

# Editorial COMMENTARY

by Tom Starland, Editor and Publisher

## It's Not Just a Numbers Game

The two important numbers this month are (45,000+) downloads of the March 2011 PDF and (89,000+) possible downloads in the form of (other) activity on our website.

The PDF downloads represent the "known" numbers we are sure of, the (other) represent the "unknown" but a pretty good guess.

I did some research looking back through previous months of our website stats and found that the (other) number was minimal to the numbers that started in Jan. 2011 - once we went totally online.

But besides these numbers - which are great, we want to make sure our supporters (advertisers) are also seeing an increase amount of activity too. So after you finish surfing through this massive issue (71 pages) - pick an advertiser near your area and let them know by e-mail or a call that you appreciate their support.

I think I've figured out who some of these new readers are or not. We've gotten an increased number of e-mails from people and businesses who want to help us get our website on the very top of Internet searches - which already happens in a lot of cases. So, if everyone of these folks have really checked our paper out and passed it on to at least one friend - they could amount to a fair number of visitors. We get at least ten of these e-mails a day.

I'm just amazed at how many of these Internet wizards are interested in getting *Carolina Arts* at the top of people's searches.

The real reason we're getting so many views is because people are sending the link of the PDF around to their e-mail lists and some of those people are forwarding it on to people on their e-mail lists and so on. Others are posting notices on their

Facebook pages and some are just finding out about us on the Internet.

Some call it social networking - I say people are just amazed at all that is going on in the visual art community of the Carolinas. Whatever it is - knock on wood - I hope it keeps up.

## Watercolors Everywhere

It seems now that Spring has arrived - people are breaking out their watercolors - at least to be exhibited.

The Caldwell Arts Council in Lenoir, NC, is presenting, *National Watercolor Society's 90th Annual Exhibition's Traveling Show*, on view from Apr. 1 through May 25, 2011. In conjunction with the NWS Show, two local members of NWS, Judy Rider and Kate Worm, will exhibit several of their works as well.

The Greenville Museum of Art in Greenville, NC, is presenting the *34th Annual Southern Watercolor Society Juried Exhibition*, on view from Apr. 10 through May 20, 2011. The exhibit will present selected works from the over 500 members from: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kansas, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

Members of the Eastern Region of the Watercolor Society of North Carolina will present the exhibit, *Gift of Spring: WSNC Eastern Region Exhibition*, on view from Apr. 1 - 29, 2011, at the Turnage Theater in Washington, NC.

Of course, the Greenville County Museum of Art in Greenville, SC, is showing works by Mary Whyte, one of SC's most gifted watercolor artists, on view through Sept. 18, 2011.

And, the Marion County Museum in

Marion, SC, will be hosting the traveling exhibit of the *2010 South Carolina Watermedia Society's Annual Members' Exhibition*, on view in April.

So, it seems that during the months of April and May, you have a number of opportunities to see selected watercolor works from national, regional and Carolina artists.

## East of I-95 in North Carolina

You may have noticed a few names not regularly mentioned in *Carolina Arts* or anywhere else for that matter in the previous section. Art exhibitions taking place in Eastern NC don't often get much press outside that region, much less in South Carolina, but we hope to be changing that.

We've done some research and reached out to some of the organizations there and in this issue we have at least four articles about exhibits taking place at the Arts Council of Wilson in Wilson; at the Mims Art Gallery at NC Wesleyan College in Rocky Mount; at The Arts Center in Kinston; and at Johnston Community College in Smithfield (maybe not east of I-95, but close enough to share the problem in getting publicity to a larger audience).

In our gallery listings we also have info about exhibits taking place in Manteo, Washington, Tarboro, Jacksonville, and New Bern.

As the word gets around - that we're interested at *Carolina Arts* - we hope to hear from more folks presenting visual art exhibitions in this part of North Carolina.

We're featuring works by Gérard Lange on our cover this month, a professor from the Department of Art & Design at Barton College in Wilson, NC. He has work being featured in two exhibits, one at the Wilson Arts Center featuring works by Barton professors and a solo exhibit at the The Mims Gallery at NC Wesleyan College in Rocky Mount, NC.

In a few months a lot of folks West of I-95 will be heading eastward toward the coast - in search of cooler breezes. We want to make sure they know where they can go see a good exhibit - once they've fried their

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skin at the beach or - heaven forbid - it rains.

Besides, we found there are some pretty interesting things being presented over there.

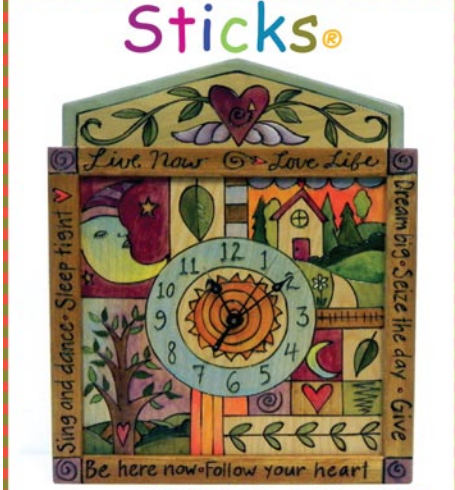
## We're Not a Non-Profit

Now, some people continue to ask me, "Why do you cover areas where you are not receiving support?" I ask myself that a lot too. Some think we're a non-profit.

The hope is that folks in those areas will eventually see the value in being included in *Carolina Arts* and being exposed to its growing readership and decide to join in supporting us with advertising - at rates that are pretty low. Even in these challenging times of reduced public funding - anyone should be able to afford our rates - even if just occasionally.

I hope history doesn't have to repeat itself. Back in 1997, when we first started *Carolina Arts* we distributed our paper in all the major areas of the Carolinas and in a lot of the smaller communities in between. After six months passed, we assessed where

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