She also relates the dream-fulfilling experience of singing at the Metropolitan Opera House in New York.

Former lawyer and co-host of “The View” Star Jones describes how her mother told her to always “rock the boat” and instilled in her a strong work ethic. A chance conversation about a soap opera with her grandmother inspired her to become a lawyer. She reveals that being an Assistant District Attorney in New York still remains her favorite job, but she felt the need to go into television to be able to help a wider range of people. Star’s book “Shine” explores the physical, emotional, and spiritual changes she went through and how others can achieve the same level of success. She also feels blessed for those who came before her and paved the way, giving her the wonderful opportunities she has had in life. Star advises women to never let others define them and to strive to be better.

#### EVERY WOMAN EPISODE #1421R-13

##### SHOW DESCRIPTION

(airdates 8/10/13 – 8/11/13)

Tennis superstar and multiple Grand Slam winner Serena Williams is also a successful ready-to-wear fashion designer. Serena unveils a dynamic fashion line in Miami, Florida and discusses the inspiration behind it. With behind-the-scenes access, “Every Woman” gets the inside scoop on the joys and stresses of putting on a fashion show from Serena and her team of assistants, models, and stylists. Serena admits that she wants to be known as a “designer” and not a “celebrity designer.” Serena’s sister Venus even stops by to lend her support and model some of the best pieces. Finally Serena gives her definition of success and talks about her plans for the future.

Miami-based private investigator and mystery writer, Carolina Garcia-Aguilera describes growing up in Cuba and becoming attracted to mystery novels because of the sense of justice in them. After her third child was born, Carolina took a job as a private investigator and gained success due to her being a Spanish speaking woman in a field dominated by men. After ten years in the field, Carolina sat down and wrote her first book featuring lead character “Lupe Solano.” Carolina explains that her books are not autobiographical and that Lupe is not based on her. She relates some of the risks she has faced in her line of work and explains how her early life in Cuba has influenced her writing. Carolina discusses balancing work and family and how writing is a routine. She also advises that aspiring writers need to be readers.

Rebecca Vigil-Giron served as New Mexico’s Secretary of State from 1987 to 1990 and from 1999 to 2006. She is an 11<sup>th</sup> generation New Mexican and is the longest serving Secretary of State in New Mexico’s history. She talks about having strong and supportive parents and describes how they would not allow her and her siblings to speak Spanish at home, but how it has come in handy on international trips. Rebecca loves being around people and feels that civil service was the perfect forum for her. Rebecca discusses one of her strongest passions... getting people to vote and talks about how she is proud of her heritage in regards to her accomplishments. Rebecca was also given the

responsibility of being the acting Governor of the state on numerous occasions. She shares how her faith and love of people has brought her success and advises that no one should ever limit themselves in the pursuit of their dreams.

EVERY WOMAN EPISODE #1422R-13

SHOW DESCRIPTION

(airdates 8/17/13 – 8/18/13)

Nicole Miller is a renowned American fashion designer. In her own words, she makes clothing for customers who are active and professional. Nicole recalls being terribly underfunded when she started her business. Her first line of dresses was a hit and allowed her to continue to grow her company. She believes it was a specific sexy silhouette that she designed that led to her success. Nicole worked for over a decade before she put on her first fashion show. She discusses how up and coming designers sometimes put too much emphasis on having a fashion show. Nicole then gives a backstage tour of one of her Spring collections and describes the inspirations behind it. She believes today's American woman can have it all.

Pernille Spiers-Lopez is the President of Ikea North America. Pernille relates how she left her home in Denmark and found a job in the U.S. selling furniture for five dollars an hour. She describes Ikea's philosophy which includes letting her employees be heard. She talks about her goals for Ikea which focused on expanding the brand and creating a strong foundation. Today she doesn't feel that she needs to be the center of attention and is happy to delegate responsibility and empower her employees. Pernille discusses the importance of her family and friends in her life. She talks about how passionate she was in business and how her success has surprised her.

Joan Collins is a star of stage and screen, but sees herself as a character actor. She discusses her novel *Misfortune's Daughters*, specifically how she incorporates aspects of her own life into her stories. Joan hopes that her readers can live vicariously through the fabulous jet-setting characters in her book. She chimes in on the challenges that career women face in terms of the expectations of getting married and having a family. She believes being a mother is an important job that needs one's full attention. Joan stresses that those who seek stardom are doomed to fail. It is the work that is the most important thing to her. She is happy to drop out of the public eye when she isn't working on a project. Joan goes on to describe her writing process which involves being struck by an idea and quickly putting it down on paper.

EVERY WOMAN EPISODE #1405R-13

SHOW DESCRIPTION

(airdates 8/24/13 – 8/25/13)

Yolanda White is the Assistant Vice President of African American Marketing for Coca-Cola North America and has been with the company since 1999. Yolanda remembers her first interest in business being sparked at the age of ten by making money as a babysitter. She went to Tuskegee University and majored in accounting, then gained her M.B.A. at Clark Atlanta University. When she went into the work force she became obsessed with the field of marketing. Yolanda credits her mother as the “rock” in her life and also gained great support from her aunt and grandmother as well as managers and mentors in her field. She continues to learn every day on the job. Yolanda enjoys working with celebrities on product launches for Coca-Cola, but finds a great deal of joy bringing community leaders together to reach a more targeted audience. She believes in family, fun, and learning every step of the way.

Nina Zagat tells the story of how she and her husband Tim began their popular restaurant survey brochures as a happy accident. They were practicing attorneys with a passion for restaurants and recognized a void in the market. She explains how their system worked, beginning with a questionnaire and using the results to publish the restaurant write-ups. This homespun business grew into an international operation. Nina recounts how the business expanded beyond restaurant surveys and branched into reviews of various other establishments and activities. She explains how their surveys appeal to a wide demographic, and how she believes their product is organized word of mouth. She recalls early struggles they had in finding a publisher, and how after they found success on their own, the publishers came calling.

Kimora Lee Simmons is a former model and the former President and Creative Director of the Baby Phat clothing line. Kimora believes her success came from the public seeing her as an authority on fashion. A model since adolescence, she rose through the ranks, then began designing her own fashions. She describes growing up as an ugly duckling and finding her way in modeling and finishing school. She explains the beginnings of the Baby Phat fashion line which spun-off from former husband Russell Simmons’ brand Phat Farm. Initially Russell’s line of women’s clothing was a disaster, and Kimora stepped in to set it right. She talks about the wide range of products the Baby Phat line encompasses and relates her fashion philosophy which is to be unapologetic and unafraid. Kimora then gives a behind-the-scenes tour of the staging area for the Baby Phat brand during fashion week. She also describes everything that goes into putting on a fashion show.

#### EVERY WOMAN EPISODE #1406R-13

##### SHOW DESCRIPTION

(airdates 8/31/13 – 9/1/13)

Grammy award winning musical artist and actress Jill Scott reveals that she began writing creatively while going through puberty, channeling her emotions into journals and poetry. She has always considered herself a poet from the time she was working on a stage crew for the theater to opening for Prince and Sting. She found the experience of

singing in front of a crowd to be more moving than when she had done poetry readings. Jill stresses that the most important thing for an artist or writer to do is hustle. She advises that artists should self-publish and prove themselves before seeking out the help of larger corporations. She believes that her work is universal and touches on issues that every person deals with. Furthermore, Jill imparts that honesty is the best policy when being creative.

Peabody Award-winning author and journalist Maria Shriver reflects on growing up in a wonderful family and having a fantastic childhood even though it was very competitive and focused on public service. A plane ride with a group of journalists during her father's run for Vice President inspired her to pursue media as a career due to the entertaining stories, the travel, and the huge impact they had on the public. Coming from her background, Maria knew she had to start at the bottom and work her way up in the journalism field. She always tries to write about her struggles as a way to influence young women. She imparts that little girls don't have to be perfect. Maria reveals that she faces her fears head on in order to conquer them. Giving speeches was one such hurdle which Maria overcame. She also discusses the huge impact that her "extraordinary" parents had on her life. Maria also makes an effort to spend time with her kids as much as possible.

Bestselling lifestyle author and former host of HGTV's "Surprise Gardener," Susie Coelho admits that she never expected to find herself in this position after a career as a model, actress, and restaurant owner. Susie had an all-encompassing background in the design field and worked it into her books. She describes her book "Styling for Entertaining" which gives readers twelve makeovers for the main entertaining areas of a home. Susie feels that "styling" is now more popular than decorating when it comes to home improvement. She reveals that her book ideas are really in response to her fans who inspire her when she meets them traveling around the country. Susie writes a good deal about casual entertaining because it is what she does with two young children at home. She also believes that the influx of home improvement shows have been great for people who want to redesign their living spaces.

#### EVERY WOMAN EPISODE #1407R-13

##### SHOW DESCRIPTION

(airdates 9/7/13 – 9/8/13)

Marie Wilson is the founder and President of The White House Project, a national, nonpartisan organization that aims to advance women's leadership in all communities and sectors, up to the U.S. presidency. Marie recalls growing up in a working class neighborhood outside of Atlanta, Georgia during the Civil Rights Movement. She remembers taking on a leadership role even as a youth. Marie's mother was a huge inspiration and influence. After being one of the first women elected to the Des Moines, Iowa City Council, Marie interviewed for the Executive Director of the Ms. Foundation in New York. Though she had trepidations about the position, the strong women behind the foundation convinced her to take the job. She discusses her book, Closing the Leadership Gap, which deals with how men and women can learn things from each other in the workplace. Marie talks about how putting women into leadership positions is good



for everyone including men. She hopes to be remembered as someone who fought for women all across the board.

Dr. Kathy Magliato is one of a handful of female heart surgeons in the country. She takes viewers through a normal day in her life. She talks about technological advances in the heart surgery field and goes over some of the statistics of survival for heart transplant recipients. Kathy reflects emotionally on her training and the profound impact holding a human heart had on her. She discusses the appeal of her job. Kathy reveals that though many people discouraged her from becoming a doctor, her parents were always very supportive. She also talks about the difficulties of her job and the support of the man in her life who is also a surgeon. Lastly, Kathy offers advice to young women who want to pursue this career.

Former supermodel Iman is a mother of two and the founder and CEO of Iman Cosmetics. Iman was born in Somalia but was forced to flee the country in 1972 during a military regime. When Iman went into modeling, she noticed the discrepancy in payment based on her race, and refused to take work until she was given equal pay. Another frustration in the fashion business was that make-up artists did not have any products for women of color. Though she found success as a model for Versace, Calvin Klein, and Donna Karan, she never forgot these frustrations and after fifteen years in the business, she created her own line of cosmetics. Iman also published *The Beauty of Color* to empower women and share what she has learned about beauty over the years.

#### EVERY WOMAN EPISODE #1408R-13

##### SHOW DESCRIPTION

(airdates 9/14/13 – 9/15/13)

Kathy Freston is a health and wellness expert and self-help author. She opens up about her book *The One* and gives her definition of a soulmate. She explains that in order to be successful in a relationship, one must first take a look at himself or herself and find balance in life. Kathy expresses her opinions on how relationships are really about learning. She also reveals that she was once in a bad relationship, but is now happily married to media mogul Tom Freston. Kathy advises that one should never look to his or her mate for meaning in life, but should live as an individual first. Lastly she philosophizes on a woman's place in the modern world.

Known around the world as "Oprah's best friend," Gayle King was raised by supportive parents in a home with no television. Gayle got her foot in the door by working at a camera store near a television news station and getting an entry level production assistant job. She absorbed all of the knowledge she could, worked diligently, and moved up to being a news anchor in Hartford, Connecticut. Gayle explains how in 2000 she and her friend Oprah Winfrey launched "O: The Oprah Magazine." Though she had no experience in this world, Gayle used her skills at sniffing out a good story to make the magazine a success. As Editor-at-Large Gayle spreads Oprah's positive message and

strives to do good for women. She also talks about the importance of having a best friend who you can trust like Oprah.

Taryn Rose is an orthopedic surgeon who started a line of luxury shoes that are not only beautiful, but comfortable. Taryn reveals that she found success by networking with people in the shoe industry and having a strong vision for her product. The idea for her company came about from Taryn realizing that comfortable shoes for the modern stylish woman were missing from the market. She also had many patients who suffered from problems that were the result of binding, uncomfortable shoes. She gives a step-by-step account of how she began her company and raised the capital to get it off the ground. She elaborates on the challenges of being an entrepreneur. Taryn then discusses the philosophy behind her line of shoes. Taryn finds joy in the unexpected challenges that come with running a company, but also makes time for her family.

### **Florida Round Table**

**Florida Roundtable, with hosts Reagan Smith and Al Spry, is a weekly, one hour, in-depth roundtable-style discussion of state, national, and international issues and events affecting the state of Florida. "Florida Roundtable" features the sharpest minds in the political, historical and cultural spheres, as well as world-famous authors, political and business leaders from around the state. Florida Roundtable airs on Wednesdays and Saturdays at 9:00a.m..**

### **Episode Descriptions**

Special Guest: Pam Stewart & Tara Goodman

Air Date(s): 9/18, 9/21, 9/25, 9/28

This week's show features a visit from the interim Education Commissioner of Florida, Pam Stewart and the GED Bureau Chief, Tara Goodman. We'll be discussing the GED as an option for those who have not finished High School.

Special Guest: Peter Lance

Air Date(s): 9/11, 9/14

This week's show features a visit from 5-time Emmy award winning investigative reporter and author of "Deal with the Devil", Peter Lance. Of course, you'll also get our entertaining and informative take on Florida's politics and beyond.

Special Guest: Andy Gause

Air Date(s): 9/7, 9/8

This week's show features a return visit from our friend and economist Andy Gause. We'll be chatting about the national economy and the increasing debt, along with how the Federal Reserve plays into all of this. Of course, you'll also get our entertaining and informative take on Florida's politics and beyond.

Special Guest: Byron Dorgan

Air Date(s): 8/28, 8/31

Byron Dorgan is former ND Senator

Special Guest: Jodi Ray

Air Date(s): 8/22, 8/24

This week's show features an interview with Jodi Ray of Florida Covering Kids and Families. We'll be chatting about the latest news affecting Florida's kids and their health options, like CHIP. Of course, you'll also get our entertaining and informative take on Florida's politics and beyond.

Special Guest: Julia Seymour

Air Date(s) 8/15, 8/17

This week's show features an interview with Julia Seymour of the conservative Media Research Center. We'll be chatting about the latest news affecting Florida and the nation. Of course, you'll also get our entertaining and informative take on Florida's politics and beyond.