

Women in Business Networking



Women in Business Networking Member Interview

A personal interview with ...

WDTN TV2 Vice President and General Manager... **Lisa Barhorst**



WiBN: What is your position at **WDTN TV2**?

Lisa: I am the Vice President and General Manager of **WDTN-TV 2 On your Side**, **WBDT-TV Dayton's CW** and **RMM Digital Marketing Solutions**.

WiBN: What is the one thing that you want our readers to know about **WDTN TV2/WBDT TV** and **RMM**?

Lisa: That I work with an amazing group of people who work hard everyday and really care about this community and the people that live and work in it.

WiBN: What are some of your personal skills that have helped you become who you are today?

Lisa: I have some skills and some traits that have helped me achieve. I think both are important. I have always been very driven, ambitious and tenacious but I am also organized, a good listener, work collaboratively and can be very patient when I want to be.

WiBN: At any time during your life have you had a mentor?

Lisa: The number one person who has influenced my life both personally and professionally has been my father. In addition to him and my mother, I always learn from people I work for (my current boss is amazing) and equally learn from those who work for me.

WiBN: How can, or how does, networking benefit women in business?

Lisa: It is great to have a group where women can support each....a group to share ideas with and foster the entrepreneurial spirits we all have.

WiBN: What has been your biggest challenge in your position at **WDTN TV2**?

Lisa: We have faced the same challenges as our viewers and our clients the past few years with the main one being the economy.

WiBN: Can you think of any mistakes that you have made that you wouldn't want to make again?

Lisa: Not really any mistakes because I always learn from them but looking back I may have not taken so long to step out on faith sometimes.

WiBN: Are there any fears that you have had to overcome?

Lisa: Sure....fear that I am not doing the right thing for my family. I have moved them a couple of times and the fear of the unknown is a little scary but also very exciting. Thus far it has always worked out terrifically.

WiBN: How do you get inspired?

Lisa: I get inspired many ways but the majority of my inspiration and energy comes from my personal relationships and the smiles of my sons.

WiBN: Share with us how you balance your work life and family life?

Lisa: It does help that I don't sleep very much but organization and planning ahead is key to keeping everything on the home front running smoothly. In the media no two days are ever the same and never predictable so it is best not to procrastinate anything. Also, after 22 years I am finally learning to take my vacation days.

WiBN: What is your favorite thing to do in "taking care of you" ?

Lisa: My favorite thing that helps me "take care of me" is spending time with my close girlfriends. We really take care of each other.

WiBN: What leadership skills do you have that you feel contributes to the success of your position with WDTN TV2?

Lisa: I enjoy helping people achieve and reach their goals. I try to provide opportunities for people to grow both personally and professionally. I try and lead by example with a good work ethic and integrity. I care and always try and act with compassion in every situation.

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