

## MNWIFT Spotlight: December 2007

### JoAnne Liebeler



**HERE ARE YOU FROM?** I'm a Midwestern gal all the way. Born in Iowa, raised in Indiana and Minnesota with college in North Dakota. (If you pronounce those states with a clipped New England accent the "ah" at the end sounds pretentious. Funny, huh?)

**HOW DID YOU GET YOUR START IN THE BIZ?** As an Assignment Editor in the newsroom of KSTP-TV in St. Paul.

**WHAT ARE YOU DOING NOW?** I'm currently working as a writer, television producer and video and voice talent.

**WHAT PROJECT ARE YOU MOST EXCITED ABOUT?** A television pitch we just shot for a show that aims to empower women. It's funny and quirky, but also inspiring and content-rich.

**WHERE DO YOU SEE YOURSELF IN 10 YEARS?** - Uhhh. I'm not good at these questions. How about...finally mastering that pesky chadaranga pose in yoga?

**WHAT IS THE BEST PART OF BEING A MN WIFT MEMBER?** The camaraderie of women who work in the same business. We all have war stories. I also like the idea of volunteering. I think it's important to give whatever we can of ourselves.

I think we can strengthen the community of women in production by doing what women do best – fostering a spirit of cooperation instead of competition and sharing insights and information about trends in the business.

**WHAT DO MOST PEOPLE NOT KNOW ABOUT YOU?** Most people don't know that my faith runs deep.

**IF YOU COULD BE ANYWHERE IN THE WORLD RIGHT NOW WHERE WOULD THAT BE?** I would be right where I'm at - with several scheduled vacations to 1.) Italy 2.) Ireland 3.) Florida 4.) Morocco 5.) Greece 6.) L.A. 7.) London 8.) New Zealand 9.) Austin, Texas

**WHO ARE THE THREE PEOPLE YOU WOULD LOVE TO MEET?** Bonnie Raitt, Barack Obama, Joan of Arc