

"OnThe Town" Begins

by Susan Cheshire

Not only does October bring fall to Salem College, but on the twenty-eighth, it also brought the kickoff of the School of Music's "On the Town!" concert series.

This season is an important one, for several changes have been made in the four-year-old program, according to Wendy Weiler, who works on the series interning as concert coordinator with director Barbara Lister-Sink and assistant coordinator Michelle Johns.

Brought to life by the music school's Dean Lister-Sink, the "On the Town!" series has suffered from many ills characteristic of a new program, such as low visibility, poor support, and a limited budget. But, Ms. Weiler believes that it's just a matter of time and hard work before "On the Town!" reaches its potential. "The concert series just has too much going for it to die out," says the student intern.

One area of concern has been attendance. According to Ms. Weiler, a senior Arts Management major at the college, attendance varies from concert to concert, but usually between 250 and 400 people.

The crowds are generally composed of music students, symphony-goers, community arts supporters, and members of the Wake Forest and N.C. School of the Arts communities. There is some support from Salem students, faculty, and administration, but "there's some room for great improvement in that area," says Ms. Weiler.

On the basis of her experience with "On the Town!," Ms. Weiler, believes the attendance problems stem from a "lack of knowledge of the performing groups and some publicity weaknesses," two problems that "On the Town!" personnel feel can be remedied.

"Sometimes we have terrific turnout," says Ms. Weiler, referring to concerts of more widely-known composers such as Gershwin or Bach. But groups performing the music of lesser-known composers attract audiences that the coordinator refers to as "more musically knowledgeable."

This issue of appeal is a difficult one for "On the Town!" organizers, since the series has a dual purpose as an academic exercise and a public relations effort.

Primarily, "On the Town!" functions as a learning tool for the Music School. Ms. Weiler, a music student herself, says, "We're very lucky to have professional artists performing in such an intimate atmosphere. It's a wonderful learning experience for music students who hope to perform themselves one day."

Often performers conduct master classes for area music students, and preconcert talks are given to the audience thirty minutes prior to performances explaining the music to be presented. Performers meet and mingle with the audience at post-concert receptions so, according to Ms. Weiler, "an 'On the Town!' concert can be a learning experience for everyone, not just students of music."

But despite criticism, "On the Town!" has been quite a success. "The caliber of musicians we've attracted has been outstanding, and the reviews have been very positive," says Ms. Weiler, who added, "It's quite a boost to the image of the music school, and therefore to Salem College, to be associated with these pros."

In an effort to boost "On the Town!" even more, the series organizers have started a program called "The Friends of the School of Music" designed to lend monetary and community support to the program. "Through their contributions and time, the 'Friends' will be a major factor in the growth of 'On the Town!,'" says a hopeful Ms. Weiler.

In addition to that development, "On the Town!" staff distributed a sophisticated flyer advertising the series--and season tickets--to college alumnae, local symphony subscribers, and the Salem community in an effort to increase exposure and ticket sales. The flyers boasted the brand new Salem College School of Music logo that Ms. Weiler believes will "help build unity among the music school and increase visibility."

If you missed the first concert this past Saturday night, don't worry, you can still catch three more next semester. Keep your eyes open for dates and times.

Parents Visit

by Paige Parker

Parents Weekend is scheduled for November 3 - 5 at Salem College. The weekend activities begin Friday at 4:30 p.m. with registration. Dinner, ODK installation, lantern tours of Old Salem, and Residence Hall Receptions are planned for Friday night.

Saturday begins with coffee and sugar cake with the Litzenburgs. Departmental classes are scheduled for Saturday morning also. There will be two classes which will last for approximately forty-five minutes. Parents will have a choice in the classes they choose to attend. Each department will be covered by volunteering faculty. Lunch with the faculty will follow. Reynolda House is having an Open House for Salem College students and their parents Saturday afternoon from 4 - 5:30 p.m. Elizabeth Hill will entertain on the piano Saturday night at dinner. Following this, the Salem Showcase starts at 8 p.m. in Hanes Auditorium. Michelle Duffie is the mistress of ceremonies for the talent-filled showcase. The Chamber Choir, Archways, Dansalems, Pierrettes, and others along with Mr. Pegg and Ms. Knouse will be featured entertainers.

The final day starts with the Moravian Lovefeast in Shirley Auditorium. A brunch from 11:30 a.m. - 1 p.m. will be offered on Sunday also.

The Parents Weekend Committee wants this weekend to be fun-filled and enjoyable for all students and their parents. The committee anticipates much participation and success.

Seniors Seek Jobs

by Sally Pierce

Over one thousand students from eight higher education North Carolina colleges and universities are expected to meet with eighty quality employers for recruiting and information exchange at Job Fair 1989. The sixth annual event will take place November 7 and 8 at the Radisson Hotel in High Point, N.C.

Students participating in Job Fair will come from Davidson, Elon, Greensboro, Guilford, High Point, Meredith, Salem, and Wake Forest, the eight colleges and universities of the N.C. Career Consortium. These students will meet with employers from business and industry, human services, and government. Job Fair is a recruiting and networking opportunity for Consortium members only.

On Tuesday, November 7 from 12:30 - 5 p.m. Information Day is available for undergraduates, graduate students, and alumnae from member institutions. All classes are encouraged to attend Information Day.

Wednesday, November 8 from 8:30 a.m. - 5 p.m. is Interview Day for seniors from member schools who have been preselected by employers based on resumes submitted in September or from meeting between students and employers held on Information Day.

Job Fair allows students a fantastic chance to meet and interview employers who may not, otherwise, visit small campuses. This year even more opportunities may be available as Job Fair has moved from the college campus to the "upscale" setting of the High Point Radisson.

As Salem College students, we are eligible to participate in Job Fair 1989 and should take advantage of this "two-day job hunter's dream." Should any students have questions concerning Job Fair, contact Sarah Albritton, Director of Career Development.