

A Hollywood career in Wichita

BY RHONDA McCURRY

Eagle correspondent

It's a good thing Sheila Campbell's voice oozes enthusiasm.

Her career of acting, voice-overs, commercials, writing and producing depends on it.

As owner of Campbell Management, she is expanding her new business by selling consultation packages to people moving to Los Angeles, being a spokeswoman for new businesses, doing voice-overs at radio and television stations, and pinpointing the needs of aspiring Wichita actors.

"I am progressing in the right direction, which I feel I can do here in Wichita and at the same time be more independent and in control of my destiny without waiting for agents to call," Campbell said. "I am really excited to contribute to the city of Wichita in anyway I can."

A graduate of Kapaun Mount Carmel, Campbell lived in Los Angeles for more than 13 years. She returned to Wichita a year ago to be near her parents.

"I wanted to spend some rewarding time with them," Campbell said. "We have a close bond, and I consider the move back a positive continuation of my career."

Upon her return she was cast in a campaign commercial for for-

mer Mayor Carlos Mayans and worked on a radio spot for Ritchie Development. Campbell voiced a Mikimoto Pearl Necklace spot that aired in Seattle, narrated corporate videos for ICGlobal in Dallas and volunteered for the Wichita Radio Reading Service.

In 1993, Campbell moved to Orange County, Calif., to work and pursue an acting career. After four months she became promotion coordinator for the television show "Love Connection."

She received on-camera training in commercials, scene study, audition technique, film tech, cold reading and physical action labs along with improvisation and voice-over.

Nine years later, she landed a co-starring role with Eric Roberts and began producing as well.

"I still love the moments as an actress on set with incredible actors like Eric Roberts or Lee Meriwether, but now I am really enjoying doing voice-overs all over the United States," Campbell said. "I love meeting people."

Campbell describes her personality as the Energizer Bunny, even first thing in the morning. Her drive, work ethic and dependability allow her to build good relationships with clients and prospect for new business, she said.

"My endurance is high to keep my career going here in Wichita where there is a market and need for someone like me," she said.

SHEILA CAMPBELL

Title: Owner, Campbell Management

Education: Earned a business degree with a concentration in marketing from Southern Methodist University.

Birthplace: Wichita

Talent advice: "For college students majoring in film in school I highly suggest getting a minor in business or double majoring in business and film together. It's very important coming out of college that you start the business being a wellrounded actor. My marketing, communication and public relations skills really helped me as an actress behind the scenes."



Jaime Oppenheimer/The Wichita Eagle

Sheila Campbell, owner of Campbell Management, is expanding her new business. Campbell sells consultation packages to people moving to Los Angeles and performs radio and TV voice-overs.