

# SET YOUR ALARM CLOCK: DESPERTAR'S MABEL KATZ AWAKENING LATINOS ON EARLY MORNING TV

It seems Los Angeles Latinos have developed a new habit: They like a shot of Mabel Katz with their morning cup of coffee. Author and TV host, Katz is rapidly becoming one of the most in-demand international speakers and lecturers. She is known for her ground breaking book, *The Easiest Way*, a practical guide based on the premise that life is easy, we are the ones making it difficult, and we can learn to stop getting in our own way. And yet to her TV audience, those who tune in Monday thru Friday on KWHY (Channel 22) Telemundo, a Los Angeles Spanish-language broadcasting station, Mabel Katz is their agent of awakening, both spiritually and literally, as the show airs at 6 a.m.

"TV, unlike the newspaper or the Internet, allows viewers to multitask," says Katz. "It's a lot easier to turn on the television in the morning and watch while getting dressed or preparing the kids for school, than to do these tasks while reading a newspaper."

Every morning, Katz helps her audience deal with life's issues and problems in a



dynamic and inspiring manner. There are no elaborate sets, just Katz herself and her guests, like the beautiful singer/actress Maria Conchita Alonso, Mayor Antonio Villaraigosa, and other prominent Latinos. Her guests share stories about how they've overcome obstacles and inspire viewers to tackle a variety of universal problems, including relationship, organizational, emotional, interpersonal and financial challenges.

"The intent is to show Latinos, that if they have a dream and believe in themselves, they too can reach their goals for success," she says. "The reality is that no matter where you come from or who you are, success, prosperity, and happiness can be yours."

Tune in to *Despertar* (Awakening) with Mabel Katz weekdays from 6:00 a.m. to 6:30 a.m. on **KWHY** (Channel 22) Telemundo or visit [www.despertar.tv](http://www.despertar.tv)

*Publisher's Note; In a recent article about Music Producer Angelo Costa, we misprinted the author information: Tanva Rae provided research for the article.*