

Arts & Features

Thursday, February 12, 2009

{THE BLUE BANNER}

Page 7

CAMPUS EVENTS

Movie Night

Nick and Norah's
Infinite Playlist
Highsmith 104
Friday, 7 & 9:30 p.m.

Valentine's Carnival

featuring Comedian
Kyle Grooms
Saturday, 4 p.m.

President's Day Trivia with HSA and Quizbowl

HU Grotto
Monday, 8 p.m.

Making the Mascot

HU Grotto
Wednesday, 8p.m.
Winner gets to be
"Rocky" in the Home-
coming parade!

Homecoming Parade

Feb. 19, 12:30 p.m.

For more campus
activities, visit:

[www.unca.edu/
barker/](http://www.unca.edu/barker/)

Multicultural center fosters cooperation

By Toliver Pollock

STAFF WRITER
MTPOLLOC@UNCA.EDU

The new Intercultural Center, intended to attract more interest in the area of cultural diversity opens its doors in Highsmith at the end of February.

"The Center will offer a unique opportunity to co-locate Multicultural Student Programs and the Center for Diversity Education," said Rory James, director of the Intercultural Center/Multicultural Student Programs. "It reinforces our commitment to diversity and inclusion, an integral part of the campus' strategic plan."

The Intercultural Center uses MSP to represent what those involved are trying to achieve.

"Multicultural Student Programs is a department in the Division of Student Affairs with responsibility for delivering programs and services to the under-represented student population at UNCA," James said. "(We) develop programs that enhance and promote diversity, provide programs that educate the campus on issues of diversity and multiculturalism and prepare students to be productive members of a global society."

While UNCA has a wide array of on-campus affiliations allowing students to engage and learn within each individual group, the Intercultural Center gives students the opportunity to associate with



Cassidy Culbertson - Photography Editor
Rory James and intern Jewell Gist discuss Black History week in James' current office. A new multicultural center opens at the end of February.

groups they have yet to discover.

"The center will be open for students to discuss social justice issues and collab-

orate on community outreach initiatives," James said. "I also envision student or-

SEE DIVERSITY PAGE 9 |

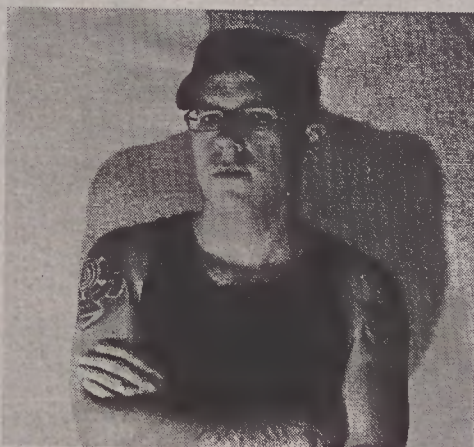


Photo courtesy of Brad Lovejoy
Brad Lovejoy used a meeting with AC/DC as inspiration for writing a book.

UNCA student writes book on grass roots music promotion

By Alyssa Spencer

STAFF WRITER
AFSPENCE@UNCA.EDU

Brad Lovejoy, senior UNCA management/marketing student, used his love for the music industry to co-write a "how-to" book called the *Guerrilla Street Team Guide*, which helps aspiring entertainers promote their work.

"My book explains the fundamental strategies of guerrilla marketing and is

geared towards bands, festivals, concert promoters and businesses," said Lovejoy, 28. "In the ever-changing entertainment industry, low-cost grassroots promotions, such as bulletin board posters and fliers, are some of the only ways beginning bands have a chance at making it."

Lovejoy wrote the book with best-selling marketing author Jay Conrad Levinson and said his goal was to blend

SEE LOVEJOY PAGE 9 |