

Lovejoy

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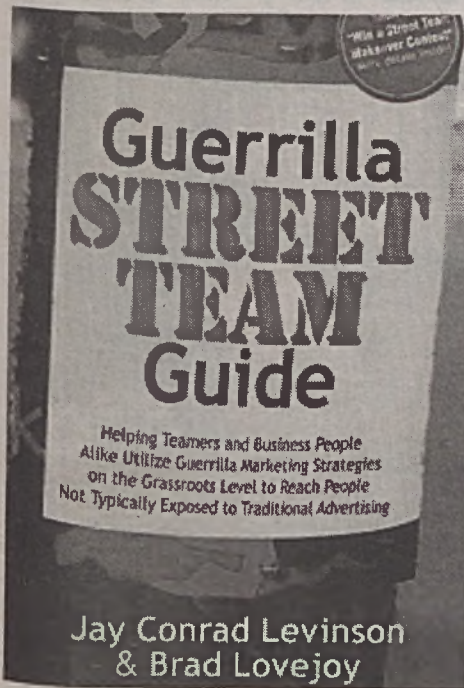


Photo courtesy of Brad Lovejoy

Lovejoy's book provides tips for music marketing and grass roots promotion.

business tactics with his desire to help beginning bands in one easy-to-understand book.

Lovejoy said he always wanted to do something epic in life and obtained part of his ambition from rock band AC/DC.

"I grew up idolizing counterculture icons such as Jerry Garcia, Jimi Hendrix and Jim Morrison," Lovejoy said. "The

real tipping point where rock 'n roll blurred into an attainable reality was when I met the members of AC/DC at age 16. We partied and they were very empowering, telling me to never give up - and I haven't."

A transfer student from West Virginia University, Lovejoy took a break after high school to play in bands, work festival productions and do some traveling before realizing he could use his passion and talents to generate an income.

"I was inspired to write the book while working at Harmonized Records in 2006, when I realized there was little information on street team management," Lovejoy said. "I saw an opportunity to be a pioneer in the field of street team marketing and I went for it. I've been working in the entertainment industry for the last 10 years and I love helping fellow musicians succeed; it just made sense to write a book on the subject."

Lovejoy worked with Levinson to complete the *Guerrilla Street Team Guide* in the span of a year and acknowledges the difficulty of balancing school with a rigorous business schedule and upcoming book tour.

"My current schedule is beyond challenging and difficult," Lovejoy said. "It's nearly impossible, and I work long hours and most weekends. But now that James Brown has passed, I want to

be the hardest working (or at least the wealthiest) man in show business."

Since his book hit stores June 28, 2008, Lovejoy has accumulated a large fan base. At his latest business seminar, the IBMA World of Bluegrass Music Business Conference, he had to turn people away because he sold out of books.

"The *Guerrilla Street Team Guide* is a fantastic book, especially for people majoring in or interested in business or advertising," said UNCA junior, Robin Pesko. "I think it has enough useful information that professors could use it in classes."

Lovejoy's "2009 *Guerrilla Street Team Guide* Book-Signing Motorcycle Tour" begins in March in Charlotte, NC and continues to Greenville and Columbia, SC, and Atlanta, GA. The tour ends in Asheville, where Books-A-Million on Tunnel Road marks the last stop.

"We will be having a book signing April 18 from 2 to 4 p.m., where Brad will be speaking and answering questions," Ben Adams, General Manager of Books-A-Million on Tunnel Road, said. "I have a feeling it'll be a good turnout."

Lovejoy has not written any other books but said he plans on writing many more.

"Concentrating on producing the book's second edition is my main focus," Lovejoy said.

Mills Hall fire alarm malfunctions persist

By Nick Robinson
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The fire alarms plaguing Mills Hall remain a nuisance this semester, disrupting students and forcing evacuations at random hours of the day.

"I was in the shower once when it went off," said Jake Strunin, a sophomore at UNC Asheville in his second year in Mills. "It's not exactly warm outside yet, so having to interrupt my shower and come outside is really not the most convenient thing I've ever done. They haven't made me late to class yet, but I can totally see that happening."

The community director of Mills Hall, Mark McNalley said the alarms go off for legitimate reasons about 50 percent of the time.

"Sometimes, it's students trying to smoke in the rooms; sometimes it's students cooking in the kitchens," he said. "To be fair, some of them are cooking for themselves for the first time in their lives. I can tell you for certain that as far as kitchen accidents go, it's never been the same person twice. They generally learn their lesson."

Other alarm malfunctions stem from non-fire-related issues, McNalley said.

"Not a lot of students know that putting pressure on the alarms or sprinklers can sometimes cause them to go off," he said. "Sometimes students hang laundry from them without knowing better."

Faulty equipment or misuse of the equipment attribute to other reported instances.

Regardless of the causes, they inconvenience the residents of Mills when they go off, according to McNalley.

"I remember they were going off all the time last year," Strunin said. "They were going off more in the middle of the night than though."

Rebecca Abide, a freshman living in Mills, has mixed feelings about the

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Diversity

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ganizations such as HOLA, BSA, Alliance, ASIA and Hillel using the space for receptions, meetings and other organizational business."

The Intercultural Center plans to be a support system for students who are not part of an organization, but are looking for a way to share their cultural diversity with the university.

"The Intercultural Center will serve as a 'safe haven' for all under-represented students at UNCA," James said.

"It is my hope that students will socialize, study and interact with students from an array of ethnicities, sexual orientations, religions and cultures," James said.

The Intercultural Center is not only a great place to broaden their horizons, but also an ideal area for students to relax and escape from daily rituals, said James.

"I have traveled everywhere from Israel to Africa, and I have found that one of my main passions is learning about different ethnicities," said junior mass communication student, Maureen McManus. "I feel that the opening of this center is going to be a very positive asset to our campus life."

The center will include comfortable furniture, artwork and a multicultural resource library with diverse literature and periodicals geared toward specific demographics such as *Jet*, *Ebony*, *Latina* and *The Advocate*, according to James.

The Intercultural Center plans to get Asheville locals involved in order to create a strong relationship between them and the university.

"I visited Asheville High School last semester and spoke to AVID students," James said. "AVID (Advancement Via

Individual Determination) is a college preparatory program designed to aid economically disadvantaged and academically average first-generation students of both elementary and high schools into college."

James also works with Erika Germer, the Coordinator for the City of Asheville Youth Leadership Academy (CAYLA), in order to create new opportunities at UNCA for local teenagers.

"Recruitment and retention of students of color, particularly local students, is a concern of mine and other UNCA staff," James said. "I want the Intercultural Center to be a portal for local youth to experience what UNCA has to offer."

The establishment of the center's foremost goal is to assist students and their interactions, helping the university as a whole, James said.