



Lafayette Jones, of SMSI, joined Wanda Stark and Dr. William H. Turner during the luncheon.



Mark Maxwell, weather caster for NewsChannel 12 WXII, was the keynote speaker.



Members of the Triad Black Media Professionals organized the workshop. Pictured are Sandra Brown and Nedra Baldwin, front; and Nettie Rowland, Wanda Stark, Ann W. Irving and Ann McGill.

Triad Black Media Professionals present fifth annual media workshop

By FELECIA P. MCMILLAN
Special to the Chronicle

The Triad Black Media Professionals (TBMP) presented their fifth annual media workshop Saturday at the Winston-Salem Journal's new production facility on Fifth Street. Wanda Starke, News Anchor for NewsChannel 12 WXII, was the moderator, and Mark Maxwell, weather caster for WXII, was the keynote speaker. The theme for the session was "Making the Media Work for You."

Maxwell spoke about the joys and challenges of being an African American working in the media. "As African Americans, we have to identify with a world that is not our own," he said. "But when we feel the pressure, we must know to turn to each other." He said people keep him motivated: his family and his desire to be a positive role model for youth in the community.

Ann McGill, reporter for WGHP-TV, offered the welcome to the crowd of 50. She is the president of TBMP. She also informed the group about the expectations for the event: informative sessions, a panel of experts, door prizes and a chance to ask questions.

During the workshops, various speakers told the audience how news is considered and selected for publication, in order to give them an idea of how to get stories noticed.

Scott Maxwell, reporter from the Winston-Salem Journal, said those who want to get articles noticed need to put the request in writing and fax it to the appropriate person. Patrons should call ahead to the information desk to find out what editor should receive the information in question, he said, and send a press release that contains the 5 Ws and the H — who, what, when,

where, why, and how.

Joe Watson of WSNC Radio said the earlier information comes in, the better. He advised churches not to send an announcement with six different events on it, but to send them one at a time. Radio stations and other media are concerned with the number of people who will attend an event, as well as the amount of financial support an organization has donated during fund raising.

Kevin Cox, media relations director at Wake Forest University, advised the audience to include two phone numbers as contacts on a press release, to be brief and include the 5 Ws and the H. He also called attention to media plans that stations and newspapers have. They plan months and sometimes a year ahead. Turning in information three months ahead is not too



Aldine Griggs, from Galilee Baptist Church, the Rev. Donald Jenkins, pastor of St. Paul United Methodist Church, and Jerry Drayton attended the workshop to find out how to make the media work for their churches.

soon.

Anthony Wilson, reporter from WTVD-TV in Durham, spoke about interviewing techniques. He discussed the message that goes out when people respond with the phrase "no comment." He advised people to be careful what they say, because

once it is in print or on tape, they can't take back their words.

Following the workshops, the group dined together. Saint Paul United Methodist Church provided the luncheon.

Several area businesses donated door prizes and supported the event. Among them

were Ascott Insurance Agency, Carolyn McMurray, the Greensboro News and Record, Sara Lee, Special Occasions, WGHP (FOX 8), WJMH-FM (102 Jamz), WQMG-FM (Power 97), WXII and the Winston-Salem Journal.



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