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Nate Long

But Seattle probably remembers Long most for his involvement in the Black Community Festival during 1971-1974, which brought many popular entertainers to Seattle to serve as grand marshalls.

Some 12 years later, after a stint here and there in Hollywood, Nate Long has returned to Seattle, this time to stay. While here, he will oversee cable TV for Central Seattle as vice president of SEA-COM, which was awarded the cable TV franchise for this area.

"I am especially pleased that a Black group has been given the chance to compete and win," says Long. "That is very important to me and a lot of other Black folk both here and elsewhere."

The process to acquire the franchise was long and drawn out, and competition was stiff. But Nate Long was persistent, professional and patient enough to hang in there and get what this community wants and needs — Black-owned cable TV. And pretty soon, Seattleites will reap the results of this adventure as soon as a few snags are pulled together.

Meanwhile, Seattle and Tacoma will continue to benefit from the talents and connections of this unusually gifted man, because Nate Long is back.

And he offers this advice to those seeking media-related careers: "You really have to keep up with new technology and read everything you get your hands on. If I didn't read for a week or so, I would

really be behind. Things are moving just that fast."

Long said it doesn't matter about the area you start in, be it radio or TV, they are all going to become inter-related. The important thing he emphasized, is "to read everything, and practical application is a must."

As far as having college degrees for the highly competitive media industry, Long says, "It's a question of how you perceive yourself — whether you want to be trained or indoctrinated. The important thing is practical application. Many people with degrees are not very smart anyway. They don't know how to apply their education to the real world."

But you can't force people into any area, he says, recalling how his daughter, Patricia, who is the only family he has, told him that communications took too long and that she would rather pursue a career in medicine. "So she studied nursing at the University of Washington. She's very pleased with my success, but she said communications was just not for her, and at 23, I think she is doing very good for herself."

At any rate, Long says, there's a tremendous amount of opportunities here in the Emerald City. It's just a matter of knowing how and when to apply yourself.

Long studied mass communications in the air force and went to college for about two years in California and Washington, but "I knew more about what was going on for real, so I decided to let school go and apply what I had learned to the real world."

And what more could the real world ask for than Nate Long?

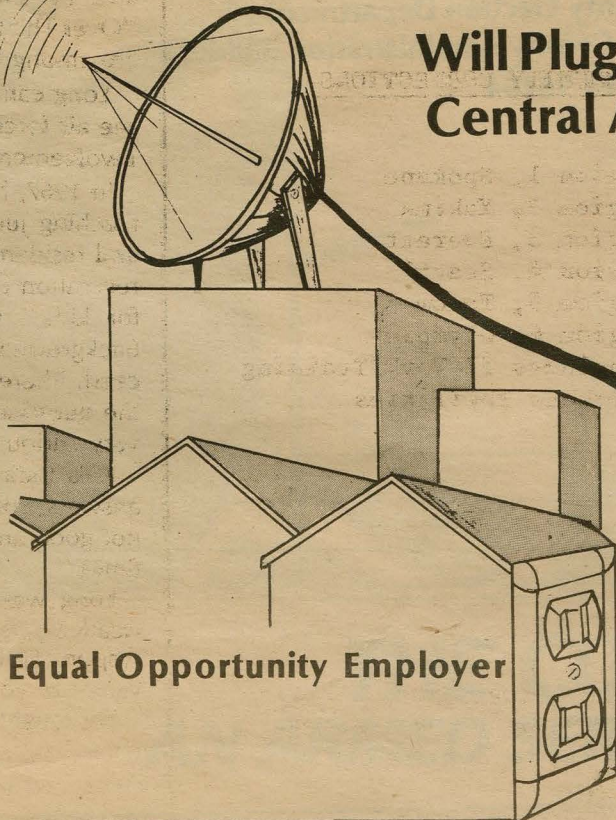
(Editor's note: The Connie Bennett Cameron Mini-Novel Series, a new feature in The Medium, is a biographical sketch of various Seattleites who have contributed to the development of Black folk. Adapted for newspaper, the series is written by national award winning writer, Connie Bennett Cameron, vice president and managing editor of Tiloben Publishing Company.)

SEATTLE COMMUNITY CABLEVISION (SEACOM)

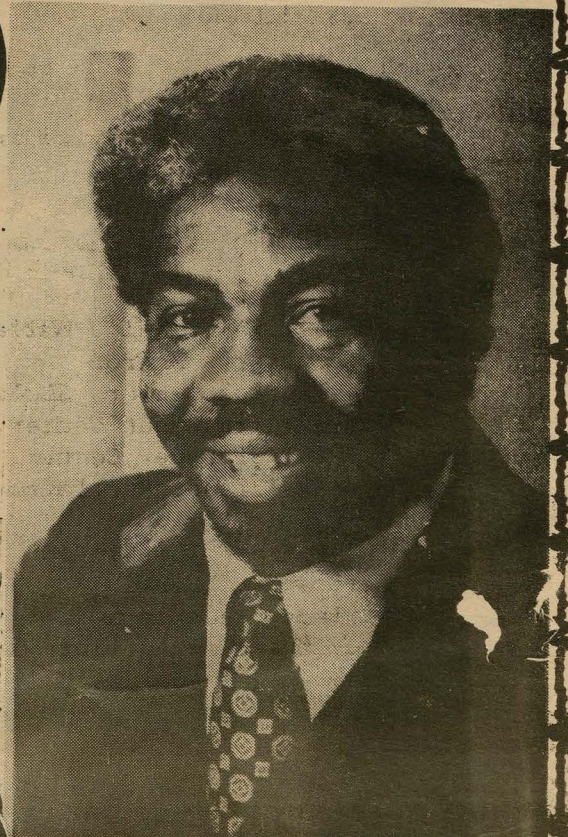
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