

A few lines of Yeats to go Poetry project aims to alter tempo of hurried lives

By KELLY PRELIPP LOJK

Winston-Salem

Among the billboards and display ads screaming at consumers, Triad citizens may find some more profound sentiments — in the form of poetry — infiltrating their thoughts as they rush about their busy lives.

At least that's the hope of creators of a new poetry project at the Salem College Center for Women Writers.

inspire deep reflection — locations such as a Wendy's fast food restaurant, a Kroger grocery store and the Piedmont Triad International Airport in Greensboro.

Since the first posters, featuring 10 poems, were posted in September, Allen says, response has been overwhelmingly positive — so much so that requests for additional posters far exceed the number available.

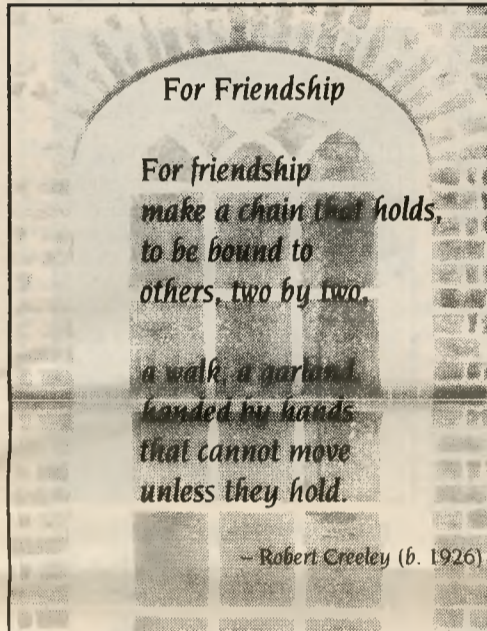
The project was launched with \$4,600 from the North Carolina

Humanities Council and \$2,500 from the Mary Duke Biddle Foundation. Greg Sharpe of Sharpe Company donated the first batch of posters. A new batch, featuring 10 more poems, is slated to go up this month.

Similar projects have made an impact in London, Boston and San Francisco. New York City's Poetry in Motion project, run since 1992 by the Poetry Society of America in conjunction with the Transit Authority, places posters on subways and buses and reaches up to 5 million people a day.

Winston-Salem is the first city in North Carolina with such a program, Allen says, but she hopes the project will serve as a model for others in the state.

While current posters feature well-known poets such as Langston Hughes, Carl Sandburg and Emily Dickinson, the center is holding a contest soliciting original poetry from local artists. The 10 winning poems will be featured on posters next year. The deadline for submitting poetry is Dec. 1. Call (910) 721-2739 for contest guidelines.



A display poster featuring a Robert Creeley poem greets bustling travelers at the Piedmont Triad International Airport in Greensboro.

"We hope to change the landscape of our world just a little bit," says Annette Allen, director of the center and head of the Poetry in Public Places project. "The goal is to help poetry become a living art and a part of our everyday lives."

To that end, volunteers have posted 150 posters throughout the region at sites not normally known to

Ex-N.C. official to consult nonprofits at Mars Hill

Mars Hill

Bob Goodale, former North Carolina deputy commerce secretary and former chief executive officer of Harris Teeter Inc. in Charlotte, has been named a fellow of the Institute at Mars Hill.

He will be based in Raleigh and serve as a consultant to nonprofit organizations and communities.

The institute, based at Mars Hill College in western North Carolina, provides strategic planning services to nonprofits and communities throughout the state and southern Appalachia.

It was created last summer with the gift to the college of two planning systems, valued at \$1.83 million, that were designed by college alumnus Dan Keith Ray.

In the late 1970s, the Ford Foundation funded an effort by Ray to design a management system that nonprofits could use to be more effective organizations.

In 1986, Ray licensed the system to accounting firm KPMG Peat Marwick for 10 years, and he headed the firm's nonprofit practice until 1991, when he returned to western North Carolina from New York.

Call Pat Cabe, the institute's managing director, at (704) 689-1449.

Todd Cohen

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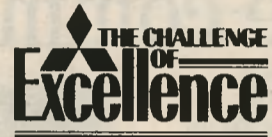
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