

IN THE SPOTLIGHT



Keith Major

Timberly Whitfield:

Host Of Daily Show 'New Morning' On Hallmark Channel

TV fans all over the country are getting a refreshing start to their day by tuning into Timberly Whitfield on "New Morning" on the Hallmark cable channel.

The magazine-style series, now in its sixth season, is helping people begin their day by feeling inspired, focused and renewed.

◀ Timberly Whitfield is winning a huge following as host of "New Morning," which airs weekdays at 7 a.m. on the Hallmark cable channel.

"People are hungry for substance and something positive," Whitfield says. "They tell us, 'We know we've got to know the news, but we don't need to wake up to it first thing in the morning.' They want to start their days feeling centered."

The popular show airs weekdays at 7 a.m. (Eastern and Pacific times) and focuses on everyday, "ordinary people doing extraordinary things."

It's somewhat ironic that Whitfield has become such a natural on TV, considering she grew up in Africa without a TV in the household. Born in Kansas City, MO, the daughter of United Methodist missionaries who were also civil rights activists and Black Panthers, she moved to Tanzania at age 6 when her parents were assigned there. The family later lived in Nigeria.

"I came to the States to go to college, and not having television in my life and at home, I think that's what attracted me to it. I was more curious about it; I was just hanging out in front of the TV and just loving TV," she recalls. She majored in mass communications and religion at Clark Atlanta University and later earned her master's at Columbia University Graduate School of Journalism.

Jeff Weber, president and CEO of Lightworks Producing Group that produces the Hallmark show for Faith & Values Media, told JET: "What makes Timberly so unique is her honesty, integrity, candor and warmth; that really comes through the television set."

—Clarence Waldron