



Photo courtesy of NBC 10.



Photo by Kerri Corrado

Lu Ann Cahn: My Role Model

By Kerri Corrado

Layout by Andrew Turzanski

Wearing black stilettos and a black dress, Lu Ann Cahn stood under the bright studio lights at NBC-10 in Philadelphia as she waited for the signal to start the 10!Show, a talk show she hosts with Bill Henley on weekdays at 11 a.m. Cahn is not only a 10! Show host for NBC 10, she is an investigative reporter, a wife, mother, cancer survivor and teacher.

Cahn has been a familiar face on network television in Philadelphia ever since she

started as a general assignment reporter for NBC-10 in 1989. She reported and anchored at various television stations in Tennessee, Alabama, Arkansas, North Carolina, and Florida that helped her gain experience before joining the NBC-10 news team. During her years as a general assignment reporter, Cahn was given the opportunity to travel all over the country. Some of her most memorable stories include the Norway Olympics where she reported on Tonya Harding's broken shoe laces. She was

then sent to cover the Atlanta bombings and the bus bombings in Israel.

Her favorite story was her own personal documentary she did about her battle with breast cancer. She documented her struggle to prove to women the importance of a mammogram. She decided to get a mammogram because she felt a small lump in her breast. Test results showed that it was non-cancerous. She said she read an article after her mammogram test that said many mammograms have been misleading. She said that she could feel that her body was changing and decided to go for other tests. Surprisingly, the tests turned out to prove that the original mammogram missed her cancer.

“I could have been one of those women, if I wasn’t persistent.”

In 2002, Cahn became an investigative reporter for NBC-10. NBC runs a special called “Investigators Special,” in which investigative reporters fight hard to expose problems concerning the public. These stories are aired on different news segments throughout the day. She said that she enjoyed this job because she was able to have most of the say in what story she decided to do and how she approached it. She went on undercover investigations to bust people for corrupt behavior and wrongdoings. “I like making people uncomfortable,” she said. When she



Cahn with a dog trainer on the 10! Show. Photo courtesy of NBC 10.

was about to bust someone, she said she could never guarantee the reactions of people. Sometimes the story crashed while other times, “the stars

- Luann Cahn

just all aligned,” she said.

Cahn won a National Emmy for her investigation called, “Dirty Little Secret,” which exposed borough leaders drinking in a secret bar in the dry town of Colwyn in Pennsylvania. She went undercover and captured video of them drinking in the bar. The leaders denied all claims and she provided her video proof of their drinking. She described her experience as “a lot of adventure in a setting like that.”

Presently, Cahn is now a co-host for the 10! Show. The 10! Show is a weekday morn-

ing show that has guest appearances, musical performances, cooking segments, news stories and restaurant guides. “We know when we had a good show. We can feel it,” she said.

A position to be a co-host for the show opened up and she volunteered to give it a try. She said she always wanted to know what it was like to be a host for a talk show. Ever since her first appearance, she has been on air.

“If you have an opportunity to flex a different muscle, why not,” she said. She said the transition was very hard and felt guilty for leaving the investigators. “You have to be versatile, flexible, and willing to change,” she said. “I am used to throwing my leather jacket on and going out to hit the street,” she said, but now she has to pay attention to her makeup, jewelry and shoes.

Despite her busy work schedule, Cahn finds time to be a mother to her daughter, Alexis, and a teacher to students at Drexel University. She became involved in teaching when she worked with interns. She teaches investigative reporting to graduate students every Tuesday night. She shows them some of her past investigations and even sent them on their own news stories. “Their eyes light up when I showed them the stories,” she said.

Interested in being in the audience of Lu Ann’s Show? You can buy tickets online for the 10! Show at www.nbcphiladelphia.com/shows/10-show

“I love seeing young people who have passion about the business.”

- Lu Ann Cahn



Cahn with a student talking about prom dresses. Photo courtesy of NBC 10.

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