



About Janice

Janice McLean DeLoatch, TV Host, Radio Personality, Entrepreneur, Author and Advocate for fairness in all industries has always had to think on her feet. Known for her TV show, *Entrepreneur's Edge TV*, and now her weekly radio show, *It's Janice: Minority Women Entrepreneurs* on WOLB 1010 Talk Radio, Janice has been a passionate advocate helping women understand that it is okay to be an entrepreneur and venture out to create their own businesses all the while controlling risk; it can be done; it's not easy, I did it and so can you! As a small business advocate, Janice is a knowledgeable resource and tireless mentor encouraging minority women entrepreneurs, businesses and innovation creators.

Janice started out on the journey of entrepreneurship teaching fashion, modeling workshops, then event planning with talent shows called "City Search - 1988", to a business that sold pantyhose out of vending machines. Still seeking her "calling", she moved on from fashion, modeling workshops, event planning and the pantyhose vending machine business venture (which did eventually fail). Like successful entrepreneurs, Janice saw obstacles as opportunities to learn, grow and succeed. One door closes and another opens and Janice had the opportunity to showcase her business ideas in *Entrepreneur's StartUps Magazine* and many other noteworthy publications.

Despite the temporary setback of her first business idea, Janice reconsidered her options and created a highly viewed, novel television show well regarded by critics. Her show presents a window for viewers who are potential start up entrepreneurs and those in the difficult first two years of business start-up, mid-size business owners, innovators and just those with a thirst for being part of other people's dreams who exhibit booming creative energy. Her viewers and live audiences can learn about various aspects of entrepreneurship, alternative resources, business opportunities and innovation in any economic environment while interviewing top entrepreneurs in various fields who share their false starts and ultimate success. Viewers find Janice's show segments, antics, her engaging style, featured celebrities and backstage event access to be inspirational and immediately useful.

After being forced to re-brand her TV show because of Entrepreneur Magazine stealing her business identity, Janice re-branded her show "It's Janice".

"It's Janice", is now also a half-hour weekly radio show on WOLB 1010 Talk Radio (part of Radio One) serving the Baltimore/DC corridor. Her show is jam packed with useful, educational and informational tools to help especially minority women entrepreneurs to draw on their strengths, and address women of color who are mid-level and corporate businesses successes today and tomorrow.

The show hosted by Janice who has been described in the media as "a bright, articulate, energetic and enthusiastic entrepreneur, turned TV host, radio personality and producer who brings a background of entrepreneurship, politics, business, entertainment and television experience to the screen and the air waves to educate, inspire, motivate and empower her viewers to create their own success with the helpful information being shared."

In addition to covering all aspects of business, viewers can also enjoy a variety of special segments that have included, marketing, personal finance, wellness highlighted by special guest appearances by Chef Marcus Myles Business Catering, Daymond John (FUBU, Shark Tank), the legendary Etta James (Blues Singer) and many other recognized entrepreneurs, business leaders, politicians, entertainers, sports and civil rights figures.

The new radio show's fast pace keeps viewers engaged and encourages them to become a part by submitting their story to be featured in future episodes. The companion website <http://www.janice.media> provides additional information, helpful links and details from previous episodes. So tune into It's Janice on WOLB 1010 Talk Radio and It's Janice on WKTU TV

