

CAMPUS HAPPENINGS

Triad Black Media Professionals Hold Fall Workshop

BY DOUGLAS B. CLARK
Managing Editor

"This is an excellent opportunity for students and those of us who are working in the media to come together to network and learn from each other by sharing ideas and experiences," said Ann W. Irving, sales operation manager at News Channel 12.

Irving was commenting about the 5th Annual Triad Black Media Professional (TBMP) Fall Workshop that was held last month. The theme of this year's workshop was "Making the Media Work for You." Wanda Starke, news anchor at News Channel 12 WXII, in Winston-Salem, served as the moderator for the workshop.

The Triad Black Media Professional organization is composed of black journalists, public relations professionals, advertising account executives, communication students, communication educators and others who work or who are thinking about working in the media.

Last month's workshop was conducted for people in the community who want to get news coverage about

events their organizations are sponsoring.

The president of TBMP for the next two years is Ann McGill, a reporter for Fox 8. "I really enjoy being a broadcast journalist. It's a very demanding and exciting job for anyone who can handle the pressures of working on tight schedules and deadlines," said McGill. "Being able to work with others who rely on your contribution, and dedication as a team player is very important when it comes to disseminating the flow of news and information to the public."

One of the topics that was discussed at the workshop was, "Something to Talk About: What Is News?" Dana Covert, assignment editor at News Channel 12 mentioned that she receives hundreds of story ideas and leads by fax, telephone and by mail.

"As the assignment editor, I'm responsible for which of the story ideas and leads has the most newsworthiness, timeliness and to make sure that it has news value for our viewers," said Covert.

Scott Maxwell, a city hall/urban issues reporter for the *Winston-Salem Journal*, which provided the site this

year's workshop said,

"We are on a much tighter deadline than television news with regards to newsworthiness and timeliness. In order to produce the newspaper on time for its mass circulation, the editorial staff must also be able to coordinate their 'foot soldiers' (the reporters pounding their beats for stories) to make their deadlines on time."

"Basic Tips for Telling Your Story," was covered by Kevin P. Cox, media relations director at Wake Forest University. He suggested that the information in news releases should always be direct and to the point.

"You should always include the important facts like the time the event will start and the location of the event," said Cox.

Joe Watson, general manager at WSSU's WSNC-FM 90.5, said that "it is very important to establish a relationship with local businesses and organizations. TBMP is an excellent opportunity for students to get involved in mentorship programs with professionals for their guidance and support."

Drum Majors: Enjoy 'Taking the Field'

BY DANIELLE PROPHETE AND SHARONDA WILCOX
Staff Writers

"Whatever you put into it is what you get out of it," stated Veryl Costner, a junior chemistry/premed major, who is one-half of the two drum majors for the "High Stepping Marching Rams."

Enrico Leak, a senior mass communications major, makes up the other half of the powerful duo.

Although the performances that they give on Saturdays are filled with high stepping fun and energy, the duties of being a drum major consist of much more. They assist the band director, Emory Jones; keep the momentum high; and keep order within the band among other responsibilities.

According to Costner, one disadvantage of being a drum major is,

"You have to have an attitude with your friends. From 5:30 to 7:30 p.m., it's all

about business. Afterwards you can come and chill with me."

"As long as we sound like a family on Saturdays, then I'll be a little harsh during practice," said Leak.

WSSU has been known to have good bands over the years. This year many fans say the band also has a good sound. "One reason for improvement in sound is because we have better writers. Kevin "Caesar" Handy, Mike Henson and Juan Eckerd compose music for us," stated Leak and Costner.

The two also said that the band's half-time show announcer, Mike Anderson, helps get the band and the fans excited. "He gets the crowd hype so when we get out there, all we have to do is take the show," stated Costner.

When asked what type of feedback they have received from the fans this year, Costner said, "We haven't really received any negative comments or any

students booing, stemming from the fact that, we have stronger and very talented musicians this year."

This year, the "High Stepping Marching Rams," have 90 strong members. Leak and Costner say they welcome more members and more involvement from students who played in their high school or college's band.

"It's not all hard. We have fun too," stated Costner. "We would also like the university offer more financial support to the band. Whenever we perform, we represent WSSU," said Leak.

According to Costner, due to budget restrictions, the band had to "cut some people's scholarships this year in order to travel." "We need more resources so we can recruit more people," stated Leak.

When asked what they'll miss most about the band, Costner replied, "Companionship within the band."

Zetas, Sigmas Rock The Vote

PRESS RELEASE

Members of Omega Chapter, Zeta Phi Beta Sorority, Inc., and Delta Alpha Chapter, Phi Beta Sigma Fraternity, Inc., recently held voter registration sessions here at WSSU.

Approximately 180 students were registered. The voter registration drives were held in residence halls, the Hauser Student Union and Kennedy Dining Hall.

The sorority and fraternity members were participating in "Project Vote '96," a national program. The purpose of the program was to bring the organizations together to concentrate on three aspects of the upcoming elections: voter registration, voter education and voter participation/Get Out the Vote!

Stone

from page 1

in a more computerized society dominated by the Internet.

In the afternoon session, held especially for mass communications majors, Stone met with them in the new Kennedy Dining Hall in the Thompson Student Services Center.

Stone introduced a new writing formula to them called FEAT. This acronym stands for: Fairness, Even-handedness, Accuracy and Thoroughness. He said reporters should use this when writing stories. He told them if they used these things they could become good journalists.

In his closing remarks, Stone left the students with this wise saying from Ralph Emerson, "Fame is a vapor, popularity an accident and riches flee with the wind. Those who cheer you today, criticize tomorrow. Only one thing endures, that character."

Stone is currently serving as the Walter Spearman professor at the journalism school at the University of North Carolina at Chapel Hill.

Stone was the founding president of the National Association of Black Journalists (NABJ). He was also a founding member of the National Center for Fair and Open Testing.