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### Women INVESTING in Women and GIRLS Archives

October 03rd 2014: Mompreneur & Broadcast Innovator  
Spotlight: Lisé Markham- EMIC MEDIA

In this episode, we featured Lisé Markham of EmicMedia who shared with us her journey working in the male-dominated broadcast industry. Lisé not only inspires with her tenacity to work in an environment in which she was ridiculed for her gender, but also with her accomplishments in leadership and founding positions. With EmicMedia, Lisé shares her experience in broadcast operations to help others reach their full potential through partnerships and expert guidance. Lisé, among other profound developments in the broadcast industry, also started the television station, KSWB TV, from the ground

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### Featured Guest

Guest Image

#### Lise Markham

With 25 years in broadcasting, Lisé's passion is the operational side of business development, seeking out innovation in technology and partnerships with platforms on the forefront of the digital future. She was one of the youngest general managers of a broadcast facility in the US and was instrumental in the construction, funding, acquisition, design, and launch of several television stations as well as affiliate partner with Fox, WB and CW networks. Hired by the Tribune Company, she was their first female president and general manager in the company's 150 year-history. She had oversight of the purchase of a bankrupt television station in San Diego acquired for 70.2 million dollars, and 2

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