

# GRAPHIC ARCHIVES

THE MAGAZINE • APRIL 2021



*Self-Promotion  
& Marketing*





## *“Deep Thoughts”*

A parody photo of me in a tree somewhere in the Smoky Mountains National Park in which I pose as “The Thinker” from a famous Auguste Rodin statue in the arts. The title is closer to the truth in that it comes from a Saturday Night Live sketch in which a character has a feature to explain his emotions in a world in which he must reassure his insecurities. Most of my deep thoughts become intertwined with my own self-image and that’s where the fun begins!



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## The Rundown



### Signals

A story of Self-Promotion and how persistence is often the key to writing our own.



### I Want My MTV

Insight into promotions and television culture.

### Logos

### Logos

A few of my own design and the challenges I faced while creating them.



### Better Gardening

Sone "Roots" to the story.

[ CHRIS BALLARD ]

broadcast design

An image from a self-promotional demo reel which helped propel my career in demonstrating skills in which would be promising to potential employers.

Cover: A recent composite for an idea to create my self-image logo to represent an icon for creativity. I utilized numerous programs to create the image as an artist to intentionally provide a single image to reflect the many layers of development. My concept was to represent or symbolize a logo that becomes unique in an entite galaxy of stars as if it were it's own planetary system...or was it because I have a big-headed ego that shoule take up so much space! Either way, enjoy the stories!

#### 4: Introduction

A brief commentary on Promotions and Marketing.

#### 20: Know Your Market!

A few considerations for Marketing and Self-Promotion.

#### 23: Going Bananas!

A Childrens book that tells the story of how me may be different, but all have the same strengths and possibilities.

Back Cover: Another self-image piece that is symbolic of finality as in a tombstone surface.

After all, it is the 'end' of this issue, but I hope you enjoyed it before I have something engraved permanently. Until then, we'll catch up next month as it may be more optimistic than and ending.



### Migration

Why do birds fly the distance? Simply because they can!



### Easter

The Gourmet Gallery celebrates the season with Country Ham!



### Dr. Seuss is on the Loose!

Marketing gimmicks for those that may not be award of how fare companies will go to entice you. Also how it can have an adverse reaction to intentions.





[ CHRIS BALLARD ]

b r o a d c a s t   d e s i g n

Promotions and Marketing have been elements of business practice embedded into my career and this issue of GRAPHIC ARCHIVES is devoted to sharing a few experiences as it might relate to others that take interest in how advertising is often a key to success. Those who often watch television may think advertising are there as annoying clips between the breaks of a show, but they are typically the crucial dollars behind the production. Advertisements and sponsorships make it possible for the television industry to provide a variety of shows, news, and other events that pushes a product towards community interest.

It doesn't happen by magic as those in Sales put in their time and effort to push business forward with contract negotiations that allow for those in production and the creative forces to deliver quality programming. I don't presume to know all about the various technical aspects involved, but my own personal experience gives me some insight into how my job in graphics and animation helps to build those relationships that continue to grow through promotions and marketing.

Enjoy this issue even if you aren't familiar with much of the terminology because I believe there will be aspects that begin to stir your own intrigue and interests. Television is one of the most powerful mediums that has become such a dominant force in everyday life and I've been blessed to have been in the business for over 25 years. It has been both challenging and rewarding and I truly enjoy sharing some of those memories with you as a reader.

Love and Wishes!





# *“Signals”*

On January 9, 2002 the entire staff of CNN Sports Illustrated network were shuffled into a small conference room where we were packed together like sardines. The Network President made the official announcement that a decision had been made and we would no longer continue to broadcast our channel. Appointments and meetings with other potential positions were implemented along with severance packages as all needed to make plans for the future. I was offered a position at Headline News, but felt confident that I could move towards other ambitions. One thing I knew for sure

was that I needed a demo reel to showcase my abilities. Demo Reels are tapes or discs that are a compilation to display your craft for potential employers or even freelance ventures. I had been inspired by my coworkers and began to put together something for myself.

“Signals.” That would be a Title as if it were something that would offer a different theme during phases or periodic times when I could create another demo reel with more recent additions. I thought of it as a rock album that would be released with new songs, only mine would be animated videos. It seemed to fit my mindset and worked out with all that I could target for any self-promotional needs to show my work.

The past five years seemed a whirlwind within Ted Turner’s dreams of television productivity as new corporations had merged and taken control of operations, yet I had plenty of creative adventures to demonstrate my capabilities. I didn’t even realize how much work I had created until I had to assemble my reel in some fashion that would make sense. It was difficult to leave anything out, but I understood the nature of the business in that it’s important to be selective and to limit the time necessary for others to formulate an assessment of your talents.

It was a roller-coaster ride of twists and turns with potential employers as I seemed to be working as much to gain employment as much as when I was actually employed. It worked out in the end as I landed a job as Senior Designer at CBS Atlanta later that same year. I received severance compensation and had plenty of time to work through that time as I was fortunate to continue my career on my terms without having to worry about financial stress.



The “Signals” demo had been a huge success for me and I continue to update with a new demo reel when I’ve compiled new animations to exhibit and have the time to dedicate to self-promotional ventures. I’ve created a few over the years and now have an entire collection with a variety of topics from Sports, News, Special Topics, Entertainment, Promotions, and others. It’s beneficial to be diverse as it provides more opportunities for future endeavors.



“Graphic Asylum” was another demo reel I created in 2010 that helped to get me noticed throughout numerous opportunities. I was one of three with the chance to interview for the Art Director position at REELZ Channel. Although I did not get the job, it was an enormous boost realizing how impressed others were with my work. It gave me confidence and I moved on to other employment opportunities. Some were simply freelance work at studio graphic productions that only lasted for a brief time while others seemed to be similar, yet the work continued long afterwards. There were never contracts or anything that was signed as many of my constituents were already familiar with me and knew my work ethic. I got a phone call from one of my former graphic artists that I had supervised who gave me a lead on a position at Georgia Public Broadcasting. I was interested and met with those hiring agents and provided my demo reel, a resume, and crossed fingers.









It was mid-October 2005 when I had the fortunate opportunity to attend the PromaxBDA Roadshow in Midtown Atlanta. It was a seminar to learn more about the business of film and television as Lee Hunt was the guest speaker. Already a prominent figure within the business with numerous ventures featuring businesses for Animation and Production, Networking systems and Promotional expertise, he had also been Creative Director for MTV.

So, the burning question on everyone's mind was... "Why did MTV stop playing music videos?" Lee Hunt had an answer and then it all began to make sense. The network's original mission was to become a pop-culture channel targeting teens. If you think about it, just about everything else on television conformed to adults and MTV took on the challenge to generate a younger audience through popular music videos. The channel's success exceeded expectations as millions of viewers watched music videos 24 hours a day, seven days a week! It had become the latest sensation amidst a growing population of youth.



MTV reigned for many years as they had contract agreements within the music industry to have the rights to air videos. Over time, the business interests began to realize other music channels were starting to deliver videos and MTV was no longer the exclusive station to offer music videos. MTV began to introduce other elements to their programming, such as game shows with the younger generation and invited musicians to perform for their “Unplugged” live acoustic performances.

No longer the exclusive music channel, MTV held onto their original vision and mission with goals that could be defined as ‘unattainable’ and those that could be measured. The seminar was an eye-opening wealth of knowledge for me about the business I was involved, and yet I knew so little about anything other than my daily routine. I found myself writing notes and drawing the presentation graphics from slides that were displayed as there was so much information to be consumed over the two-day conference. The Brand Pyramid graphic below was one that I found valuable in showing how a networks builds upon the dynamics of an identity.

## BRAND PYRAMID



The seminar provided much insight into not only business, marketing and promotions, but also expanded my mindset of how to incorporate some of those features into my own standards. The 7 Habits of Effective People was another topic that motivated my own personal agenda. The Paradox of Excellence explained how “the better you do your job, the more invisible you become” mentality that I was experiencing. The presentations and lectures were so convincing and pushed me through some difficult circumstances, but in the end I am still disappointed because “I WANT MY MTV! The way it used to be!”



# Logos



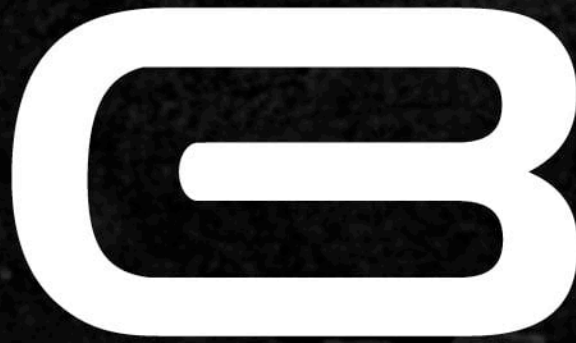
My first real professional experience as a graphic designer came about during a college requirement to perform an internship. Typically considered as part of a learning process, it offers a chance to work directly with those within the profession and I was fortunate to have the opportunity to work with an advertising agency called Visual Impact in Knoxville, just a few miles away from living with my parents.

My portfolio showed promise and I was paid for the time working on the numerous projects that came along. I took the job seriously and soon discovered how business differs from education. Class presentations were about creativity while the real world expectations have more to do with client wishes. I still recall the frustrations I had when my logo designs were not what the client wanted. It needed to be explained to me that it was their money investment and not my selfish attitude that paid the bills.

Make the client happy and move onto the next challenge. I made the adjustments as I was lucky to cover such a wide range of aspects related to graphics, illustration, photography, and the latest computer programs that would revolutionize the industry. I should never complain or compromise an artistic direction for others as the most challenging graphic for me to create was my own logo!

I went through numerous identity crises over the years in terms of my own image as if it were more a seasoned fashion than a commitment. I think we all understand how our taste changes and we are never satisfied with results, but life is often one in which you must go through certain challenges to find something unique for yourself. Mine happened by accident. I was working on some other project for a client when I discovered some rounded font I found attractive. It is essentially my own personal logo, but I altered the "B" shape to fall just short of the letter that would include a "C" shaped letter inside. I did not know why this was happening as I was simply reacting to something that I thought would be unique for myself. I played around with it and finally came to the conclusion this was a logo that had so much more than what was on the surface level. That was what I was looking for...something deeper than just a logo.





The “C” and “B” are inter-connected through both positive and negative space. Depending on your focus, you may see either one as a one-dimensional object until you understand there are two prominent shapes. Together, they form a bond in which are a contrast to each other. I often find myself in conflict with my own inner self and believe my negative space inside is protected by my family name. The logo is rounded which is symbolic of wholeness or unity. I like to think that is a quality I portray.

I am currently in the process of writing a short feature about logos and featuring some of those I’ve created through the years and want to share just a few here.



Football Fridays in Georgia is one that has had the most profound impact on so many. GPB Sports executes some of the finest productions you will ever see for High School athletics. The GHSA Football Championships each year reign in the highest ratings for any individual PBS programming station throughout the country on those game days that help generate sales through sponsorships. The logo becomes an identity for those willing to spend on a product that becomes established through so many years of performance. I created the logo in 2011 and it has been consistent with our design. Also of note, there have been numerous parent logos that have been based upon this design. It has stood the test of time and now easily recognized amongst viewers and those who follow GPB Sports programming.





# CHEMISTRY MATTERS

“Chemistry Matters” was a logo development that went through various stages of design and approval. My original concept was to mimic letters as they appeared on the Periodic Table of the Elements with a capital “C” and lower case “m.” Most will understand that from an educational study of Chemistry lessons, but what I was not aware of was there was a similar logo for an HBO Series, “Breaking Bad.” Oftentimes it’s those images portrayed in other areas that are just as significant as what a designer may be familiar. I continued to come up with new design directions until it became urgent for press releases to showcase the product in development. Interesting how it was resolved as I was called in to make a choice from numerous selections. It was also rewarding in that those in higher places allowed me to choose.



As a designer, not all logos become property of your own design. “Civil War Treasures” was an original production that would tie in to the PBS “Antiques Roadshow.” I had full range of creative control as long as it would be consistent. It was a fun project to work on as it gave me a real challenge to create so many 3-dimensional elements for the open animation. It was unique in that I had a lot of time to invest in a project and learn new skills.

I spent much of my time going through tutorials to enhance 3D modelling to provide more knowledge about the craft and level of creative ability with shape, forms and objects. Although the show was nothing more than an opportunity to fill airtime with an original production, it broadened my perspective to discover more about hidden treasures in logo and graphic design creativity.





# THE FUTURE FILES

“The Future Files” was another broadcast pilot that had a promise for a series of episodes, yet fell short through sponsorships to provide a means to continue. It is not uncommon within the broadcast industry to invest time and effort to only realize the disappointments. Nevertheless, it was yet another turning corner for me in design to begin thinking about design in motion with graphic elements that could animate throughout a logo. The added extras offer visual appeal, but it is important to begin with a strong design first.

A few more small examples of logos I’ve created through my years as a designer and each has a special memory. It’s almost like a bad marriage in which you become attached, but move on because the damage has been done! LOL! Create your own logo and you will understand how painful the process becomes!



Early in my career working for WCYB TV in Bristol, Virginia, we participated in a Hot Air Balloon Festival. I was given the challenge to create two logos as we had two different balloons for the event. As an NBC affiliate, the balloons were fashioned towards the network’s Peacock identity.

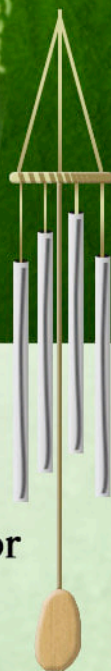
Another logo design just out from college at ETSU (East Tennessee State University) in which our school’s basketball program had become a “Force!” Alan LeForce was the coach at the time and WCYB presented a recap show and needed a logo. This was an airbrush piece that was keyed through a channel over video. Long before computer technology as tv was limited with graphic possibilities.



The prominent logo during my time at CBS Atlanta. Although I did not create the original logo, I gave it depth, texture, and created the animation package for news. This happened during a time when stations began to realize their own artists could create quality design on a production level and no longer needed to outsource graphics.



# Better Gardening SHOW



*The BETTER GARDENING SHOW* was an original production while working for CBS Atlanta that provided an opportunity for me to delve into another aspect of my life in which I already had an enormous interest. Having a love of both nature and growing things had always been an inspired endeavor and the series provided a means to follow my creative passions to other areas. There were only four of us involved as the team was comprised of the host, a Producer, videographer/editor and myself. I had full range of creative lead as the series provided artistic growth within myself. 2004 brought numerous changes in virtually all aspects of life as I was also creating a new image for our news. My personal life took on new meaning as divorce had been inevitable and I knew the process would be another chance to rebuild and plant the seeds for the future.

The show had been a success through sheer development and was beginning to attract sponsors. It provided a larger scope of how tv productions could be created to generate interests within the community on a local level. As the flagship station in a top 10 market, CBS Atlanta considered a syndication of the show for it's many stations throughout the country, but ultimately decided to develop a separate hub operation that could utilize it's many resources more effectively.



The series contained a wide range of interesting features with gardening advice from our host, Tara Dillard and other experts in the field while showcasing local attractions and exhibits in which inspired those viewers taking interest. It was both a blessing and an escape for me to work long hours as the show was an additional responsibility to news, sports, and managing many of the changes that were occurring within the industry. It was the perfect opportunity for me to grow as an artist into new topics of interest.

The four of us created 24 shows over the next year and a half as they recycled on air. I couldn't wait to get up early on Saturday mornings to tape the shows in their final production onto a vhs machine. It became a means for me to evaluate my own performance and consider improvements. Growth becomes a process of constant maintenance not only in the garden, but in the mind. Indeed, both Art and gardening are similar in that there is beauty in all of nature, yet it takes effort to maintain that consistent growth in that the work never ends.

Gardening is a passion for many and I was fortunate to be part of a show in which I learned as much about the topic as I created the graphic content. I even used many of my own photos, videos, and props from home as resources for show elements. Below are a few tips I learned as Tara would sign off..."Garden...and Be Well!"



## Garden Tips



Window Boxes are a great solution to create interest to the home that incorporates both the home and garden. Design choices to facilitate both needs are often rewarding.

It's important to use non-chemical solutions as much as possible. 97% of insects in your yard are destroyed by harsh chemicals and they are the main pollination source in nature.

It is recommended to water your lawn or garden for two hours once a week instead of simply for a few minutes each day. The difference is saturating the ground thoroughly to go below the surface level to generate a better root system.

Sprinkle Red Pepper flakes on plants and vegetation in which insects can be destructive. They become deterred and will leave your leaves alone!





Nature

# Migration

Some years ago while visiting my parents, dad and I noticed hawks by the dozens flying overhead as some would land in the treetops of his woods. Neither of us realized at the time that hawks migrated in flocks together. It was impressive to witness as hundreds made their way through the clear blue skies towards some unknown destination. As a bird watcher, I am often fascinated by their presence and often wonder as to the nature of their migration patterns...and why? Here are some interesting answers I've discovered through research.



Let us begin with some misconceptions from the past. Aristotle believed birds changed color during seasons. 12th century British theory offered that geese were born underwater in crustacean shells to explain their sudden appearance in Winter. Some even fantasized many birds would fly to the moon and return each year. Hummingbirds rode on the backs of larger birds to cross ocean waters. Many since have discovered the true nature of birds as we try to explain what is going on with our fine-feathered friends.



Most birds migrate from one place to another. The terminology describes Migration as an annual journey from one location to another, yet many dispute the term due to the distance traveled. A Hummingbird is on average 3 1/2 inches in length, yet travels back and forth from Central America all the way to the Northeast of our country each year. Some speculate they fly a distance of 1245 miles without rest.

Recent evidence suggests many birds make individual choice decisions regarding migration habits. Should a bird or family find comfort in a single location, they remain. That has been my assessment as well in that I have been feeding my birds for many years and often see the same with new offspring to raise. Birdwatching has always been a passion for me and the more I understand their habits, the better I can provide for them. One thing to consider about feeding birds is they ultimately depend on you for survival. You become their food source and they will rely upon your responsibility to feed.

“Irruption” is another term that differs from migration in that birds will relocate due to changes in both food supply and weather conditions. Birds have the gift of flight and can easily use their wings as a freedom of choice and that is why I think they often choose to migrate from one location to another. The Albatross is perhaps the one bird that travels the longest distance while the Robin may simply go to the next county. It varies amongst species, yet zoologists have noted those birds kept within cages prefer the side in which direction they would fly. Perhaps there is a genetic quality of some natural behavior to explain bird migration habits, but I enjoy my fine-feathered friends whenever they come around. Some are just passing through while other stay and that gives me comfort in knowing birds have the freedom of choice.

<https://graphicasyllumweb.shutterfly.com/pictures/BirdWatch Photos>

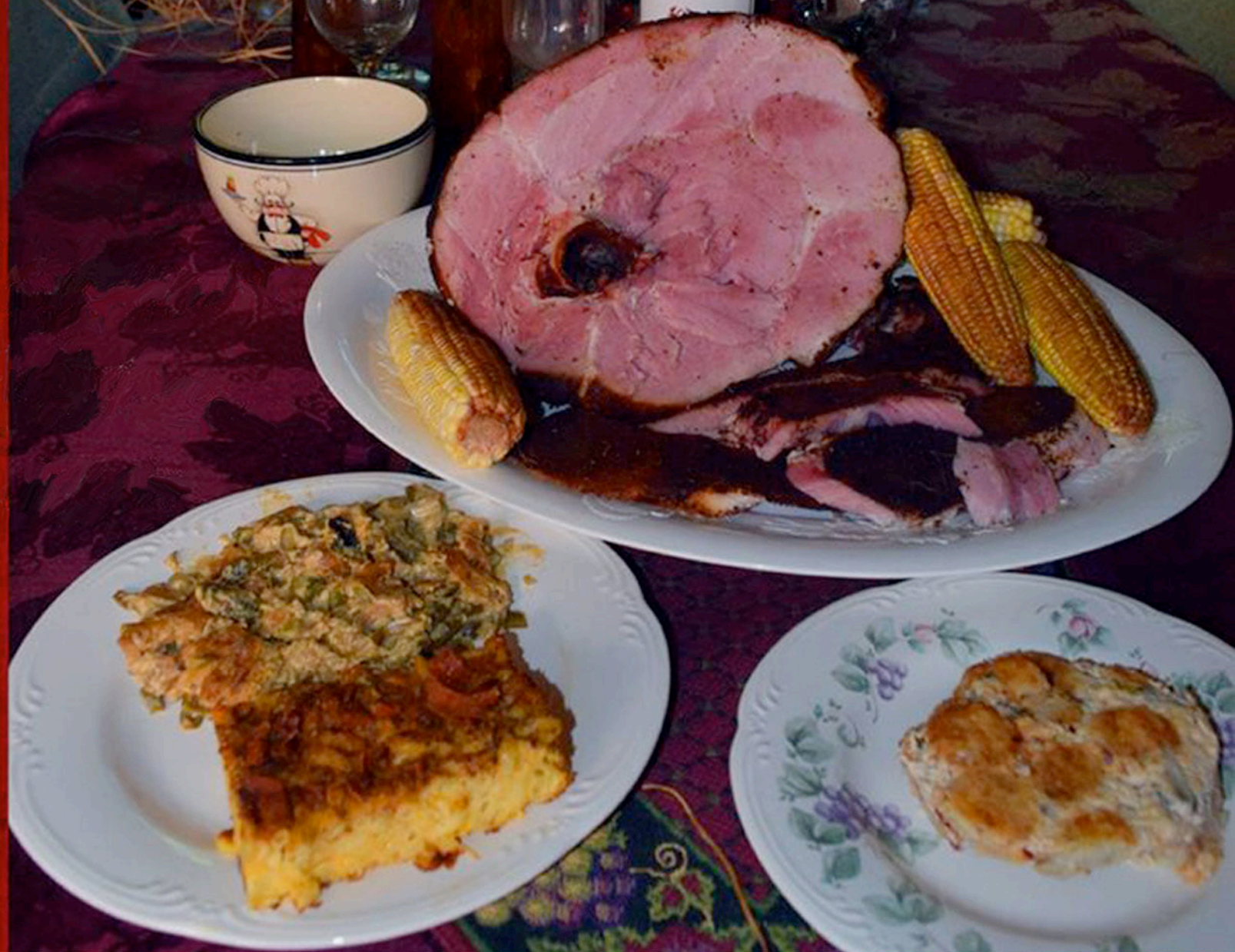




*the Fine Art of cooking*

*Easter*

menu





Easter comes early this year (April 4th, 2021) as it is regarded as a religious observance based on the astrological Gregorian calendar that determines the date to be set on the Sunday following the Paschal Moon. Festival feasts often served ham to guests as a tradition.

## *Country Ham* (Salt-Cured Whole Ham)

A Salt-cured Whole Country Ham is one of my favorite seasonal traditions. Not as common today as salt-seasoned hams have fallen out of flavor and hams are now preserved with more modern techniques, but I still enjoy them once a year either during Christmas or Easter. Here's what I've learned through the years as those family recipes have become my own.

Upon purchase, you may ask the butcher to cut off the end hock and quarter it for use to give seasoning flavors to other dishes, such as turnip greens or beans. I have even taken a hacksaw to cut the end of the ham when stores could not provide the service.

It is important to rinse the ham thoroughly in the sink to wash off excess salt from the ham's surface. I then place the ham in a bucket filled with water and add one cup of distilled white vinegar, which also helps serves to dilute the saltiness and cuts the grease from the ham.

Place the ham in a large roaster with the fat side on top (Bone on the bottom) and fill the pan about 2/3 with water. Add about 1/2 cup of distilled white vinegar.

Place the lid on top of the roaster and cook in the oven at 450° for one hour.

Turn temperature down to 350° and cook for another hour.

Turn temperature down to 250° and cook for another hour.

Turn temperature down to 200° and cook for TWO hours.

Afterwards, turn off the temperature in the oven, but leave the ham to cook as the heat from the oven dissipates. Allow the ham to cool at room temperature for 3-4 hours.

After cooling, remove the bone from the ham. I then take a sharp knife and slice the meat away from the thick fat that covers the ham. (\*See note below on fat.)

Finally, either cut the ham into sections or peel large portions apart

Whole country hams are a lot of meat and depending on your circumstances, you may want to store portions into a zip-loc bag in your freezer.

Cooking a whole Country Ham is a time-consuming process and many may not have the time to devote nor the ambition to take on the challenge. As for me, it was a family tradition and one of the many things I learned later in life that was of significance with my passion for cooking with artistic flavor!

\* The fat covering the ham can be useful for many resources. I often cut up the fat into small pieces to cook suet for my birds. You can also simply place the fat in a finely-meshed bag and hang in your tree for birds (and possibly other critters) to discover. They will love you for that special treat!

In addition to a ham for Easter, I often cook a number of other traditional favorites. Here are a few:

**Macaroni and Cheese, Mashed Potatoes, Corn on the Cob, Speckled-Lima Butter Beans, Holiday Green Beans (with Crispy Onions), Pimiento Potato au Gratin, and Cornbread!**

**For More Recipes visit my website:** [https://graphicasyllumweb.com/graphicasyllumweb.com/Gourmet\\_Gallery.html](https://graphicasyllumweb.com/graphicasyllumweb.com/Gourmet_Gallery.html)



# KNOW YOUR MARKET

CBS Atlanta had an Identity Crisis while I was working through the challenges of a revolving door management system that continued to spin through six different Creative Directors and News Directors during the eight years I was there. It takes time and patience for anything to succeed, yet management continued to throw paint on the walls to see which color would stick. There were good ones and bad ones, yet everything seemed dependent on ratings for tv at a local level. It was never an issue working at CNN for cable, yet it has something to do with the cost of advertising through sales on a local level.

Just before I became the Senior Designer, Artistic team leader and Liasson to News, the station had already created a campaign for "CLEAR NEWS." It was an effort and attempt to attract viewers that would gravitate towards optimistic points of view and offer advice on how to improve yourself as a newscast. They spent a quarter million dollars with an entire new graphics production package that would reinforce the message. It was a good idea... it was a GREAT idea...IT WAS AN EPIC FAILURE!!!

Kevin O'Brien, head of Broadcast Operations for the Meredith Corporation came to the station to BLOW UP the new regimn. Managers were fired as others lost jobs and CBS Atlanta went back to chasing apartment fires, criminals that were caught, and everything else most viewers WANT TO WATCH! It wasn't so much the idea that failed as much as the market that expected results.

That was when I was hired as I had to put out the fires that existed and establish an entirely new system of operations. I had no idea what challenges lay ahead of me as the most prominent News Producer was married to the Technical Director and they determined the art direction amongst themselves. The artists were nothing more than clip art collectors for production. That would need to change, but the most difficult challenge for me was to get both news and artists on the same page in terms of expectations. News was out of control with graphic requests, thinking we all had an "easy" button that we pressed to generate all their visuals.

I went to the News Director to voice my concerns as my own Art Director was nothing more than an ostrich that shoved his head in the sand and whistled through his own ass as if that would resolve anything. I implemented a "Written Request" policy for each and every graphic that would be needed for news. I kept a notebook for anything that would be criticized based on the request. Producers began to fill out less forms because it meant work on their part and I knew it would cut down on ours as well. There was no reason to create the same graphic 8 different ways when Producers needed to become more resourceful with what already existed.



It didn't take long for another News Director to assume control and begin demanding more from Graphics. It worked out for me, despite the challenge because it became a stepping stone to better things. We had been using the CBS Network Over-the-Shoulder template and he wanted something more unique to our station. We really didn't have an identity at that point as it was a hodge-podge of various elements scattered from 3 different graphic packages. I created an animated OTS in which graphic elements and text could easily be replaced for any story that News would utilize.

The OTS Graphics soon became the THING! I had created a monster because ALL the graphic requests were an OTS! You may be familiar with the term, "Victim of Your Own Success..." Well, that was something that just happened as I had finally turned our Graphics Department from Clip Art cutters to Animation Specialists! No more Art Direction from the Technical Director and his Producer Wife as they could not generate graphics through the control boards like we could through more sophisticated programs. It changed the game and the MARKET!

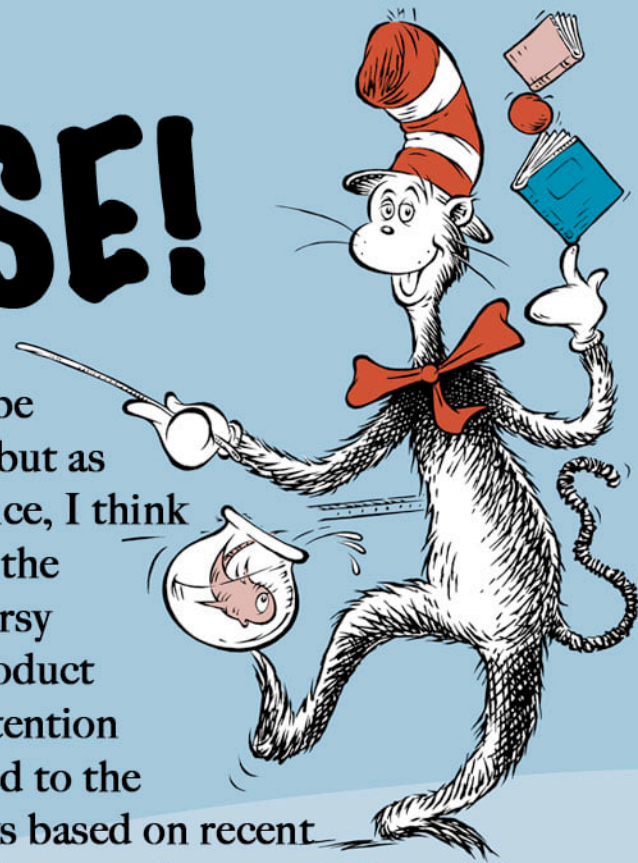
Suddenly a new News Director appeared after another ratings disappointment. He took me to lunch at "Oceanaire" restaurant to tell me about his recent experience with other News Directors in town that were squawking about our recent newscasts. They were impressed with the graphic content and he wanted to take it further. I'm sure that was where it began in that I was soon asked to create an entire News Graphics Package for the station. As you can imagine, I was all about taking on the mission and we aired it in the summer of 2004. It ran four and a half years and the only reason it was changed was due to new government speculations in which all broadcasting would become a new aspect ratio (similar to film.) The old standard was the 4:3 and all new indications would become enforced to be compliant with 16:9 by 2010.

Another Creative Director comes through the revolving door after the changes needed to be made and came highly recommended as he was from a prominent Boston market that had been successful with promotions and news. His first agenda was to push his ideas that may have worked in New England states, but was much too risqué for the Southern Bible Belt. It was amusing to see him go through the sufferings of trying to make an impression when all he could manage was his own opinion. He was laughed through his efforts, but he did not understand the Atlanta market.

Coming full circle, it is important to understand what expectations are realistic and those that are just fantastic illusions of an inner mind. Forcing and demanding become a struggle with those unwilling and there may be underlying reasons you may not understand. Marketing takes on a measure of value within a community in which there is a mutual interest. Target audiences are a key component to choices and decisions in those directions you take that will determine your success. I think through those considerations on a daily basis in not only graphics, but in life as well. It is just as equally important for you to reach others more than you want to manage and control their reactions.



# DR. SEUSS IS ON THE LOOSE!



There's no such thing as a bad promotion. Well, maybe there is as that may be another story for another day, but as this is my opinion page based on insight and experience, I think there may be some valuable considerations as to how the domino effect applies to advertising. Create controversy and the news will follow. If you have a marketable product to sell, then it becomes it's own reward that draws attention without advertising. Dr. Seuss Enterprises announced to the media they would cease printing 6 of the artist's books based on recent focus group consultations in which they discovered elements that may be harmful to certain ethnic groups. That it may now be controversial after a lifetime of his work generated a stir amongst many fans. Should someone take a closer look at recent distribution, they may discover Dr. Seuss books flying off the shelves as consumers scramble to preserve their interests.

It's not an uncommon marketing ploy to exploit consumer sensibilities for financial gain. The politics of Tipper Gore's PMRC with an attempt to censor music in the 80's was an example of how consumer backlash became an increase in revenue for the music industry and opened the floodgates of opportunity for further explicit and profane music.

Censorship was even part of comic book history as demagogue rulings brought about the Comics Code Authority in which stories and graphic content would become a process of approval. Despite the CCA's rulings, Stan Lee published an Amazing Spider-Man story (#96) that touched upon drug-use, which was an issue the code had determined was unsuitable for comic book readers. It wasn't the first book to be distributed without approval as the Comics Code was simply a self-imposed entity without having an official political agenda, but the book was significant due to the superhero's popularity and as distribution circulated without approval, the Comics Code began to lose authority amongst creators.

The insight is really to promote valuable commodities, whether you agree or not about an issue and the works of Dr. Seuss cannot be undone from history.



# Go Bananas!



EMILY COLE  
ILLUSTRATED BY AGUS PRAJOGO

## Go Bananas!

The Savannah Bananas are a Coastal Plain League Baseball team in Georgia comprised of collegiate athletes and those still willing to play for an opportunity within the sport. I have noticed an incredible marketing strategy from them in recent years that coincides with much of my own interests and so I came across a childrens book that was available. Both a marketing strategy and a publishing venture for the owners, I was intrigued. I could not resist ordering a copy for myself. I read through immediately and thought about how special this childrens book was on a larger scale than the message from the writer for children. It's something for all of us to consider our differences and respect for others. It's definately something to read to your children in that it promotes an awareness to those whom are different and have physical handicaps as much as those that face challenges in other ways. A clever representation on all accounts and let's just say, "GO BANANAS!"

## NEXT: Heroes!

May will be a time to bring out some of those aspects of life in which inspired you to become bigger and better than you imagined for yourself. Who are your heroes? Some may be fantastic characters from a galaxy far, far away while others may be part of your real-world existence. We all have those we look up to as heroes! Overcoming life challenges is often the result of honoring those that we honor and consider ones that make the biggest impact. If you have a story to tell about someone something special that has been an influence and worthy of some heroic effect, send me a story to feature within this magazine. The most inspiring stories come from others that resonate within all of us and I want to expand this magazine to be inclusive to others as much as myself..Until then, enjoy Spring's blessings of new growth and live life to the fullest. Love and Wishes!

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