

# the dots

a podcast about connecting.

## Linda Grasso Transcript

**Announcer:** [00:00:04] Welcome to The Dots. A podcast about connecting. The Dots is a series of conversations with artists, community leaders, entrepreneurs, and change makers who talk about how they connect the dots and bring things together for their communities, companies, and themselves for a better life. And now your host, Digital Strategist, speaker, and entrepreneur, Kathleen Buczko.

**Kathleen Buczko:** [00:00:30] Linda Grasso is the founder and editor of the web site She Sez, on air journalist, Editor in Chief of Ventura Boulevard Magazine, wife and mother. Her new podcast, She Sez, is launching this week and focuses on women reinventing themselves. When things really happen when it changes. Linda thank you for that and coming to The Dots.

**Linda Grasso:** [00:00:48] Thank you for having me Kathleen.

**Kathleen Buczko:** [00:00:50] Tell me a little bit about your journey.

**Linda Grasso:** [00:00:52] Oh wow where do you want to start?

**Kathleen Buczko:** [00:00:53] At the beginning. Where were you born?

**Linda Grasso:** [00:00:55] I was born in Washington D.C. I grew up with a single mom, who had four kids at the age of 40.

**Kathleen Buczko:** [00:01:03] Wow.

**Linda Grasso:** [00:01:03] And my parents split up and were getting into some heavy stuff. But I mean I do think.

**Kathleen Buczko:** [00:01:08] It is 38 seconds in, Linda. Why not?

**Linda Grasso:** [00:01:09] Well, I know, right? Let's make this dramatic, Kathleen.

**Kathleen Buczko:** [00:01:13] That's right.

**Linda Grasso:** [00:01:13] But but no I, it really shaped me. You know I was raised by a really strong powerful woman who showed me what doing is. And she went back to school and got an undergraduate degree at 30 and then her master's and she raised the four of us by herself. My grandmother helped. But and, and anyhow I just I went to college in Virginia and then I wanted to be a news reporter. And...

**Kathleen Buczko:** [00:01:37] Why did you want to be a reporter?

**Linda Grasso:** [00:01:39] You know I am a super curious person. My husband says that sitting next to me at a dinner party could be wonderful, or your worst nightmare. I'm serious. I'm curious about everything and I love to ask questions and I'm genuinely interested. And to me being a reporter was just carte blanche to do that. It wasn't considered probing. It wasn't considered weird or

you know abnormal. It was just my job. And I love to write. I've always been a letter writer and I just really enjoyed putting, what it was in those days, pen to paper. And so anyhow, I did that whole thing that I know you and I have talked about because you were in news for a while. I did market to market to market. I started in a small market. I worked in places you've never heard of Salisbury Maryland and.

**Kathleen Buczko:** [00:02:27] Oh I've heard of Salisbury Maryland.

**Linda Grasso:** [00:02:29] Have you?

**Kathleen Buczko:** [00:02:29] Only because my, I have family in Maryland.

**Linda Grasso:** [00:02:32] Oh well if I look back at it, it was a wonderful job. I wasn't making any money but you know I loved doing reporting on the Eastern Shore of Maryland with the water-man as they say.

**Kathleen Buczko:** [00:02:42] Yeah.

**Linda Grasso:** [00:02:42] And anyhow I ended up being an anchor in Jacksonville Florida and then I married my husband. I worked for NBC, WNBC the local affiliate for a short time and then I moved to L.A. and I worked for KTTV. I was a news reporter for three years here in Los Angeles. And I you know it's funny Kathleen, I think we talked about this. You know you want the money. And you know you want to be in a big market and you know you want to be known and all that stuff. But the bigger job I got, you know the bigger the market I was working in; the least interesting it was for me. Because when you get to the big markets you just do crime.

**Kathleen Buczko:** [00:03:17] Right.

**Linda Grasso:** [00:03:17] And that was just so you know it wasn't as interesting to me or stimulating was just sad. You know it was the same story every day. God and you do a crime story and then there was no follow up. Nobody really cared.

**Kathleen Buczko:** [00:03:28] Right. Did they ever find

**Linda Grasso:** [00:03:28] You know someone would take it.

**Kathleen Buczko:** [00:03:29] The guy that shot the guy.

**Linda Grasso:** [00:03:30] Nobody never cared. They just, they just cared about that that night you know to lead the 10 o'clock news live or whatever. So anyhow I had two kids with my husband and that that job got old real quick. Not just because of the downbeat nature of it and sort of empty nature of it. It got got, it had gotten empty. I wasn't doing stories about people and passion and it became a soulless business for me. I don't mean to be, I have a lot of friends who still work in it and they you know they do a good job. So anyhow I had two children and it just was so hard to work a 12-14-16 hour day. You know I'd get in, if I got it at 9:00 and they wanted me to go live on the 6:00 I did it and if they wanted me to stay till the 10:00 I did that too. And if I didn't want to do it. Wow. Well there was some girl.

**Kathleen Buczko:** [00:04:16] Yeah.

**Linda Grasso:** [00:04:16] That's going on. You know I mean there's no saying no at least I felt like that as a general assignment reporter.

**Kathleen Buczko:** [00:04:21] Right.

**Linda Grasso:** [00:04:22] I wasn't you know, I was certainly replaceable. So I thought to myself, what could I do? And I always thought about entertainment reporting. You know I thought about interviewing celebrities and I thought that would be fun. And so a producer I knew, that I worked at KTTV with, had moved on to E and I sent my resume there for years and never got so much as a blink. But he was there and he knew I was sort of a 'real thing'. I mean E at the time was not what most people know it as now. It wasn't the Kardashian's and the reality shows. It was sort of.

**Kathleen Buczko:** [00:04:54] I mean television has changed dramatically. So.

**Linda Grasso:** [00:04:57] Oh My gosh oh my gosh it's so different. But we had a show there called E-News and they needed a real reporter. You know somebody who could you know, do some stuff on the Robert Blake trial or the Winona Ryder shoplifting trial and be on Larry King.

**Kathleen Buczko:** [00:05:11] Yeah.

**Kathleen Buczko:** [00:05:11] You know somebody who had some gravitas as a journalist. Believe me they don't have anything like that there now that doesn't exist.

**Kathleen Buczko:** [00:05:17] No.

**Linda Grasso:** [00:05:17] They didn't want people who could cover show business in a semi smart way.

**Kathleen Buczko:** [00:05:22] And I'm going to go out on a limb and I'm going to say that the world is not better for it. Right? The world is not better for not having actual journalists engage in all facets of news gathering and content creation.

**Linda Grasso:** [00:05:36] I mean gosh Kathleen we could do a whole show on that. I mean I look at these medium sized markets ans, they're sending you know 24 year olds out who are shooting and editing and reporting. You know I mean I think back, when I was at WNBC in New York for that brief time I work there. I think it was a little less than a year. They throw me out on the live shot and it be like, I'd be there 10 minutes and they'd take me live. Like get your act together figure out what you're going to say. You know it wasn't like I had time to get all sides. It was like as soon as you got their boots on the ground. You know I had a year, you know wire in my ear and go. OK so these guys now are me but they're also shooting.

**Kathleen Buczko:** [00:06:13] Right.

**Linda Grasso:** [00:06:13] And trying to get you know sending back video.

**Kathleen Buczko:** [00:06:15] And editing it. And in the truck.

**Linda Grasso:** [00:06:17] It's so scaring.

**Kathleen Buczko:** [00:06:18] And putting it up.

**Linda Grasso:** [00:06:18] And we wonder why news is in such a bad place. That's one reason.

**Kathleen Buczko:** [00:06:21] And its its. That is just absolutely one reason you begin to look at

you know not if you assume those small markets still staff. Right. And I'll I'll put forth they don't even really staff the 24 year olds. The 24 year olds are at BuzzFeed right now.

**Linda Grasso:** [00:06:36] Yeah, right. Right. You don't even want to work in local news.

**Kathleen Buczko:** [00:06:38] They don't want to work in local news and it's all news is local.

**Linda Grasso:** [00:06:42] Exactly.

**Kathleen Buczko:** [00:06:42] All news is local.

**Linda Grasso:** [00:06:44] It's so true it's like it's like some sort of time warp when we talk about that.

**Kathleen Buczko:** [00:06:48] Yeah.

**Linda Grasso:** [00:06:48] Sure there are people even listening or like what are these ladies talking about? They're so freaky.

**Kathleen Buczko:** [00:06:52] How to disenfranchise your audience.

**Linda Grasso:** [00:06:54] How old are they? [laughs] No but, but no so I anyhow I started working for E and I was a correspondent and I did obviously all that kind of fun, slash, silly red carpet stuff. And it was a fun, fun job. And as I approached 40, I am just like leapfrogging over all this. I was there almost eight years and it was great. I got a lot of you know a lot had a lot of fun and I was able to raise my children. Get home and feed them dinner and it was a fantastic gig. I really enjoyed it. As I got to approach 40, I got passed over for a promotion and it just took the wind out of my sails. And it was that that was part of it. And the other part of it was my husband had a huge job and he traveled all over the world. And he, he's a fantastic father but he wasn't there. And I started to feel a void in my family. I felt like you know I come home I'd have a nanny. There be the tutor. I'd have a housekeeper. You know all fabulous privileges that I'm so grateful for.

**Kathleen Buczko:** [00:07:56] Right.

**Linda Grasso:** [00:07:56] But I felt like I wasn't ruling my roost you know I felt like I wasn't in control. And my mom made this kind of offhand comment to me. My fabulous mother who I adore and is such a sage person. She wasn't meaning to impact me I don't think the way that that she did. But she said something to the effect of "you know, I just want to let you know this stage in life is not going to come again". My sons I think were either six and eight or seven and nine and she said "it's just a blip.

**Kathleen Buczko:** [00:08:25] Yeah.

**Linda Grasso:** [00:08:25] And once they're gone. They're gone. They don't come back.

**Kathleen Buczko:** [00:08:29] Yeah.

**Linda Grasso:** [00:08:30] And I don't know that just sunk in to me. And so being you know deflated from being passed over for promotion for someone younger than I was. 10 years younger which you know geez gosh it's not that big of a deal but at the time it was to me. I felt deflated. And I felt like I needed to be in charge of my family and I wanted to experience what it was like to be a stay home mom. So I quit. I had just signed maybe a three year contract and I went to my bosses

and I explained it and they were nice people and they got it and they let me off the hook.

**Kathleen Buczko:** [00:09:02] Wow. How did that change your life?

**Linda Grasso:** [00:09:05] Dramatically. So the first year was fabulous. I did everything that I'd wanted to do. We took long vacations. We went to my husband's beach house that his family owned in Delaware. I bathed the kids every night. I'm a big cook so I cook my heart out. I did all that stuff. It was fantastic and then I got to be honest with you Kathleen a year in, I was like "OK. I got to start doing something.

**Kathleen Buczko:** [00:09:28] Yeah.

**Linda Grasso:** [00:09:29] And I was kind of like surprised I thought that that period of being a stay home mom would be fulfilling to me longer. And I'm not saying I didn't love it. I did, but I needed something else. So basically I started a web site it was a lifestyle web site. I wanted to be like California Martha Stewart. I love to cook. I have an organic garden. I love fashion.

**Kathleen Buczko:** [00:09:48] I love to eat.

**Linda Grasso:** [00:09:48] I love to eat too. And my I was doing videos. You know putting up on YouTube how to make an artisan cheese platter. And you know, how to make three pieces work in your wardrobe. I had to go with a stylist and I was really having fun. And I did that for a couple of years and then I. And that was kind of fulfilling. I'd never monetized it. It was actually called She Says. It was a brand and I got the URL for Go Daddy or whatever. It was fulfilling. And then I did kind of go through a stage where I was stuck. I got to be honest with ya. I mean I'm not like a super intellectually, like I look at you and you're intellectually smart. You're really smart. You can do stuff that's very forward thinking. I looked at your whole career we talked you know.

**Kathleen Buczko:** [00:10:32] Thank you.

**Linda Grasso:** [00:10:32] I didn't have that. I have skills.

**Kathleen Buczko:** [00:10:35] It's completely overrated.

**Linda Grasso:** [00:10:37] I don't know about that. [laughs] I had skills but I'm a communicator. I'm a people person and I didn't have the ability to take She Says into the next level. So I started to kind of spin a little bit. I be going out to dinner with my husband and he was still in entertainment at the time and whereas people would chat with me and I felt like I was an important part of the conversation. I mean you get that I'm no no wilting flower over here.

**Kathleen Buczko:** [00:11:01] Right.

**Linda Grasso:** [00:11:01] I get a lot of stuff to say or whatever. [laughs] I felt like I was kind of being passed over in the conversation and I felt diminished and I felt washed up. And I look back at that period I can't believe I felt like that. But I did and I.

**Kathleen Buczko:** [00:11:16] Completely an understandable position.

**Linda Grasso:** [00:11:18] Yeah I mean.

**Kathleen Buczko:** [00:11:19] And I think.

**Linda Grasso:** [00:11:20] I was in my early 40s like.

**Kathleen Buczko:** [00:11:21] But also the expectation of the world.

**Linda Grasso:** [00:11:23] It's ridiculous.

**Kathleen Buczko:** [00:11:23] Right. You're the you're the arm charm for lack of a better term.

**Linda Grasso:** [00:11:28] I felt like that I felt like I became that and I started to believe that b.s. that I was less interesting and I had less to contribute. And I started trying to reach out to some of the places that I had worked and had contacts.

**Kathleen Buczko:** [00:11:40] Yeah.

**Linda Grasso:** [00:11:40] CNN. I went back to E to say "Hey, I can produce". I was friends with very very well-known and I'm not going to name them but people in the industry.

**Kathleen Buczko:** [00:11:50] Sure.

**Linda Grasso:** [00:11:50] I took meetings and it could just be my perception at the time because of where my head was at. I felt like they were rolling their eyes at me.

**Kathleen Buczko:** [00:11:58] Yeah.

**Linda Grasso:** [00:11:58] Like, What are you doing here. I'm not going to hire you to produce. Are you kidding me?

**Kathleen Buczko:** [00:12:02] Right.

**Linda Grasso:** [00:12:03] For 20 almost 20 years I produce like duh you know I was in editing and I know how to edit. For God's sakes. I made shows at E.

**Kathleen Buczko:** [00:12:10] They have such a deep staff and Salisbury Mass that you didn't have to learn how to do that. [laughs]

**Linda Grasso:** [00:12:15] Right? I mean I know how to do all that stuff and I'm smart and I have a sensibility and I had experience. And I couldn't find a way in. So long story short I had an opportunity to start a local magazine. Ventura Boulevard which is the magazine in the San Fernando Valley. All your listeners I'm sure have a Bethesda Magazine or San Francisco Magazine or San Diego Magazine or whatever.

**Kathleen Buczko:** [00:12:36] Absolutely. Local publishing is a big deal.

**Linda Grasso:** [00:12:38] Boston Magazine. Yeah it's still well it's actually the one sector of the publishing industry that is still growing because you can't.

**Kathleen Buczko:** [00:12:44] Because all news is local.

**Linda Grasso:** [00:12:46] Well, you can't, well you can't get news about your hood anywhere else.

**Kathleen Buczko:** [00:12:49] Right, right.

**Linda Grasso:** [00:12:50] And consumers, resident's of a community spend 95 percent of their disposable income or 90 percent within a mile from where they live. So it's still a viable advertising opportunity industry.

**Kathleen Buczko:** [00:12:59] Absolutely.

**Linda Grasso:** [00:12:59] And you know these magazines such as Ventura Boulevard, they're all brands. We're not just selling ads. OK online and in the in the paper magazine. We're a brand. We do parties. We do events. We do sponsored e-mails. You know there's lots of ancillary revenue streams. So any how I've been doing that for.

**Kathleen Buczko:** [00:13:15] Spoken like a true armed term. Ancillary revenue streams. Those are terms that everybody has just kind of sitting around waiting for their husbands to do it for them.

**Linda Grasso:** [00:13:25] Oh wow.

**Kathleen Buczko:** [00:13:25] Right.

**Linda Grasso:** [00:13:26] Well maybe I am an intellect, Kathleen.

**Kathleen Buczko:** [00:13:28] Yeah I think you really are.

**Linda Grasso:** [00:13:29] I am may be smarter than I appear.

**Kathleen Buczko:** [00:13:30] You do, you do. So this is not my original hair color. [laughs.]

**Linda Grasso:** [00:13:35] Actually it's very close in shade to mine.

**Kathleen Buczko:** [00:13:39] Yeah.

**Linda Grasso:** [00:13:39] Which was natural at one point, I'm just saying.

**Kathleen Buczko:** [00:13:40] Yeah, um mine never was. No. I've always been chemically induced.

**Linda Grasso:** [00:13:44] You're so funny. So anyhow I did that for seven years and I just started thinking to myself. And by the way the company is successful. It's been great. I you know I do it and I enjoy it. But I thought to myself, I got something else in me. What do I want to do and I held on to that url for She Says. And you know you know for a while Kathleen, I tried to be like - I'm doing something for millennials and doing something is more marketable.

**Kathleen Buczko:** [00:14:08] [laughs.]

**Linda Grasso:** [00:14:08] No I'm not kidding.

**Kathleen Buczko:** [00:14:09] You want ancillary revenue streams. I get it.

**Linda Grasso:** [00:14:11] Well yeah I got to get I got two boys in college.

**Kathleen Buczko:** [00:14:13] You go to get that.

**Linda Grasso:** [00:14:14] I'm very serious.

**Kathleen Buczko:** [00:14:15] Ancillary revenue stream.

**Linda Grasso:** [00:14:15] Mama's got to bring the bacon home. But even more so than that. I want to do something that resonates.

**Kathleen Buczko:** [00:14:21] Yap.

**Linda Grasso:** [00:14:21] No I got to be honest with you. I don't know how you feel about your podcast but I'm not doing this just so I'm out there talking and seeing. I do video of mine just so we can market it across social streams. Believe me I don't want to see myself but I want people to hear what I'm saying.

**Kathleen Buczko:** [00:14:34] No and I think it's an important thing to be said. Right. I think you're not the only woman. You kind of scoured my career who've gone through a time where you looked at yourself and went, I don't want to do this like this anymore.

**Linda Grasso:** [00:14:49] Yeah.

**Kathleen Buczko:** [00:14:50] It doesn't make what you've done or where you are without value for the market or for the entities or for the community in general.

**Linda Grasso:** [00:15:00] Look isn't that part of life. I mean are we supposed to do the same thing all the time. Modern Medicine says we're gonna.

**Kathleen Buczko:** [00:15:05] absolutely that's what General Motors told us.

**Linda Grasso:** [00:15:09] [laughs] right, right.

**Kathleen Buczko:** [00:15:09] And that's why everyone is walking around this, at this point in life going, what. What do you mean?

**Linda Grasso:** [00:15:15] Yeah. And you know I mean there are so many women out there who are going through what I went through. Somewhere in their late thirties, somewhere in their 40s, somewhere in their 50s. But that's that kind of a sweet spot where you realize that what you've been doing... and btw you could have been a high powered attorney. You could be a stay home mom or hasn't worked in 15 or 16 years. But there's a point where your footing becomes unsteady and you think what am I going to do? I need to change it up. Now when you're in your 20s that's not such a big deal. The world's your oyster. You tell that to a 42 year old woman or a 45 year old woman or someone like my sister in law whose husband died at 50 and she hadn't worked since she was in her early 20s. That's a real challenge. That's really daunting. More so for women than men. If you're a man, it's cool. World's your oyster. You're a lion roar. If you're a woman, there are, there's a societal thing that makes you feel like you can't make a pivot and do something fabulous.

**Announcer:** [00:16:10] Support is incredibly important. Are you looking for a great web host. We love Blue Host. They have a 24/7 support. They're trained in-house, U.S. based, experts are available to help 24/7. The robust help center includes guides, video tutorials, and more. Their Money Back Guarantee gets you a refund within 30 days of signing up if you don't just love them. And WordPress is made easy. Blue host is recommended number one in web hosting by WordPress dot org. Every account features one click WordPress installation. It couldn't be easier. Also they have over \$150 in advertising offers from Google, Bing, and other leading sites to help grow your business. It's all included. Head to our web site The Dots podcast dotcom and click on the nearest blue Host box to get Blue host as your web host just the support you need.

**Kathleen Buczko:** [00:17:04] Now we both come from media. Right? We talked about this and I talked to an old colleague who's at CNN now who is talking about his wife hasn't worked in 16 years and the whole world has changed. And why would she want to go back and all of that. And he could not fathom the fact that she wanted to do something else. And so I always wonder how much of this is certainly what we believe about ourselves but what the expectation really becomes because we don't stand up and say why wouldn't I?

**Linda Grasso:** [00:17:39] 100 percent. And that's what I want the She Says discussion to be.

**Kathleen Buczko:** [00:17:42] Yeah.

**Linda Grasso:** [00:17:42] You know I keep hearing this word in a negative way. Disrupt. I guess it has a negative connotation.

**Kathleen Buczko:** [00:17:53] Well because usually people get laid off. [laughs]

**Linda Grasso:** [00:17:56] Yeah but, I mean to use it.

**Kathleen Buczko:** [00:17:56] Disruptive technologies have eliminated entire sectors.

**Linda Grasso:** [00:17:59] But it's weird that when that word pops up for me when I think about what I'm trying to do. I'm trying to disrupt the way that we think about women. Who are middle aged. And I'm just saying why 40 plus. OK I want to stop that notion that there aren't possibilities and that we can't pivot and do something spectacular. I want to stop that popular notion that hinders and makes women feel stuck and sad in their heart because it's not true. And that's what I'm doing with She Says. I am reaching out to women who have incredibly inspiring pivots and second careers, second past, second passions. You know when someone said to me when I was just on vacation "what about getting a new job"? No.

**Kathleen Buczko:** [00:18:52] No.

**Linda Grasso:** [00:18:52] No it's not.

**Kathleen Buczko:** [00:18:53] You can always get a job.

**Kathleen Buczko:** [00:18:54] You can always get a job. It's finding out. It's making a meaningful change in your life. So that you can be more fulfilled. And that you can live the life that you want to live. You might want to work for a nonprofit. You might want to start a nonprofit. You know you might want to be a jewelry maker. Start doing jewelry. You might want to sell it. You might not. You know you might want to go back into the corporate world. But these are all things that we need to start presenting as realities for women. Choices, passion, PAHs, possibilities. And I want that to be an ongoing discussion. I go out to lunch with some many girlfriends who I adore and who are fabulous women. And I see very often these looks on their faces and they're not in a great, a great time. A great great point in their life because their children are in school and high school full time which they leave at 7:30 the morning somehow and I don't get home till 7:30.

**Kathleen Buczko:** [00:20:02] Yeah.

**Linda Grasso:** [00:20:02] You know and the husband is off doing his thing and they've raised kids and they're scared out of their minds. What am I going to do for the next 20 years. You know and I see other women who've had the same job and are you know very successful and they want to get

out. And I want this to be an ongoing discussion. At lunches. Among friends. Among coworkers. It needs to be talked about instead of women sort of putting it on a back burner and not ... [sound] My phone's going off.

**Kathleen Buczko:** [00:20:36] Yeah.

**Linda Grasso:** [00:20:37] Sorry about that.

**Kathleen Buczko:** [00:20:37] It's beautiful.

**Linda Grasso:** [00:20:37] How did I not put that on I'm suppose to be a podcaster.

**Kathleen Buczko:** [00:20:40] I don't know. I don't know.

**Linda Grasso:** [00:20:40] Sorry about that.

**Kathleen Buczko:** [00:20:42] It's ok.

**Linda Grasso:** [00:20:42] But.

**Kathleen Buczko:** [00:20:42] I love the tone. It was nice. It's very, very...

**Linda Grasso:** [00:20:44] Thank you it's the harp. It's the harp.

**Kathleen Buczko:** [00:20:46] It's a very Zen moment.

**Linda Grasso:** [00:20:48] But want this to be a discussion and I want women to come out and talk about it. And you know what we all need to be helping each other.

**Kathleen Buczko:** [00:20:54] You know and I think that that's a really critical component. I think women you know were 51 percent of population the numbers should work differently.

**Linda Grasso:** [00:21:03] Yup let's talk about it let's help each other. You know so I'm doing a podcast and I've got a website which I guess will be a platform for it. What I really want for She Says ultimately if I can honestly monetize it and figure out a way to make money with it because I would like to build it. I eventually like for She Says to be something like a Linked-In for networking women and women helping each other and you know. You know I just know from like you know from my sister in laws and some of my friends who haven't worked. Who you know got out of the workforce for a long time and then wanted to do something. It's got to be be hard to put yourself out there and put yourself up on LinkedIn and what have you ever worked. I want this to be a warm and welcoming and non-judgmental place.

**Kathleen Buczko:** [00:21:49] Yeah.

**Linda Grasso:** [00:21:49] And I think women will go to it. I will go to it when I look for hires. I will recommend women from it. And I want women to come to it and I want us to network and help each other. Does that sound crazy?

**Kathleen Buczko:** [00:22:00] Is that crazy? I mean you know, what would your mother say about that. right? This is somebody who is raising four kids, by herself. Put herself through school. Undergrad and graduate school.

**Linda Grasso:** [00:22:09] Well I want to say.

**Kathleen Buczko:** [00:22:10] What did we lose in our generation?

**Linda Grasso:** [00:22:13] Yeah. I want to say my mom is not a good judge of me because everything I do she thinks is fabulous. [laughs] I.

**Kathleen Buczko:** [00:22:18] [laughs] That's the perfect mother.

**Linda Grasso:** [00:22:21] But and but you know no she does weigh in on it. You know she does weigh in on it and she she thinks it's great. You know and she her one thing with she says was I said "Mom, I'm an interview women like sort of 20 to 40 to 60". You know I mean one woman is 40 and I've got a woman at 60 and she just she's I think 76 this year and she just turned up her nose and just "why are you cutting it off at 60?"

**Kathleen Buczko:** [00:22:46] Yeah.

**Linda Grasso:** [00:22:46] And I was like "Well Mom, I don't know if that I wanna, I do want to tell those inspirations stories but I'm not sure that that older group will come in and listen to podcasts." And she's like "so what?" You know we need to see. So "mom I had Rose Eichenbaum on last week. She's of award winning photo journalist".

**Kathleen Buczko:** [00:23:03] She is.

**Linda Grasso:** [00:23:03] And she kicked off after having three kids and she's on her sixth book and she's phenomenal. She's a photographer and she does interviews and she's so inspiring. She said she's in her 60s now and is the happiest she's ever been because she laid that groundwork in her 40s for the life she's living now.

**Kathleen Buczko:** [00:23:20] Right.

**Linda Grasso:** [00:23:21] And that's what I want to inspire women to do.

**Kathleen Buczko:** [00:23:23] I think we've spent our whole lives being told that we could go to school and we could graduate and we could have a family. And then once that family was done you were supposed to wait for them to reproduce so you could be fulfilled. I have three kids and my daughter, kind of got plunked in the middle, has said to me. "You didn't really intend to reproduce did you?" And I was like "No it was a conscious decision" It wasn't as if we just kind of went "hey yeah let's do this today. and let's see what happens next week.

**Linda Grasso:** [00:23:55] Right.

**Kathleen Buczko:** [00:23:55] But you know good bad or indifferent I never really got the mom bug. Which was also difficult. So when you talk about women not helping women, be the full time working mother by choice.

**Linda Grasso:** [00:24:08] Oh wow. So you had like you felt some judging eyes on you.

**Kathleen Buczko:** [00:24:11] Oh more than a few.

**Linda Grasso:** [00:24:13] Yeah.

**Kathleen Buczko:** [00:24:13] Yeah. I mean just you know her favorite story of me, well among many is, I think I was off work for about four months. I owned the company so I could do whatever I wanted to do. And I, with the birth of my last child, took kind of an extended period off. And in that context she looked at me and went "when do you go back to work."

**Linda Grasso:** [00:24:38] [laughs] I love that.

**Kathleen Buczko:** [00:24:38] And I thought you know I have all this flexibility. I have all these people who work for me and I can do all of this stuff. And I could, you know. Mobile technology was there and that was all those types of things. I needed to not be there. I was a better parent not being there.

**Linda Grasso:** [00:24:54] Yeah.

**Kathleen Buczko:** [00:24:55] My husband. Way better parent at home.

**Linda Grasso:** [00:24:57] Wow that's so interesting that you're able to say all that about yourself.

**Kathleen Buczko:** [00:25:00] Way better, way better parent for being at home. And in fact our youngest has got some pretty significant special needs and when he was younger I was kind of put in the pink collar ghetto and they're going to get to it. And I think our son is so much better today because his father became the full contact parent who pushed against the system. And you know we you know I'd go to open house at night for school and I'd have the 'oh well you know you don't do the cookies for Emily's class". You know you're right, but I can talk about ancillary revenue streams networks.

**Linda Grasso:** [00:25:37] [laughs] Right.

**Kathleen Buczko:** [00:25:37] And it is this kind of competition that we've created amongst ourselves which ultimately enables us to lose our power. We're 51 percent of the population. The population would not exist without our uterus.

**Linda Grasso:** [00:25:53] I know, I know.

**Kathleen Buczko:** [00:25:53] It wouldn't exist. Right?

**Linda Grasso:** [00:25:55] Well that's why I.

**Kathleen Buczko:** [00:25:56] It wouldn't exist.

**Linda Grasso:** [00:25:57] That's why I get kind of get, you know like, I think to myself these women who, you know and by the way She Says isn't just for women who you know were stay home moms and now want to sort of do something now that their kids aren't around, or are independent. But I do have like the spot in my heart that that just, grrr, maybe it's more like in the place where I get agita where I just think it's awful but you know we are raising children and the next generation. And that's such an important job. And then we're penalized by it. We were made to feel diminished.

**Kathleen Buczko:** [00:26:30] Absolutely.

**Linda Grasso:** [00:26:31] And again I want to disrupt that thought process.

**Kathleen Buczko:** [00:26:34] Yeah. Well I think it goes both ways. I think women take women on if we don't manifest the way we expect a woman to manifest.

**Linda Grasso:** [00:26:44] OK say that again.

**Kathleen Buczko:** [00:26:45] So you stayed home. You are a very successful parent. If I had stayed home there would have been something on the 10:00 news as to how I had hung my child on the outside and decided that was a feasible way to deal with it. Right? And I recognized that about myself that and obviously treated it differently. Yet within my peer group.

**Linda Grasso:** [00:27:06] Yeah.

**Kathleen Buczko:** [00:27:06] That same age.

**Linda Grasso:** [00:27:07] Yeah, I now.

**Kathleen Buczko:** [00:27:07] Was greatly judged for making that choice.

**Linda Grasso:** [00:27:10] Oh, 100 percent. And I remember I could tell you so many funny funny stories. I remember going to very fancy private school in Los Angeles on the West Side and being interviewed about having one of my children go there. And that I guess Head mistress, or whatever said so "You realize you're getting". You know at the time I work full time. "Do realize you're going to be at a disadvantage?" And I said "What do you mean?" And she said "well listen the most of the moms here don't work and no one's going to want to go over to your house after school with your nanny being there and you're not there. I mean there's a social circle here.

**Linda Grasso:** [00:27:39] Absolutely.

**Linda Grasso:** [00:27:39] And thought welp this is not the school for us because I'm not sending my kids to school where we're going, we're starting on the note of you're at a disadvantage, you know. So no and you know it is funny there's you know there's so many. One of the things I think about so much is you know women not being able to 'greenlight' themselves. You know we're always waiting for for for someone to go, "Good idea.

**Kathleen Buczko:** [00:28:07] That's a great term.

**Linda Grasso:** [00:28:08] Yeah, you know, "Great idea! Go for it. You've got a great idea. You should do it! I think you should make this change." And the other thing that I really want women to get out of She Says is that sometimes you just need to 'greenlight' yourself.

**Kathleen Buczko:** [00:28:24] Well and absolutely. Especially when you you know looked at the last couple of weeks where you have young engineers, who have grown up in a different generation at Google, writing a 10 page manifesto basically saying because you know half of the population has a uterus they're not capable of being an engineer. When the algorithm that their company was created on, was created by a woman.

**Linda Grasso:** [00:28:47] Is that right?

**Kathleen Buczko:** [00:28:47] Yeah. No absolutely.

**Linda Grasso:** [00:28:48] Oh I didn't know that.

**Kathleen Buczko:** [00:28:49] Oh yeah. No no no. The original the original math and the original algorithm. That's because I'm a nerd.

**Linda Grasso:** [00:28:55] [laughs] No. You're an intellect. Go ahead.

**Kathleen Buczko:** [00:28:58] My nerd life go ahead and laugh. [laughs] Was created by a woman.

**Linda Grasso:** [00:29:01] Wow that's so interesting.

**Kathleen Buczko:** [00:29:02] And the founders of the company knew that. But today's engineer didn't.

**Linda Grasso:** [00:29:09] Wow.

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**Kathleen Buczko:** [00:29:26] And what are you know, what are we doing? Why aren't we having a broader conversation about that? Get us to your point. Two weeks later you know we're talking about political changes and potential war. All important things. But the potential war that still exists here in our cultural wars against women or against any perceived minority, is still very powerful and how can She Says empower that conversation to keep on going? Because women not only need to 'greenlight' themselves. They need to understand that there are still a lot of education that has to happen and that the children that we're raising needs to begin to realize that their mothers, their grandmothers, their great grandmothers, as health and medicine improves for years and generations to come. Not only can 'greenlight' themselves but can take programs and take things to another level that they hadn't even thought of. Because we are the ones who do create. We do nurture and we do create that entire ecosystem and community for those people to be successful. My sons are incredibly successful, because of me. I know that to be true.

**Linda Grasso:** [00:30:43] Now you say that. Are you comfortable saying that like excluding your husband in that sentence.

**Kathleen Buczko:** [00:30:49] Yeah.

**Linda Grasso:** [00:30:50] Really?

**Kathleen Buczko:** [00:30:50] Yeah yeah. They look like me. They sound like me. they talk like me. What would it do to the point where my husband has even joked about them being genetic karma kenitics that they only have one set of genetics. He knows he was there. [laughs]

**Linda Grasso:** [00:31:03] You are so funny. I hope he's not listening to this.

**Kathleen Buczko:** [00:31:06] Oh I don't care if he is it's not something he doesn't already heard. [laughs] I'm married for 28 years. He's the only person I've ever been with ever. So.

**Linda Grasso:** [00:31:16] Wow, we need to have a podcast about that honey. [laughs] No sorry sweetie no good ol' Catholic girls. I starting at 14. Oh I know my husband was Irish Catholic boy. He's use to say to me the Irish the Irish Catholic girls are the worst.

**Kathleen Buczko:** [00:31:31] Well, they were. They were.

**Linda Grasso:** [00:31:31] And the best and the best.

**Kathleen Buczko:** [00:31:33] There you go we we locked in early. We locked in early.

**Linda Grasso:** [00:31:36] Wow.

**Kathleen Buczko:** [00:31:36] So he's had to ride this pony of.

**Linda Grasso:** [00:31:38] So tell me what does he bring to the table? What did he what did he has he given the kids that's noteworthy?

**Kathleen Buczko:** [00:31:46] Patience.

**Linda Grasso:** [00:31:48] Which is huge.

**Kathleen Buczko:** [00:31:48] Yeah it's huge absolutely huge.

**Linda Grasso:** [00:31:51] I don't have any of that how about you?.

**Kathleen Buczko:** [00:31:54] I've gotten more but there was certainly a deficit when I was younger. Right. I you know my my oldest who's 25 at this point jokes about when he was I think probably three. He has a memory of it. Again working full time. Doing all types of things and he had this little electronic piano.

**Linda Grasso:** [00:32:14] Mm hmm.

**Kathleen Buczko:** [00:32:15] And it made me crazy. It was too noisy. It had a switch on it for some reason he knew how to turn it back on. And so one night I put it in the freezer. So I could freeze the electronics. So that it didn't work the next day.

**Linda Grasso:** [00:32:28] Nice. [laughs]

**Kathleen Buczko:** [00:32:28] Because mommy needed a day off.

**Linda Grasso:** [00:32:32] Oh I love it.

**Kathleen Buczko:** [00:32:34] Which is the only hysterical now because in his alternative life so he has two names. One is Ian Buczko and he's a scientist. And then in the evening he's Matt Heirs and he's an electronic musician.

**Linda Grasso:** [00:32:47] I love it.

**Kathleen Buczko:** [00:32:47] And he he jokes that he didn't have nearly enough piano lessons.

**Linda Grasso:** [00:32:52] That's too funny.

**Kathleen Buczko:** [00:32:53] Yeah yeah. So it's you know it but I didn't I didn't give him the patience but I did give him the creativity. I did push my children to ask questions. Not to accept the status quo.

**Linda Grasso:** [00:33:05] I love that I think that's so important.

**Kathleen Buczko:** [00:33:08] It's critical. It's what we need today. I mean if we don't begin doing that and that's why She Says is an important platform, right.

**Linda Grasso:** [00:33:14] I'm so glad you think that.

**Kathleen Buczko:** [00:33:16] It's an important platform to question the status quo.

**Linda Grasso:** [00:33:19] Yeah.

**Kathleen Buczko:** [00:33:19] It's an important platform to question why women don't support women more.

**Linda Grasso:** [00:33:24] Right. And why society doesn't.

**Kathleen Buczko:** [00:33:27] Absolutely.

**Linda Grasso:** [00:33:28] As a whole.

**Kathleen Buczko:** [00:33:28] Absolutely. And it's not just a cultural dynamic.

**Linda Grasso:** [00:33:31] Yeah. I mean it's so funny being out and you know talking to women about it. I've gotten such great feedback. I mean there's not one woman that I tell about it who's over 40 that doesn't get it like that.

**Kathleen Buczko:** [00:33:40] Yeah.

**Linda Grasso:** [00:33:41] You know it's. And you know what. It's been such a wonderful experience for me personally talking to these women. Some are inspirational stories and incredibly you know interesting and inspiring and have made incredible midlife pivots. Other, I'm also interviewing other women. I just interviewed a behavioral specialist about these negative mindsets we get into and how we, we work should be working our way through that suggestions, guidances, tips, experts. I mean I think it's also sometimes we can be our worst enemy and we need to revamp the way that we think. And we need some tools.

**Kathleen Buczko:** [00:34:18] Absolutely.

**Linda Grasso:** [00:34:18] You know we need some help. And so I've I'm also going to be talking to the first 10 episodes are really sort of incredible inspiration stories but I'm also going to be bringing in more experts. And you know I try to stay away from the whole promoting a book kind of thing and there's nothing wrong with that. There's a place for that, but it's not She Says. It's going to be more intimate, more honest, not so kind of promotional. Does that make sense?

**Kathleen Buczko:** [00:34:42] It does.

**Linda Grasso:** [00:34:42] Oh I'm so glad.

**Kathleen Buczko:** [00:34:43] Yeah. Yeah. So I'm looking forward to its launch. And thank you so much Linda for joining us.

**Linda Grasso:** [00:34:49] Thank you for having me.

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