

Missouri Career Mentor video script



Shelly Silvey

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My name is Shelly Silvey, and I am the Creative Services Director at a television station. I work with a team of creative, talented, skilled people who create commercials, promotional pieces, long-format videos, news casts, and anything you can think of that relates to local television.

Early Influence

In high school I was very focused on math and science, but when I got to college, I wasn't sure what career I was interested in. So, I was taking an art class – it was computer graphic design – and my teacher suggested an internship. I interned at the local T.V. station and loved it. I learned everything I could about art and animation pertaining to computer graphic design, and stayed in television since. I got a bachelor's degree in art, and stayed at the T.V. station working my way through college and learned everything I could about video production and how that pertains to graphic design. I enjoy editing... I love to pick up a camera, go run out and shoot a project, come back, edit, add graphics, animations, and completing the entire project. I also love leading a team that can do all those things and help motivate them in order to finish a project or come up with new ideas to a video problem.

Characteristics

People in this career really have to be creative problem solvers. When producing a video, you may not have a lot of the elements right at your finger tips, so you have to come up with those – whether you shoot them, create them graphically, animate them, or re-enact pieces of video. From a production standpoint, if you are working with live television, anything can happen – a piece of equipment could break down, somebody could mess up a line and you have to go somewhere else, and anything can happen. So you really have to think on your feet and be able to work around anything that comes your way. But it's a lot of fun, and if you're interested in a career that no day is the same as the day before or the day before and every day is a new challenge, it's a wonderful career to be in, especially with technology. We are constantly learning new technology to be able to do our jobs and so we're always learning, and that's a fun thing.

High School Classes

I never realized in this career how much math would be related to the art that I use on a daily basis. In animation and graphic design I need to know a lot about time and spatial relationships. I always go back to all the math I learned in high school. I have to use it every single day in my career.

In Retrospect

Knowing what I know now, I would have definitely taken more computer classes in high school and been much more proficient in keyboarding. I do so much typing. In graphic design I just never realized just

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how much you have to put into your job on a daily basis, and those things would have really helped me out today.

Advice

When choosing a career path, I would definitely recommend being open to new experiences. Look for opportunities to volunteer, internships - anything to get some real-world, hands-on experience to see what career path is right for you.

Memorable Moment

I think my most memorable experience in television was when I was learning to direct. And a director is the person who tells the production crew how to get the news casts on the air, but live as it's happening. I had a person overseeing me and training me, and he said, 'This is it, this is your time to go.' That night we had a couple of really big news stories. And I had a satellite shot and a live shot, which I had never handled on my own. And I was incredibly nervous, but the lights came on, and I knew it was my time. And so I stood up – and you normally sit down for a news cast – but I stood up and I punched the whole news cast and called it and said, 'okay cameras go here, and audio does this and the live shot does this, graphics, I need this one; producers, tell me what's next.' And the whole news cast I was just filled with adrenaline and I felt like I didn't take a breath the whole time. And when that first block was done and we went to commercial after those huge breaking stories, I just took a deep breath and I realized I made it, I done television by myself and it was just such an exciting experience. And to this day, that is my most memorable T.V. experience was just getting through that moment of excitement and confusion and making it all work. And hopefully, the viewer knew what was going on, from what I did.