

## **Shannese Charles**

### **Promotions Director**

My name is Shannese Charles, I am a 19 year old sophomore at Brooklyn College, and I am also known as Callaloo from the WBCR show Callaloo & Collard Greens. I transferred here from Lehman College last semester, finally making this is my first full year here at Brooklyn College as a TV & Radio major. Outside of school I do a lot of hosting gigs and represent an arts and entertainment organization. I host youth events at my church; such as open mic night, movie night, etc. and am the face for our Youth/Young Adult news/announcements. I also work with a arts and entertainment group called Mindlezz Thoughtz (MT); they hold various dance events, specifically in the dance form called "litefeet" a.k.a "gettin lite." I represent their battles by being the face/host of their live battles and also filming clips promoting their upcoming events, merchandise, and lastly social media.

When I first joined WBCR I was an intern on the show called "The Break," however due to their split, I decided to create and coproduce, my own show with my co-host, and named it *Callaloo and Collard Greens*. Our show is based on the black community. We want to express, highlight, and acknowledge that although we are all categorized as one race "the black race", there are different aspects that make up this one race. Different black cultures such as the Caribbean/Carib-Americans (Callaloo) and the different black ethnicities such as the African Americans/Southerners (Collard Greens), etc. We also include the minorities as well to keep it welcoming and diverse. Here I host the show, work the boards, record the shows and I mainly do all the promoting of the show on our social media databases.

Entering this school I already made the decision that I wanted to join as much clubs as possible that pertained to my desired career. Joining the radio station I found a liking to it and realized that I want to do more, for my experience and also to help benefit others; which is why I decided to run for Promotions Director. In my highschool I use to work on student government as Director of Charitable Events, I know what you're thinking, "High School is different from College," in which they are, but high school gave me the experience I needed to run for this position. For example I created and functioned an event for over 100- 300 students and promoted the event along the way, I also had special guests, such as , Joey Bada\$\$, attend one of my events called Youth In Millennium. It wasn't an easy job, but I got it done!

I believe that I am a perfect fit for Promotions Director because I am very outspoken and love to socialize with people. You have to know how to hold interesting conversations, and get individuals eager to attend an event. My goal as Promotions Director is to get the Brooklyn College community, and even other Colleges, Universities, and more both active and interested in our station, because I feel that

every year should be an improvement and not a diminishment. I want to increase the viewers and listening status higher than what it is now, and raise the bar for the number of attendees we have at our WBCR events. Social Media Content needs to be raised as well, I want to create a WBCR snapchat ( if we don't already have one), and continuously promote our social media networks to the community to follow, share, extend to their friends, family, etc. I noticed that this year there were some DOPE radio station shirts and sweaters created, My goal is to create more! Get people wearing our shirts, have creative designs on it and sell it on the online bookstore website, and even at the station if we can. Lastly, I had the idea of inviting other schools to our events, by inviting other colleges and universities we are networking and getting our school and station out there, and acknowledged. To be a Promotions Director you have to create and add branches onto the tree that is already being grown in order to reach out to people. There are many people who tune in to WBCR Brooklyn College Radio Station and are hungry for information, events, merchandise and more. We just have to feed it to them, and I'm ready to cook and distribute the food.