



Stephen A. Smith makes a point as News 14 Carolina's Ken Ward listens.

Students get connected to the cable TV industry

Stephen A. Smith among panel of cable experts

BY LAYLA FARMER
THE CHRONICLE

Students at Winston-Salem State University heard from one of the school's most famous alumni last week.

Stephen A. Smith, who graduated from WSSU in 1993 with a communications degree, was among five panelists who gave students advice on how to break into the booming cable television industry. The WSSU Mass Communications Department hosted the discussion along with the National Association for Multi-Ethnicity in Communications (NAMIC), which describes itself as the "premier organization focusing on ethnic diversity in the communications industry."

"The cable industry, for those who may not realize it, is the big time," Mass Communications Chair Phillip Jeter told the audience. "This industry generates 1.5 million jobs and contributes \$227 billion to the United States economy."

A longtime sports columnist for the Philadelphia Inquirer, Smith became a household name thanks to cable television. His sports commentaries on Fox Sports' "Best Damn Sports Show, Period!" first got him noticed. He later appeared on ESPN's "NBA Shootaround." The ESPN network later courted Smith to headline his own show, "Quite Frankly," which aired for 17 months. He also hosted a weekday radio show that began on ESPN Radio's 1050 New York and was later aired nationwide.

Smith told students that they must first believe in themselves and in their abilities before they can be successful in the cable industry or anywhere else for that matter.

"You have to understand that limitations need to be in the minds of others, not yourself," Smith declared. "...I had no doubt that I was going

to be successful."

Sacrifices must be made in order to get to the top, the panelists cautioned.

Panelist Tamara Simkins Franklin, senior vice president of Affiliate Strategy and Business Development for Scripps Networks, said thick skin and determination are other requirements.

"The corporate world is brutal," said Franklin. "You're going to deal with slights and indignities on a regular basis ... (but) if you're passionate about it, you get up for that challenge."

The panel also included Chris Killebrew, regional vice president of Fox Cable Networks; Ken Ward, news reporter and weekend anchor for News 14 Carolina; and Cheryl Wingate, director of Talent Acquisition for Time Warner Cable's East Region. The students grilled panelists on everything from the importance of internships, to how to create compelling resumes.

The panel gave blunt advice, telling the students that opportunities are few and must be fought for.

"It's really a hard business to break into, especially now, with the economy the way it is," Ward told the students. "...If you want to stay on the air, you've got to be very aggressive."

Showing initiative and a passion for the job as an intern can make a big impression on employers, Killebrew said.

"I've always believed in hiring not just a person who does a good job, but a person who enjoys the job," he commented. "...(but) it's not hard to stay excited about your job in this industry."

Humility is also a key characteristic those who are new to the business should display if they want to be successful, the panelists noted.

"Understand that you're nothing; you mean absolutely

nothing, unless you serve a potential employer's purpose," Smith stated. "That's the attitude that you have to have. When you walk in the door, you're nothing; you've got to prove that you're something, that you stand out in a crowd. When you understand that, as a person with that built in resolve, you will step up to the challenge."

The presentation was followed by a reception and networking session, where the students could interact one-on-one with the panelists.

News Clips

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includes a review

Youth ministry to perform skit

Beulah Baptist Church's God's Chosen Generation Youth Ministry will have its Youth Praise Attack Service on Sunday, Nov. 29 at 4 p.m. Members will perform "The Big Decision," a skit that examines issues facing today's young people.

The skit examines topics like peer pressure, pre-marital sex and AIDS through a storyline that involves a teenage girl being pressured into having sex for the very first time. The church promises that the audience will be riveted as she makes "The Big Decision."

The show is free and open to the public. Beulah Baptist Church is located at 1352 N. Trade Street. The pastor is the Rev. L. Bruce Ford.

Call 336-722-2907 for more information.

Martin completes basic training

Air Force Reserve Airman Antione T. Martin graduated from basic military training at Lackland Air Force Base, San Antonio, Texas.

The airman completed an intensive, eight-week program that included training in military discipline and studies, Air Force core values, physical fitness, and basic warfare principles and skills.

Airmen who complete basic training earn four credits toward an associate in

applied science degree through the Community College of the Air Force.

He is the son of Aubrey Martin Sr. of Winston-Salem. Martin graduated in 1994 from North Forsyth High School and received a bachelor's degree in 2003 from Gardner-Webb University in Boiling Springs, N.C.



Martin

WFUBMC Heart Center receives top rating

The Heart Center at Wake Forest University Baptist Medical Center has received the highest possible recognition for quality cardiac surgery from the Society of Thoracic Surgeons (STS).

The STS developed the comprehensive rating system that compares the quality of cardiac surgery among about 900 hospitals across the country.

"We certainly appreciate the recognition from the Society of Thoracic Surgeons for our level of clinical excellence," said Rich Lundy, administrative director of cardiology diagnostic services at Wake Forest Baptist. "Our Heart Center's multidisciplinary team is dedicated to the highest standards of care for our patients, and this dedication helped place us in the top tier for cardiovascular care."

Womble named to Global Engagement committee

Forsyth County's Rep. Larry Womble has been appointed to the Joint Select Committee on Global

Engagement.

The Joint Select Committee on Global Engagement will study efforts to promote economic growth and stimulate job creation in the global economy. In addition, the committee will work in conjunction with the Center for International Understanding to develop a statewide strategic plan for global engagement. The committee will also study North Carolina's current international activity in three sectors: business, state government, and education.

Womble is serving his eighth term in the House of Representatives.

Local film student finalist for Coca-Cola prize

University of North Carolina School of the Arts (UNCSA) student, Conor Maloney, a college-freshman in the School of Filmmaking, has been named a 2010 Coca-Cola Refreshing Filmmaker's Award Finalist.

Maloney, from Pacolet, S.C., is one of only 10 finalists chosen from more than 170 graduate and undergraduate students and teams from 13 film schools across the country. His entry was titled "Love's Heartbeat."

As a finalist, Maloney will be provided a \$7,500 production grant to produce his film, which will compete for the grand prize of \$10,000 and the chance to be screened in movie theaters nationwide.

Maloney will shoot his film during UNCSA's Intensive Arts 2009 - the two weeks between the Thanksgiving and winter holidays when students focus strictly on arts projects. The final product is due to Coca-Cola in mid-January.



THE CENTER FOR VOICE AND SWALLOWING DISORDERS

GAVE ME BACK MY VOICE

CINDY WHEELER TOOK TALKING FOR GRANTED. But when her constantly hoarse voice became inaudible, she could hardly speak to her children. Her work as a teacher's aide suffered.

In desperation, Cindy went to Wake Forest Baptist's Center for Voice and Swallowing Disorders for evaluation by specialized surgeons Drs. Carter Wright and Catherine Rees. Dr. Wright removed multiple benign lesions from her vocal cords and trachea. Now after surgery and additional treatments, Cindy's voice - and life - are returning to normal.

"I can talk and be understood," Cindy said. "I can even sing again!"

Hoarseness or a raspy voice is often the first symptom of a voice disorder. Don't ignore this: **If you've been hoarse for over three weeks, you should see an otolaryngologist who specializes in voice disorders.**

Our Center is one of the nation's most comprehensive programs for **diagnosing, treating and preventing voice and swallowing problems.** Using the latest technology and procedures, our team of voice specialists will work to give you as much relief as possible for your condition.

For information, call 336-716-4161 or visit wfubmc.edu/voice. And whatever your insurance, chances are we take it.

KNOWLEDGE MAKES ALL THE DIFFERENCE.

Cindy Wheeler and her son Jacob

Since 1993, Wake Forest University Baptist Medical Center has been consistently ranked as one of "America's Best Hospitals" by U.S. News & World Report.



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