



The Triad Association of Black Journalists (TABJ) held a panel discussion at its Resume Workshop on Nov. 14. The panel members (L-R) are Chris Lea, Doug Allred, Briana Conner and Andre Taylor.



Participants and media professionals attend the Triad Association of Black Journalists' Resume Workshop.

Photos by Timothy Ramsey

## Workshop helps public aim for success in pursuit of jobs

TIMOTHY RAMSEY  
FOR THE CHRONICLE

A poorly presented resume hurts job prospects in the hiring process. To help people succeed as they pursue jobs, the Triad Association of Black Journalists held a resume workshop Saturday on the campus of Greensboro College.

The workshop was geared toward college students but was open to the public.

"I wanted to see what I could do to help them get jobs and prepare for the future," said Kathy Keating, Communications and Media professor at Greensboro College. "Positive energy and the variety of opportunities out there are what I want to take back as well as specific tips on reels, resumes and portfolios."

Stephanie Johnson, who attended the forum for her son, who had to work and could not attend, said her son is very interested in broadcasting and wanted to gather information and see what the workshop could offer him.

Media professionals from many journalism fields participated in a panel discussion. They were: Chris Lea, traffic anchor for WXII and on air personality for 102 Jamz; Doug Allred, external communications manager for Cone Health; Andre Taylor, online editor of the News and Record; and Briana Conner, reporter and

weekend anchor for WXII.

The panel touched on topics such as common mistakes made by young journalists who are just entering the business. One example is not spelling someone's name correctly and not fact-checking every aspect of the story. A person's credibility as a journalist rests on accuracy, panelists said.

Panelist Doug Allred recounted his career as he started off in journalism and later transitioned to the world of public relations. Briana Conner, when commenting on the accuracy of a story, said, "Know your facts and check your sources. Verify, verify, verify."

Social media was a major topic, as the panelists discussed the pros and cons of the new phenomenon. Some were very much in favor of using social media to connect with viewers and a way of spreading breaking news or pertinent information to the community. Others were not as fond of social media because inaccurate informa-

tion is rampant across the forum.

"For my generation, the scary thing is using judgment on social media. You can't put everything you feel on Facebook. One wrong post and you lose your job," said Conner of the dangers of using social media the wrong way.

Participants were shown the advantages of using the Internet to network with other professionals in their field by using websites such as LinkedIn.com. They also were shown proper dress styles in the office as well as during the interview.

Aaron Singleton, director of News and Media Relations at Winston Salem State

University, expressed that everyone has a brand and talked about how to present that to potential employers because it can mean the difference between getting hired and not. The importance of a good cover letter and a concise and accurate resume were also discussed.

"They don't take the time to really sell

themselves on how they present their experience. If they could take a minute to reframe their accomplishments, it can make all the difference," Singleton said of the common mistakes people make in framing their resumes.

Professionals, including Chronicle Managing Editor Donna Rogers, later critiqued participants' resumes one-on-one to show them the proper way to sell themselves to potential employers.

"Continue to work hard, network, and reach out to professionals. Don't give up on your dreams and make sure you just go for it," Lea said of the one thing he wanted to convey to an aspiring journalist.

"I'm glad the Triad Association of Black Journalists has events like this to reach out to kids and those who want to be in our position. And it's important for us to come together as professionals to pool our resources to help out the next generation of journalism professionals," Lea said of what he hopes people take from the event.

Contact the Triad Association of Black Journalists through its website - <http://triadabj.weebly.com/> - through Facebook - [www.facebook.com/triadabj/](https://www.facebook.com/triadabj/) - through Twitter - <https://twitter.com/TriadABJ> - or through email - [TriadABJ@gmail.com](mailto:TriadABJ@gmail.com).

## Local journalists discuss future of newspapers

BY MAYEESA MITCHELL  
FOR THE CHRONICLE

As technology continues to become a more significant aspect of human life, many question if the print journalism industry can keep up with the evolving mediums.

On Monday, Nov. 9, Brian Dunphy, a community producer at Greensboro Community Television, hosted a panel on the future of print journalism. It was shown on the Greensboro Community Television website.

The panelists were: Allen Johnson, editorial page editor of the Greensboro News & Record and former editor of the Winston-Salem Chronicle; Brian Clarey, editor-in-chief of Triad City Beat; Jeri Rowe, formerly a columnist for the Greensboro News & Record and currently a senior writer at High Point University; and Mayeesa Mitchell, a senior studying journalism at High Point University and an intern at The Chronicle.

All of the panelists were quite optimistic about the future of print journalism, stating that it requires journalists to do their best storytelling to keep the reader's attention.

Johnson believes technology puts today's youth at an advantage for going into journalism.

"Your generation grew up on this technology," Johnson said to Mitchell.

Dunphy asked the panelists to give advice to future journalists. They all pointed to one defining trait that anyone interested in journalism must have - passion.

The public can contact Greensboro Community Television to order a DVD copy of this program. The cost is \$10. The station is at 200 N. Davie St. #16, Greensboro, NC 27401 and the phone number is 336-373-1100. The website is <http://cable8.net/>.

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