

Cameron's Goal Is Establishing Relationship With Audience

By Loretta Manago
Post Staff Writer

"There's not a day that goes by that I don't learn something new. Each day I'm either faced with something different to handle or with a new technique to learn," surmised Lee Cameron, a radio personality at WGIV.

That variance in his job, coupled with his love of entertaining and informing people, easily explains why, after 12 years, Cameron finds his job as exciting as the first day he began working in radio.

From 6-10 a.m. weekdays, the time which Cameron's morning show airs, Cameron stressed that his main goal is to establish a relationship with his audience. "I try to be personable and when I'm on the air, I'm not talking to a large number of people, I'm talking to one individual." But it doesn't stop there. Cameron has also included an opinionated program called "What's On Your Mind?" in order to get listeners' feedback on various issues that affect the black community.

Unlike many announcers, Cameron tends to stay away from injecting characters into his program. He explained, "I'm capable of doing character voices, but I rarely do because I feel that the audience would rather hear from me. I feel that I can be entertaining without being a clown."

In addition to being a radio personality at WGIV, Cameron is also the sta-



WGIV radio announcer Lee Cameron another day of entertaining his listening audience. (Photo By Cal-Du)

tion's Program Director. These positions directly align themselves with Cameron's ultimate goal in radio. "In this field, I would prefer being in a managerial position. That way, I would have authority to correct any flaws a station may have." For Cameron, this goal includes not only being the manager of a radio station, but eventually the owner of one as well.

And Cameron has the experience to handle that position also. Before coming to WGIV, Cameron was working in Columbus, GA, at radio station WOKS. After leaving WOKS, he worked at station WDAK and at stations WRCG and WCGQ as a swing announcer. At WRCG and WCGQ, Cameron also worked full-time in

the stations' production departments. Then in 1979, Cameron, in addition to working in radio, went to work for television station WLTZ (an NBC affiliate).

There, Cameron worked in the Production and Engineering Department.

But television isn't the only area in which Cameron has wet his feet. While

he was living in Columbus, GA, Cameron was the editor of the masonic newspaper "The Searchlight." When he was living in Greensboro, NC, during the early 70's, Cameron worked for The Carolina Peacemaker.

Radio, however, seemed to overrule any other career choice that Cameron may have had. He has worked at WKZL in Winston-Salem, WFDR in Manchester, GA, and at WBQP in Pensacola, FL. The years Cameron has invested in radio probably have had less influence on him than the single impact former WGIV announcer Slack Johnson has made on Cameron.

"When I got out of high school, Slack Johnson gave me my first job," recalled Cameron. "I was working at station WEAL in Greensboro, NC, and Slack taught me a lot about the busi-

ness." Cameron stayed at WEAL for three years and when Slack Johnson left, he took Cameron with him. That station was formerly WMDE and Cameron performed various duties in production, in news and as an announcer.

For a person who admitted that he was "talked into pursuing a radio career" because of his oratorical and debating skills, Cameron has made great strides in his profession. But, according to what he plans to do in radio, Cameron has really just begun.

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