

Anchorwoman Liz Claman: A Shining Star at Fox Business Network

On any given day, Liz Claman can be found talking to some of the richest people on the planet, world leaders, governors, senators and small business owners alike. "I've always felt everyone has a story to tell and I'm grateful, thrilled and appreciative to be the conduit for that," says the co-anchor of the *Fox Business Block* with David Asman (airs daily from 2-3 pm ET), *Countdown to the Closing Bell*, for which she is the solo anchor, (airs at 3 pm ET) and *Fox Business Bulls & Bears* (airs 4-5 pm ET). "People are quick to criticize journalists," she continues. "They should know that we just want to inform them in the best way we can. "



A shining star at Fox, the Edgewater resident is a well-recognized journalist in the business news industry; a trusted voice as an analyst, known for her in-depth knowledge and unique blend of talent.

One of five children, Claman was born and raised in Beverly Hills, California. She credits her parents with being the major influences in her life and career, teaching her by example the type of human being she should aim to be. "My father, world-renowned surgeon, Dr. Morris Claman, was a brilliant life coach. He wasn't afraid to take chances in life, didn't fear the unknown, always reached out a hand to the 'little guy' and at all times, was reasonably optimistic," she explains. Her mother, a classically trained Shakespearian actress, also encouraged

her daughter to hold fast to higher standards, advising her to aim for perfection in performance as in: "Enunciate your words; don't say 'um' and 'you know!'"

Claman claims her parents rounded out her education by having her take just about every possible type of lessons out there. "I studied guitar, piano, singing, equestrian, tennis," she points out good-naturedly. "Suffice to say, I do none of them well except I'm a semi decent singer, thank you very much," she adds with a laugh.

Given such a diverse learning experience, Claman could not be accused of lacking in self confidence: "I speak pretty fluent French, a little Hebrew and some Pharisee, can talk my way into everything from a Laker game to a missile base in Russia

and I'm a pretty decent skier, (She beat *90210*'s Ian Ziering in a celebrity ski race in Vail), but for the life of me, I cannot boil an egg or make toast without burning it," she wryly admits.

A sense of humor and persistence have come in handy over the years. Never more so than in the early days when she was a fledgling on-air reporter at WSYX Channel 6 News in Columbus, Ohio.

Working the beat for veteran news director Ron Bilek, Claman decided to take a shot at anchoring, and asked Bilek if she could try out for the job. "He told me 'Forget it. You've never done it before. You'll choke; you'll mess up,'" she recalls somewhat painfully. "I've always subscribed to Teddy Roosevelt's theory that if someone asks you to do something you don't know how to do, say, 'Certainly I can!' and then start learning how to do it. So I started going into the studio on my days off and practiced reading TelePrompTer. I showed Ron my first practice tape and he said, 'Here's why I won't let you do it: you're HORRIBLE!'"

If she were someone else, Bilek's assessment might have ended her quest to become anchor. Not so! The woman who ran and completed the New York City Marathon despite being told as a child that scoliosis would prevent her from ever running long distances, and who says her secret tip of the trade is to "...never say die," calmly asked her boss what was wrong and what she could do to improve: "He went through a litany of criticism: too stiff, too 'anchory,' too nervous, so I thanked him and went back to the studio on my Saturday evenings and practiced week after week."

Bilek would make her go through seven months of Saturday night rehearsals before finally relenting and admitting she was good enough to have a shot at the anchor desk. And because she had practiced so much, by all accounts, she did a pretty good job. A few months later, Claman became the weekend anchor.

"Ron did me a favor by being so tough on me," she concedes in retrospect, "but it would have been so easy for me to get frustrated, offended and quit. Instead, I tried to work through it and learn in the process. It's all about persistence."



Liz Claman has interviewed national and world movers and shakers such as Warren Buffett (left) and Bill Gates (right).

Continuing the learning curve, Claman eventually switched from local news, which involves drug busts, homicides, state fairs and school board meetings, to business news. "I didn't have a business background, but I knew my curiosity and nose for a good story would translate well in the business realm," she recalls. "What I didn't realize, though, was how much work I'd have to do getting up to speed on everything from the markets, derivatives, bonds, pensions, commodities and now, how Washington, D.C., plays into the entire picture of capitalism."

A quick study, Claman has apparently done just that. Characterized by *Vanity Fair* (November, 2008) as "... one of television's top business reporters and anchors," Claman has held her own in hour-long sit downs with the likes of legendary investor Warren Buffet and corporate mogul Bill Gates.

With two Emmy awards to her credit and the respect of colleagues who admire her business savvy, interview style and ability to get to the heart of a story without self-serving theatrics, this past year Claman secured the plum assignments to report live from Chicago on Obama's win, the economic crisis, stimulus package and World Economic Summit in Washington, D.C.

For all that glory, the mother of two hasn't let celebrity go to her head. She rates her two children (Gabrielle, 7, and Julian, 4) as her greatest achievements; her most meaningful award, the one that the New York Jewish Board of Families and Children's Services gave her for being a good Big Sister in its Big Brother, Big Sister Program. Her idea of an amazing good time is "...snuggling with my husband and children at home, eating pizza, doing arts and crafts, and laughing."

Admitting that she takes her job very seriously but has so much fun doing it, Claman is acutely aware that throughout her career, she has had to fight for every inch of success gained. "No one ever cut me a break, gave me a shot or a big chance without me having to beg, cajole, convince someone I could do it," she relates. "I think my next book should be called *Jaws, Paws and Claws: How to Bite, Kick and Scratch Your Way to the Top!*"

Sounds like a best seller for sure!

Claman on the Economy

All the fundamentals that have caused the economy to plummet are, for the most part, still in place. The housing market is weak, households have lost money and the unemployment rate continues to trend higher. With those distasteful elements still in place, we're not going to see a meaningful higher move in the markets on a sustainable basis. We need to get the economy healthy, credit needs to be restored and flowing once again, and perhaps once that happens, we'll see the markets recover. It'll be a long road back to health, though. Longer than the government tells us.

