

Black Media Professionals sponsor workshop for Ministers

By FELECIA P. McMILLAN
Special to THE CHRONICLE

Members of the Triad Black Media Professionals (TBMP) sponsored a media workshop for the Ministers Conference of Winston-Salem June 7. More than 50 people attended the event held at the Thompson Center on the campus of Winston-Salem State University. Panelists for the event included Chuck Wallington, director of communications and public affairs at American Express; Joe Watson, general manager of WSNC Radio; Ann McGill, reporter for WGHP Fox 8 and president of TBMP; Wanda Starke, anchor of WXII-TV; Allen Johnson, sports editor for the Greensboro News and Record; and Aaron Singleton, public relations specialist at WSSU.

The first panel focused on the topic "Is it Newsworthy? Getting Your Message Out." Chuck Wallington, Ann McGill and Joe Watson dealt with this topic. Wallington, a member of First Baptist Church, shared a video with the audience of news coverage done on his church when they had the first integrated Sunday morning worship service with Wake Forest Baptist Church. The two churches collaborated on a Habitat for Humanity house and worshipped together in an effort to break down racial barriers. Many news stations chose to cover this story because it had mass appeal, and impacted future efforts.

McGill discussed how Fox 8 selects news releases on a daily basis at their 9 a.m. meeting. They decide on their focus on a daily basis. She expressed that between the hours of 10 a.m. and 2 p.m. are the best times for reporters to do news coverage. This allows them time to complete their daily meeting, interview, compose and edit before the show airs at 6 p.m. Visual events that are unique create special mass appeal and human interest. McGill advised organizations to organize their programs so that the person with the most information comes up first in case the reporter can only stay for a limited time. She also suggested that they limit the number of speakers to no more than



The Rev. Joseph Jones of Zion Memorial Baptist Church (left) and the Rev. Douglas Summers, president of the Ministers Conference (right), stayed on task at the workshop.

two. Watson addressed questions about public service announcements that may air only once. If the message is important enough to be heard over and over again, the organization needs to pay for air time so that the message can be repeated. He also advises organizations to participate in the annual Spring Fund Drive of WSNC each year, because this participation helps to develop a relationship between the station and the organizations that support it. Some churches very seldom help, yet they want their information repeated.

The next panel was entitled "The Hot Seat: Preparing for an Interview." Wanda Starke and Aaron Singleton led this discussion. Starke admonished the ministers to be prepared for the interview. They are to be punctual because reporters work on a daily schedule. If the minister is to be interviewed at the station, he or she may want to ask the reporter what kinds of questions will be involved, so he can get prepared. It is also important to be enthusiastic about the topic at hand.

Singleton discussed the importance of appearance for television. A dark suit is usually in order; however, a bright white shirt can sometimes be distracting, or a shirt with narrow stripes. This can call attention away from the person being interviewed. Also, flashy jewelry can take away from the message being conveyed.

Ministers in the audience had concerns about courtesy titles

such as "Mr. or Mrs." because they hate to see an elderly woman or man referred to by their last names only. However, Singleton pointed out that newspapers, radio and television stations follow a certain style for courtesy titles that should be uniform for older and younger subjects.

The ministers, however saw the courtesy titles as needful as an expression of respect. This relates to cultural tradition, but they understood that the media has

another focus for uniformity. Singleton passed out examples of press releases that ministers and church officials can follow in preparing their own information.

Allen Johnson addressed the topic "Courage Under Fire: Managing a Crisis." He encouraged ministers to identify a spokesperson for them in cases where they are not present. It is not a good idea to hide when a crisis is brewing in the church. Many ministers choose to use the "no comment" response to questions, but this further embroils conflict and feeds doubts about the minister's integrity. If the pastor is not willing to talk, a disgruntled church member will. For this reason, it is crucial to have a representative.

Ann Irving, vice president of TBMP, thanked the ministers for their concern with packaging information for media use. The Rev. Douglas Summers, president of the Ministers Conference of Winston-Salem, expressed his gratitude to the ministers who participated and to TBMP for a free workshop for their enrichment.

Open Door to host Father's Day service

Bishop James Hinton will bring the Father's Day message at Open Door Apostolic Holiness Church, 922 Alder St. in Winston-Salem, Sunday, June 15. Hinton has been a diligent worker in the church for many years and in many capacities. He pastored Branch Street Church in Benson, N.C. He is now serving as associate pastor at Open Door, where Bishop Tony Williams is pastor. Hinton is married to Evangelist Velma Hinton (pictured).



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Monday, June 2, 2 p.m. — weekend set of tournaments.
Carl Russell Community Center

Nationwide Game and Grade B

First Place — Pauline Caldwell and Inez Gerald
Second Place — Lillie Cuthrell and Elizabeth Lewis

A full report of the above listed game results will be published next week. The following local players did participate in the Nationwide game on Friday night: Inez Gerald, Reginald McCauley, Billie Matthews, Ruth Washington, Renita Thompkins-Segers, Earline Parmon, Pauline Winphrie, Geraldine Cary, Mavis Lloyd, Sarah Boone and Rudolph Boone. At least six of these players placed. Watch for results!

BRIDGE NEWS

Rudolph V. Boone Sr.

Tuesday, June 3, 7 p.m. — Carl Russell Community Center

First Place — Renita Thompkins-Segers and Olivia Thompkins
Second Place — Geraldine Cary and John Griffs

Thursday, June 5, 7 p.m. — Rupert Bell Recreation Center
No game was held due to a

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