About Bob Sacks

By Bob Wolff

To organize a successful concert for a large number of people is not an easy task. The financial complexities alone tend to dampen anyone's enthusiasm. Add to the picture the stewards, the security guards, the liquor permit for the band shell, the concert promoters, the ticketing agents, and the customers who pay the bills. It is a wonder that any properly run advertising campaign will advertise the event in the first place. After all, there is a host of other events competing for attention. hurdles do an end run around the advertising department. I've had to face the fact that only certain kinds of events attract the attention of the campus community. It is a fact that the high rate of crime among our student population is due to the kind of social event occurring. In fact, the rate of crime seems to correlate directly with the number of students attending the event. However, whereas the number of crimes seems to correlate directly with the number of students attending the event, it is not the case that all events attract the criminal element. Whereas a rock concert attracts only the criminally-minded, a classical concert attracts only the socially elite and morally impeccable society of people.

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