

The dedication of your favorite Live reporter

Just when you think it's time to hit the sheets after a late night, Live reporter Jane King is waking up from her slumber to start her day.

Can you imagine waking up every morning at 1:30 a.m. to start the day? No, well Jane King can, and she has dedicatedly done so for the past 11 years ever since she started her own business, LilaMax. Now you might be wondering, how could a human possibly begin their day at exactly 1:30 in the morning every day and what kind of work requires them to wake up so early?

Short answer: Dedicate News Anchor

Starting as a business reporter at the ABC Affiliate in Philadelphia, then switching jobs to work at CNN New York Stock Exchange for 7 years, Bloomberg reached out to King, offering her a position. King stayed with Bloomberg for 5 years till mid-November of 2013 when she received notice from HR to attend a meeting. That's never good! And it wasn't as it led to the entire team being laid off from Bloomberg.

While it must be sad and worrisome for some people, King saw it as a chance to do something she had always wanted to do.

"But I was ready, and I'm an entrepreneur at heart. So I was like This is my opportunity I'm going to take", King said. Reaching out to her friends in the industry, seeking knowledge and advice to ensure her business would thrive, Jane built a name for herself in live television making reports for 80 different TV Networks.

King stated, "I like owning my own thing. You know, I like making my own decisions. I like, you know, I just, I felt so stifled."

King took the unexpected and turned it into an exceptional business for herself. However, great achievement means great sacrifices, which Jane has made over the years of running her business. Whether it was sleep or a

glorious vacation to Greece, King made it her priority to always put her job first and take the extra mile to solve any issues.

“Life just happened that way and we could make the most of what we’re handed”. Even with unexpected things like COVID threatening her business, she contacts everyone she knows to set up her own studio at her home to ensure all her reports would be sent out to networks.

Dedication reaches the highest levels of completion in life. Sacrifices are hard to make, but King made sure those sacrifices were meant for something truly special.

