

**MAKE YOUR  
TV  
DAY RICHER**

# Media Kit

**FUEL FOR A MORE FULFILLING LIFE**



**Join the highly-rated return of award-winning Host, Richard Wilmore, with Make Your Day Richer TV! Building upon the success of his acclaimed self-titled talk show, Richard is live streaming his insightful conversations and inspiring guests every weekday.**

**How can you live a more meaningful and creative life? Make Your Day Richer TV brings you intimate and engaging conversations with brilliant creatives, compassionate change-makers, and professionals offering life-altering advice. Tune in to ignite your own passions, learn how you can contribute to your community, and discover actionable strategies to unlock your full potential.**

**About the Host: Richard Wilmore is an award-winning host with a decade-long history of creating entertaining and inspiring content. Born in Wisconsin and having lived in Maryland, Texas, and South Carolina, Richard has hosted the Variety Show 'Richard Wilmore's Primetime Special', Game Show 'Freedom Feud', and the Talk Show 'The Richard Wilmore Show'. He also co-hosts the 'Wolf Media Fest Podcast'. Behind the scenes, Richard is a skilled producer of podcasts, shows, and live streams for others.**

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## Who is Rich?



I was always a creative kid, living in my own imaginary worlds where I played adult roles. Hours were spent creating classroom curriculums in my head and running a make-believe grocery store in the abandoned building behind our house. My bed often transformed into a news desk where, as a 13-year-old, I solo-anchored the 10 pm news.

I've always been in awe of creative people, those with perceived "talent," a quality I didn't think I possessed after being kicked out of band in 4th grade. It wasn't until the Summer of 1997 that I discovered my own superpower. That summer, between 7th and 8th grade, I saw a rerun of The Rosie O'Donnell Show, and the energy radiating from the screen ignited something within me. I knew then: that is what I must do with my life.

That realization fuels the vision behind Make Your Day Richer. I want to provide an entertaining, fun, judgment-free zone where creative people are celebrated. I wanted to make the world feel how Rosie made me and millions of others feel every day: seen, heard, and loved.<sup>1</sup> I started by creating a talk show set in my bedroom, hanging an "ON AIR" sign daily and pretending to interview the biggest stars. I've been hosting that show in one version or another ever since (guess who has a show on TV now and talks to real people?). But it wasn't until I started working for the arts-in-health nonprofit, Hearts Need Art, that<sup>2</sup> I truly recognized my ability to connect with strangers and comfort even the most nervous person as its own art form.

Art comes in many forms. I often joke that most of my paintings end up in the garbage, but I cherish the process of pushing shiny paint around a canvas, the smooth glide, the way the light catches it, and the delightful surprises that come from my lack of color theory knowledge.

What I've learned is that art, in any form, isn't about the outcome; it's about the process. It's the distraction, the calm for the mind, the expression of vision, the embrace of uncertainty, and the embodiment of hope, faith, fear, grief, and everything in between.

This philosophy is at the heart of Make Your Day Richer.

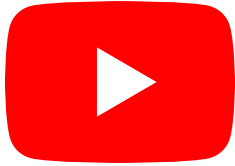
Art can be loud or silent. Take a breath, be still, let your thoughts and feelings flow, and then use anything from pencils to pianos to release them. This is the spirit we aim to capture and celebrate on Make Your Day Richer.

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## Streaming On



**babyboomer.org**  
Ultimate Baby Boomer News, Guide & Community



**podcast  
platforms**

## Who's Watching?

- **60,000+ views per month (2025 average)**
- **8,000+ social media followers**
- **60% male | 50% between 18-34 years old**



## Awards

- **Best Television Workshop presented by Milwaukee Public Television, 2011**
- **Promoter of the Year presented by Hearts Need Art, 2021**