

MISCHA DUFFIE JOINS THE NEW BLACK-OWNED AND OPERATED TALK RADIO STATION KBLA TALK1580 IN LOS ANGELES

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It pays to show up and to show up in excellence. Why? Because excellence cannot be ignored, believes Mischa Duffie. And she should know.

For Duffie, it was a fourth feature article assignment from Suite Life SoCal Magazine where she serves as a contributing writer that put her in conversation with the legendary broadcast journalist, Tavis Smiley. Although an avid listener of Smiley's work for decades, what Duffie did not know prior to receiving the assignment was on Juneteenth 2020, Smiley had taken the giant leap of launching his own radio station, KBLA Talk 1580 AM. Yet, just eight weeks into his new venture, there she was on the phone delving into an exchange with Smiley that was so inspiring and so impressionable, it yielded an opportunity she never saw coming.

Having been a human service professional for more than thirty years, an inspirational speaker for twenty-four years, a published author for seventeen years, and a talk show host in one format or another since 2009, delighting audiences with words was not new to this curator of meaningful conversation. She is known for the warmth of her energy and the bigness of her spirit. It was indeed this warmth and bigness that endeared Smiley to her, ultimately resulting in Smiley inviting Duffie to his Weekend Line-up.

During the week, Duffie serves as a highly sought after book coach, ghostwriter, and diversity editor. Having published twenty-two of her own books, she made the decision years ago to disrupt the frustration of aspiring authors who are stuck or are in different stages of their writing/publishing journey.

How brilliantly fitting then that Smiley would ask Duffie to center her show around talking to writers about writing. *Explore the creative reckoning of writers* is how she frames it. THE BACK STORY WITH MISCHA DUFFIE is what Duffie named her show. Celebrating the power of words and those who write them while elevating how stories cultivate connection and purpose is the intention of her show. Starting October 2, 2021, Duffie can be heard LIVE every Saturday from 1-2 PM PST on the unapologetically progressive KBLA Talk 1580 right before Café Mocha.

About her new endeavor, Duffie had this to say: "We never know how one opportunity is setting us up for our next opportunity. We don't always see how using one gift can illuminate yet another gift. And we are often oblivious to who God will use to escort us to our next place of destiny. Therefore, it behooves us to always operate in excellence and to always be ready."

Learn more about Mischa Duffie at www.mischainspires.com and KBLA at www.kbla1580.com.

Show Details

SHOW STATION:
KBLA Talk 1580 AM

SHOW TITLE:
The Back Story with Mischa Duffie

SHOW TIME:
Saturdays, 1:00-2:00 PM PST / Rebroadcast on
Sundays exact same time.

SHOW DESCRIPTION:
Every story has a story . . . a back story. Why this book with this title? Why this movie with these characters? Why this song with these lyrics? What about this topic commanded an op-ed? Many are the questions a reader can have as he/she engages with a writer's offering. The Back Story is where we explore the creative reckoning of writers while simultaneously pushing out our own.

SHOW INTENTION:
To celebrate the power of words and those who write them while elevating how stories cultivate connection and purpose.

SHOW TAGLINE:
Celebrating the power of words. Elevating the power of connection.

