

ON MY DESK:

A worn and tattered dictionary. I am fascinated by the English language.

go getter:
Beth Troutman

a good call

"If you are going to do anything well, you have to find the strength within you to identify what is right for you," declares Beth Troutman, Charlotte's *Fox News Rising* anchor, who has made a career out of speaking up. "If it's anyone else's idea, it's not going to fit."

This gutsy go getter should know—she's tried it all. As a teenager in Concord, NC, Troutman went from waiting tables at her family's barbecue joint to serving as the national spokesperson for the "Just Say No!" anti-drug campaign. After earning a degree in political science and women's studies at UNC, Troutman headed west.

"At 22, I was convinced that I could move to LA and put a more positive image of women on television," declares the bright young journalist. "That's how I ended up as a production assistant at *The West Wing*. It was my favorite show because it was cerebral and had strong women—so I cold-called them."

Troutman lost no time in working her way up to the directorial staff. Not long after the promotion, she got her own cold call. It was the Democratic National Committee, asking her to return home and run for US Congress in North Carolina's 8th district.

"This opportunity just dropped out of the sky. I thought it was a joke at first. But I immediately saw the opportunity to make a difference. I went down to my producer's office and he said 'Do it. Why not?' I got this great feeling that I was doing the right thing," Troutman recalls.

Although she didn't win, Troutman used her candidacy to generate interest in education reform and inspire political action among high school and college students. After the campaign, she took some time off.

"I wrote in my journal. I breathed. Then I started thinking about what kind of force I wanted to be in the world. I saw that Fox was looking for a co-host for *The Edge* (an evening broadcast she still co-hosts on Friday nights). So I cold-called again. At first, I was filling in, but a month later they launched the morning show—and I was an anchor."

Rising is an AM news show with an irreverent twist. When the Dick Cheney hunting story broke, Troutman improved "Cheney's Got a Gun" to the Aerosmith tune. But while she loves making the city of Charlotte laugh, she's probably thinking about her next cold call.

"I want to develop television programs and films that are cerebral and positive," she declares. "I don't want to be a news journalist who talks about fear. I want to talk about hope and encourage people to escape conformity. For progress to happen, we need to be willing to step outside our comfort zones."

Dare to: Make Cold Calls

Beth Troutman has the scoop on getting what you want.

Get pumped. "This is the hardest part—knowing that a certain phone number will connect you to where you want to be. It's about tackling fear, getting out of your own way. Picture yourself in that job; really see it—then make the call."

Rehearse. "I come up with three points I want to make and I have those in front of me in case the conversation gets sidetracked. I focus on expressing myself—I want to sell them the product (me)."

Embrace the butterflies. "I still get nervous every time I call, but I've learned to love the adrenaline. The worst answer you'll get is a no. It's better to say 'I tried' than 'I should have tried.'"

Keep it real. "Resist the temptation to embellish. Be frank about your level of experience and tell them what you will do to fill in the gaps."

Prepare for compromise. "You may not get exactly what you want right away. But once you're in the door, you can get where you want to be."