

Sylvia Stevens

Joins WRET-TV

by Susan Ellsworth
Post Staff Writer

How does one break into broadcasting?

"Get your foot in the door regardless of how," advises Sylvia Stevens, the public affairs director for WRET-TV 36.

"An employer's motive for hiring is unimportant whether your black, female or someone's friend. Once you get in do your job well," she said.

Ms. Stevens, 28, is responsible for coordinating the station's public service activities, and hosts and produces "New Directions," WRET's public affairs program that airs each Sunday at 7 a.m. and 12:30 a.m.

"Jobs in broadcasting are offered through connections," according to Ms. Stevens. "If you don't have them it's difficult to break in," she said. Even with affirmative action programs, "applicants must be qualified; a station won't hire just anyone."

Formerly a public service director and public affairs manager for WCSC-TV in Charleston, S.C., she produced and hosted two magazine format programs, "Take Five," geared to the black population, and "Woman's Place," which was a consumer oriented program directed toward women.

Ms. Stevens has worked in the archives of a Pennsylvania insurance company and as a subscription manager and public relations spokesman for a theater in New York City.

A 1972 graduate of the University of Pennsylvania with a B.A. Degree in history, Ms. Stevens later received an M.S. Degree in broadcast journalism from Boston University.



Ms. Sylvia Stevens
...Public Affairs Director

"History is the study of past events," she commented. "Broadcasting interprets present events."

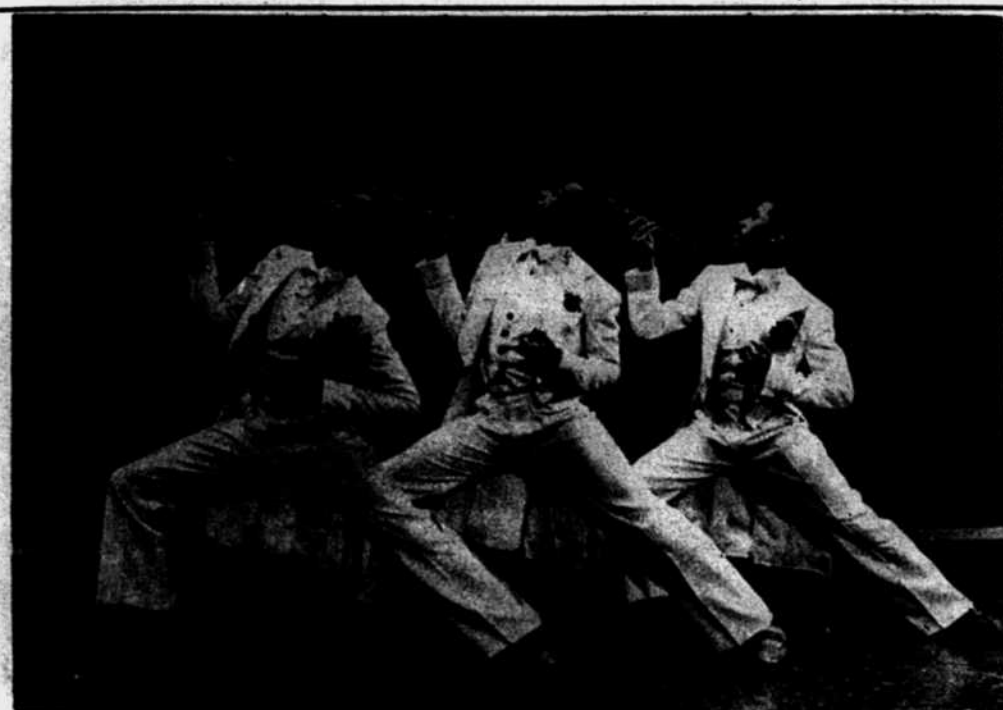
Although originally from Tallahassee, Florida, where her mother and brother still reside, Ms. Stevens has spent almost as much time living up North as in the South.

"Moving is something you expect to do in broadcasting," she emphasized.

Ms. Stevens received a School Bell Award in 1978 from the South Carolina Education Association for the special programs on education.

She was nominated by Charleston residents for showing the black community how to effectively use the media to publicize their activities. Thus, she helped establish communication between the black community and the white-dominated media.

The recipient of an award for excellence in reporting given by the Charleston Business and Professional Association, Ms. Stevens was also presented with a Community Service Award this year from Zeta Phi Beta Sorority.



The sophisticated trio of Bernardi Manners, Robert Melvin and Keith Alan Davis, left to right, dance to "There's a Million Little Cupids in the Sky," one of the 23 musical numbers from "Eubie!," the hit Broadway musical revue based on the music of 96-year-old composer Eubie Blake, which opens at the

Ovens Auditorium on November 10 for live performances. Produced by Tom Mallow and conceived and directed by Julianne Boyd, "Eubie!" features such hit songs as "I'm Just Wild About Harry," "Memories of You" and "In Honeysuckle Time, among others.

Soul Train To Up-Tempo Rhythms This Weekend

Soul Train rocks this weekend to up-tempo rhythms produced by the Bar-Kays and McFadden & Whitehead, two proven stalwarts in the music industry.

The Bar-Kays, a 10-man group vocalists and instrumentalists, performing "Move Your Boogie Body" and "You've Been."

One of the largest and most widely imitated musical aggregations in the industry, the Bar-Kays display superb musicianship and professionalism during their frequent appearances in the major cities of the country.

The current group is led by James Alexander, the one remaining member of the original Bar-Kays formed in Memphis in the mid-1960's

All the others perished in the 1967 air plane crash which

also claimed the life of the legendary Otis Redding.

Joe Champion speaks out for an old friend



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Barry Miller for Mayor Committee, James Hunter III, Treasurer

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Watch the craft people at work in Craft Village. See what's cooking at the Holiday Kitchen Magic Theatre. Learn something snazzy at the Creative Christmas Clinic. Munch on some

holiday yummys like strudel, Moravian sugar, crisps, or plum pudding. Do your shopping with more than 300 exhibitors. Bring home the prettiest ornaments, bows, ribbons, wreaths and plants.

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SHOW HOURS: 10 a.m. to 9:30 p.m. weekdays & Saturdays; 11 a.m. to 6 p.m. on Sundays.

ADMISSION: Adults: \$3 at the door, \$2.50 in advance, Children (age 6-12): \$1.50. Children under age 6, excluding groups, admitted free with an adult.

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Please send:

— Adult tickets: \$2.50 ea. (\$3 at door)
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Children under 6, excluding groups, admitted free with an adult.

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Orders must be received by November 5.

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