

Everything's Coming up Roses

By Lisa Wanta



CC Carole

She stares confidently at the camera, dipping her trademark blond locks as she glances to read this week's news highlights. Later, we see her chatting to a local business owner, her interviewing style a cross between interrogation and encouragement, seeking to rope in both attention and customers for a fellow New Hampshire entrepreneur. Then suddenly she's tackling (and taking down!) a Manchester football player; stuffing chocolates down her T-shirt in a candy factory; and sneaking into an unguarded warehouse to steal dozens of magazines with—who else?—herself on the cover.

So whose face is on the magazine? It's CC Carole, the host, co-producer, and creator of the Everything Show, a New Hampshire-based cable broadcast whose subject is, well... everything.

"It's a reality-type, action-packed show," said CC, who created the program, with its unusual format, in 2004. "It's (also) a way to give back to small businesses—hey, I am one."

CC Carole, as she goes by, produces the Everything Show out of Merrimack, New Hampshire. It began as a weekly half-hour segment for WNDS, an independent channel, in which CC would showcase a locally owned business. However, CC realized that in order to keep people from channel surfing right on to the next wave, she would have to make her program unique.

"She was looking for anything (different) that could be part of a show," said Kristi Lynn Drake of Bedford, NH. "I called her because I had a pot-bellied pig that did tricks." Later, Drake and CC became such good friends that Drake joined the Everything Show as co-producer and Kristi Lynn, CC's sidekick on camera.

From its beginning, the show evolved into a

blend of serious business and slapstick comedy, like the week when CC and Kristi Lynn conducted a straight-faced interview with the owner of Critter Control, then ended up banging the bars of a snapped trap up and down, trying to free Kristi, who had crawled in to taste the bait.

"It's very physical, like the Three Stooges with an edge," said CC of the comedy on her show. She also compared the chemistry between herself and Kristi Lynn to Lucy and Ethel on "I Love Lucy".

"We do everything, from honey harvesting to the fights," said Kristi Lynn. One of the shows will have the two gal pals staking out a graveyard, daring a Halloween ghost to appear.

Interwoven among the serio-comic bits are commercials for companies who sponsor CC, along with the eclectic and earthy music of Jon Butcher, professional Hollywood musician for big screen and T.V., also personal longtime friend of CC.

"I'm (very) impressed at where the show is from where it's been," said Butcher. "The Everything Show was a community outreach...I wasn't expecting the show to expand in these ways. It's remarkable."

Although Butcher may be amazed at the direction

the show has taken, he is not amazed that it is CC who has driven it there. Similar to her show, CC's life has contained segments as colorful and ever changing as a kaleidoscope, including modeling, police work and professional rodeo.

CC, who grew up mainly in Massachusetts, was inspired to try police work by her family. "My father worked for the CIA, and I found it so intriguing, I thought 'I would like to do that.'" She attended the Northeast Regional Police Institute in 1986, graduating top of her class. For the next two years, she patrolled the streets of Lawrence, MA, working to keep them free of gangs, prostitutes, and riots.

At the police academy, CC showed her talent in shooting, reaching the rank of "Distinguished Master" in the use of firearms. Although she never needed to use her gun as a local police officer, her skill with firearms came in handy in another arena of her life: the rodeo.

A horse lover since childhood, CC started riding in the Northeast Rodeo Enterprise in the 1980's. From '84 to '88, she held the title of All-Around gymkhana rider. In addition, she did stunts. "I used to charge into the ring, standing



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in the saddle while the horse was running, shooting a gun. Cowboy stuff." One of her other stunts had CC hanging upside down from the saddle, circling the arena with her mount in full gallop. Also, she learned how to do rope tricks, taught by Rex Trailer, a local child's radio personality with "Boomtown" on WBZ.

CC grew to know Rex Trailer during her years of involvement in local beauty pageants and modeling.

His friendship and expertise in broadcasting would later be invaluable to her as she began to gather all the bits and pieces of her experiences to create the "Everything Show." However, immediately after her time in modeling, CC got married and had three children. From the spotlight to the night-light, CC spent the next several years starring only on her own private family channel. Then, when her oldest son was in high school, CC and her husband divorced, bringing an end to that particular segment.

"I felt like I was free falling," said CC of this time in her life. Having been out of the work force for fifteen years, she felt more than stage fright at the prospect of finding a good job that would help

"Everyone seemed to know who I was. People were following us, whispering 'That's her!'"

support her and her three children. Also, she needed a career that was flexible enough to allow her extra time to care for one of her sons, who suffers from a severe learning disability.

Spurred by her past successes in performing, CC conceived the idea of producing her own local TV show. "I watched people on T.V. and thought—'If they can do this, so can I. It's not rocket science!'" Still, putting together a program in today's digitalized world required more scientific know-how than CC had at her fingertips.

Undaunted, she visited the nearby COMP USA, bought a book on using software, and proceeded to teach herself how to film and edit a short show using the computer.

To some, CC's choice of career may seem surprising, if not downright scary. A single mom, producing and starring in her own T.V. show as a means of supporting her family—it sounds about as secure as, well, hanging upside down in the saddle with a horse at full gallop. Jon Butcher said that the path CC has chosen fits his long-time friend and fellow performer: "As long as I've known her, CC has been involved in the arts," Butcher said. "Also, she seems to embrace big challenges. If there's (a big challenge) out there, she's inclined to go after it."

Beginning from ground zero with no capital, CC developed her own product. She produced some sample commercials, saved them on disc, then taking the megabyte between her teeth, went to call on advertisers.

"I told them what I wanted to do, and a lot of them took me on sheer trust," said CC. Having a program devoted to educating people about local businesses sounded good to these companies, and several of them agreed to back CC. Rex Trailer, who had taught her rope tricks in the past, now taught CC how to use the microphone like a pro. She was ready.

With the help of her sponsors, CC's show began to sprout and flourish in the soil of WNDS. Eventually, CC decided it was time to try to grow outside the borders of New Hampshire. She approached two national cable stations, Adelphia and Comcast, with a request for airtime. As part of her contract, CC stated that she wanted a guarantee that her show would never be cancelled—she wanted to purchase the airtime outright.

"I needed longevity," said CC. "I didn't want to put everything into this and have it be cancelled ten weeks later." To that end, she kept pursuing the stations, telling them that she had a valid product and would be a good investment. After months of negotiation, CC had her permanent contract. "I'm my own miniature network," she said.

Currently, the "Everything Show" broadcasts in five New England states. Viewers can also see the program any day, any time via the website: www.everythingshow.com, although a high-speed cable is needed to access the actual episodes.

While CC is just starting to see some of the financial rewards come in from her show, she has already been rewarded by the viewer response. Through the website alone, they appear to have an audience of about 900 people per week, including viewers

from places like the U.K. and Japan. CC and Kristi receive about 50 e-mails from fans per day. Around town, people recognize the blond woman dressed in a trendy suit and heels as CC Carole. During a recent shopping trip to Wal-Mart with her daughter, said CC, "Everyone seemed to know who I was. People were following us, whispering 'That's her!' It was a little overwhelming."

What's next on the program for CC Carole? "(The show) will go where she wants to take it," said Jon Butcher. "Something like Comedy Central is entirely possible...the sky's the limit."

"I have no fear of falling," said CC of her plans for the future. "I've already fallen (in my life) and it can only go up from here... and if I can do this, other women can do it too."

"The Everything Show" broadcasts on Wednesday mornings at 10:00 A.M. on Comcast channel 68 and the Adelphia Channel Ch16 Wednesdays 10:00am.



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