

Creative Marketing

An Art To Help The Arts

The arts have traditionally been considered the sphere of dreamers and visionaries, an area where business expertise has no place. In truth, this is a distorted image — success in the arts world is almost always the result of businesslike planning, promotion and evaluation by artists, administrators and promoters.

These days, a troubled economy has made the ability to use sophisticated business techniques even more important to the arts. Many administrators are learning how to apply the principles of marketing in ways that insure the success of their programs and help them serve the needs of both artists and audiences.

Merle Creech, director of the Duplin County Arts Council, is such an administrator. Merle recently attended a workshop on marketing the arts held Nov. 18-20 in Raleigh, sponsored by the Association of College, University and Community Arts Administrators, a major professional association, which drew participants from all over the country.

Creech and other arts administrators worked on a number of vital techniques during the three-day session. These included market research, arts pricing, evaluation methods and ways of developing a marketing planning framework. In addition, participants learned how to set goals, develop objectives, establish priorities and communicate through the media. Sessions were led by experts in the marketing, business and arts fields.

Merle, who has been with the Duplin County Arts Council since April 1982, says the experience will help her work in a number of ways. "With programs coming to our county such as Affiliated Artists' CART residency program — a week-long program which places an artist in our community to perform at various sites and to all kinds of people — along with programs on tap for the winter such as "A Christmas Carol" and the N.C. State Choir in February, there's much to do in the area of marketing, creative ways of reaching people and letting them

know just what we are offering. This was a benefit which I gained from this conference. This was a national Level conference and weren't we lucky to have it offered in our state!" said Mrs. Creech.

For more information, contact her at the Duplin County Arts Council, 296-1922.

Homecoming Queen Named

The 1982-83 homecoming queen contestant for the South Lenoir chapter of VICA Drafting is Linda Strickland.

Linda is the daughter of Mrs. Lillie Baker of Pink Hill and Norris Strickland of Beulaville. She is 17 years old and very active in school clubs such as Future Business Leaders of America, bus drivers and is secretary of VICA Drafting.

Linda's hobbies include volleyball, swimming, horseback-riding, roller



Linda Strickland

skating, accounting and meeting and helping people. Linda attends the Pink Hill Church of God.

The students and faculty of South Lenoir are very proud of Linda. Although she didn't become homecoming queen, the VICA Club-members and their advisor, Howard Hickerson, wish her luck in all her future endeavors.



Rinse tea stains from china by soaking overnight in a solution of denture cleaner.



ENGAGED - Mr. and Mrs. Gerald Dail of Chinquapin are proud to announce the engagement of their daughter, Lisa, to Max Alan Turner, son of Mr. and Mrs. Raymond Turner Jr. of Albertson. A December 19th wedding is planned at three o'clock in the afternoon at Shiloh Baptist Church. All friends and relatives are invited to attend.

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