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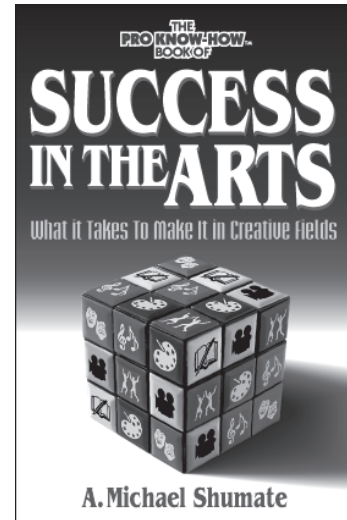


News Release

For Immediate Release

Humble Pie Meets Pie in the Sky

A new book, *Success in the Arts: What It Takes to Make It in Creative Fields*, by A. Michael Shumate cuts through the clutter and pretenses surrounding the arts. It has real-world counsel for anyone going into artistic careers: music, visual arts, drama, dance, film and writing.



Too many aspiring artist haven't got a clue what they are getting into. The most important thing they need to gain is not some particular artistic trick or insight, but an adjusted set of attitudes and expectations. "Without that, it's like going on the playing field without knowing all the rules," says Michael. "You'll get clobbered. It doesn't help that our society feeds us a constant diet of fable and fantasy about careers in the creative arts. That puts most new aspiring artists at a great disadvantage. And those careers are already hard enough."

This book also helps artists to answer several essential questions: Do you have enough talent? What do you need besides talent? How do you deal with criticism? How do you "get the breaks" in your field? What are common myths about creativity? What if you don't "make it?"

Success in the Arts addresses all this and much more in a straight-shooting and often humorous way. It can save an artist, musician, actor, etc., years of trial and error and help them avoid the most common pitfalls of creative careers.

Michael Shumate is a career graphic designer and illustrator and Professor of Graphic Design at St. Lawrence College. He's the son of an artist and a musician, husband to a music teacher, and father to more musicians, filmmakers, a writer, a fine woodworker and a photographer. The principles that Michael teaches in *Success in the Arts* apply equally to all of the arts.

Success in the Arts is available for \$10.95 in most bookstores, and online booksellers as well as through ElfstonePress.com.

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