

Black Music Marketing Expands Press Area Coverage

By Cynthia Bell
Post Staff Writer

Black Music Marketing has expanded its press area coverage announced by Win Wilford who is Director of Press Information and Artist Affairs. The expansion will provide a more comprehensive and efficient media coverage for Black artist recording under the Columbia, Epic, and associate labels.

Several promotions resulted from the expansion. George Wanamaker has been appointed Associate Director of Press Information and Artists Affairs and will report directly to Win. Carolyn Van Brunt has been appointed General Publicist in charge of Press

Information and Artist Affairs for the West and she will report to George Wanamaker.

Alicia G. Johnson has been promoted to the position of Tour Publicist with duties in Press Information and Artist Affairs. She will also report to George Wanamaker. George Wanamaker's duties involves putting together the West Coast based black artist and artist affairs and getting local and national press coverage for them. Before joining the fine staff at CBS Records, George was Associate Editor of Record Review magazine and a frequent contributor of features and reviews to Phonograph Record magazine, Soul, Black

Stars, and The L.A. Free Press.

General Publicist in charge of Press Information and Artist Affairs, Carolyn Van Brunt, will secure print, radio, and television coverage for Black artist on the labels as well as developing and implementing extensive publicity campaigns. Carolyn has a wealth of experience in the communications field acquired partly through her prior work as Assistant to the President of Global Entertainment Industries, Inc.

Alicia G. Johnson is responsible for tour publicity for West Coast artist. Prior to coming to CBS, she worked as

a free lance production coordinator for the Omicron and Crusin Rosen Production companies. Since her employ with CBS as of July, 1977, she

worked as secretary to the Associate Director of Press Information and Artist Affairs on the West Coast until her promotion.

IT PAYS TO ADVERTISE
IN THE CHARLOTTE POST

Museum Opens Summer Exhibition

The Mint Museum of History, 3500 Shamrock Drive, announces the opening of its major summer exhibition entitled "Smoke Signals: Tobacco Merchandising in America," on June 3.

The exhibition which runs until October 1, features tobacco products and advertising items from 1875 to the present.

Examples of tobacco products from plug to plastic pouch illustrate the progression of tobacco marketing from the days of the Duke Tobacco Factory in Durham to the use of Volkswagens as billboards. Included are posters, banners, signs and advertisements which promoted the

sale of tobacco products. Featured are five full-size cigar store figures.

The exhibit will be educational for those interested in the three-dimensional artifacts of the history of tobacco merchandising. Antique collectors, particularly of advertising items, will find the exhibit a unique collection of tobacco collectibles. The public will surely recognize items that their fathers, grandfathers, uncles and brothers once smoked or chewed.

The Mint Museum of History is open from 10-4, Tuesday through Friday and 1-4 on Saturday and Sunday.



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Charles Parker

after graduating from Second Ward High School and receiving a Diploma in automotive engineering and business administration from Central Piedmont College, Chuck went to work for the N.C. State Employment Security Commission for 3 years. From 1970-1976 he was employed by the Nat. Fed. of Electronics with his last job position being the Regional Director for 4 states. In 1977 he was Athletic Director of all intra-extra mural sports at Central Piedmont. Chuck has been a member of the Batch Tennis Club since 1973 and served as director in 1974. The Batch Tennis Club promotes and aids junior teens in Charlotte. Chuck, his wife Bernetta, and their two daughters Julie and Terry are members of St. Luke Baptist church and live at 1200 Georgetown Drive. Folger Buick is proud that Chuck has become a member of our sales organization.



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