

3 Rivers profits despite financial woes

BY CARRIE PHILLIPS
THE GAMECOCK

The 3 Rivers Music Festival was a financial success, despite worries that the festival might end in the red for the third year in a row. The festival met its financial goals for 2002.

"The 2002 3 Rivers Music Festival met its operating objectives," festival Chairman Fred Monk said. "It was an exhilarating event, and it also touched more than 120 local business and nonprofit organizations."

This year was financially crucial for the festival. If it hadn't made any money this year, it

wouldn't have had the funds to continue, and 2002 would have been its last year.

The preliminary numbers, released Tuesday, show that the festival made enough money, however, to plan for another installment in 2003. The final numbers won't be available until later this year, but tentative dates for next year's festival have already been set for April 4-6.

According to Ticketmaster and other reports, tickets for this year's festival were bought by residents of Alabama, California, Connecticut, Florida, Georgia, Illinois, Kentucky, Louisiana, Maryland, New Jersey, North Carolina, Ohio, Oregon,

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FRED MONK
FESTIVAL CHAIRMAN

Tennessee, Virginia and West Virginia. Between April 1-7, the festival's Web site received 273,813 hits, 60,000 hits more than the same period last year. More than 160 media representatives attended the event, and some traveled from as far away as Illinois and Ohio.

The festival played host to more than 80 bands over three days. It was held in the Vista and brought national acts such as OutKast, George Clinton and the Parliament Funkadelic, and Joan Jett.

The festival is run by the volunteer board of the Three Rivers Music and Heritage Foundation, a nonprofit organization organized to promote, preserve, perpetuate and encourage music, arts, culture and heritage indigenous to South Carolina.

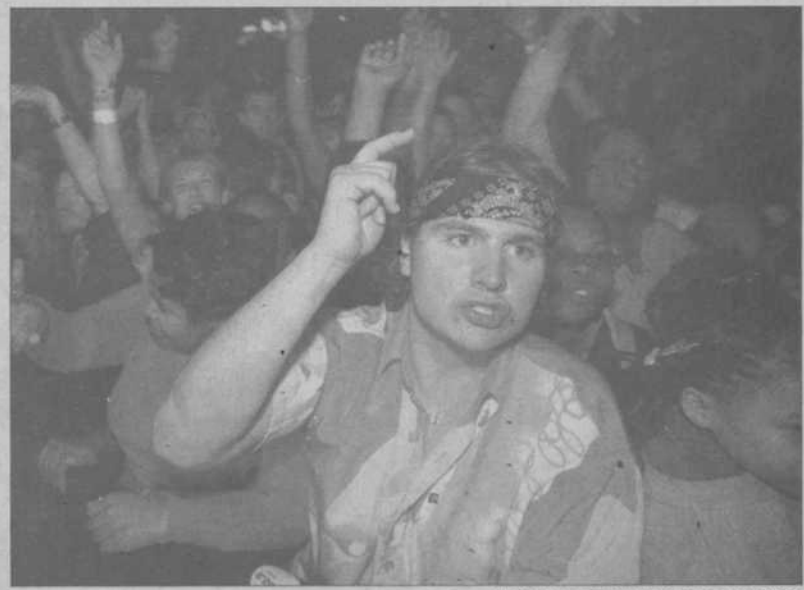


PHOTO BY AARON HARK/THE GAMECOCK

Crowds at 3 Rivers Music Festival this year packed in to see headlining act OutKast.

Comments on this story? E-mail gamecockmixeditor@hotmail.com

Banana

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tainment; she failed to get a coveted internship on Comedy Central's "The Daily Show."

But the disappointment hasn't hindered her. After graduating this May, she plans to return home and tend to the family cocoa farm. She might enroll in

classes at the Upright Citizens Brigade Theatre in New York City. She hopes to work in radio in a larger market and be a professional comedian.

Verbal Banana, which is coming off a two-week suspension for improper language this week, got its name from a similar situation.

"It was going to originally be Verbal Prostitution ... because, you know, you're prostituting your words and your views and

your ideas," Connolly said. "What you have to say, and then I was like — verbal prostitution — No! (It's) probably not good for the community, you know. I was thinking about the community."

"Banana oil means nonsense. So, Verbal Banana, and the funniest fruit is the banana."

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