

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

Summer is Over - Except for the Heat & Hurricanes

Yes, officially Summer is over. Children and teens are back in school - some have even gone off to college or university or returned, but the Summer heat will still be with many of us in the Carolinas and the threat of a visiting hurricane hangs over our heads for a few more months. As if we could take any more rain.

The end of Summer also marks the return of many non-profits and academic groups who offer art exhibitions in the Carolinas. There is no real "season" when it comes to the visual arts, but things do slow down some during the heat of Summer and cool of Winter. Most of us commercial folks have to keep on trucking as the rent or mortgage just keeps coming.

So we officially welcome back those who have the luxury of taking the Summer off. In other words - get back to work, the deadline is still the 24th of the month prior to when your exhibit starts.

Jones-Carter Gallery Brings Works by Pee Dee Native Son to Lake City, SC

In our continuing effort to show you that big things are happening in the Pee Dee area of South Carolina we bring you news of a major exhibition of works by Florence, SC, native William H. Johnson (1901-1970), coming to the Jones-Carter Gallery in Lake City, SC, beginning this month.

William H. Johnson: An American Modern will be on view at the Jones-Carter Gallery, a branch of the Community Museum Society, Inc., in Lake City, from Sept. 21 through Dec. 29, 2013. The Jones-Carter Gallery is the only South Carolina venue on the tour.

The exhibition was developed by Morgan State University and the Smithsonian Institution Traveling Exhibition Service (SITES). The exhibition is made possible through the generous support of the National Endowment for the Arts, the Henry Luce Foundation and Morgan State University Foundation Inc. Additional support is provided by Ford Motor Company Fund.

Works by Johnson are no stranger to the Pee Dee area since the Florence Museum has been committed to preserving the legacy of William H. Johnson's life and work through collections, exhibitions, research and educational programs. Their permanent collection currently includes five works by Johnson: two works on paper and three oil paintings, each representing distinct periods of the artist's development. But now that the Florence Museum has closed in preparation for its move into its new facility in early 2014 - this exhibit in Lake City is a major event for those who want to see works by this 20th century African-American artist.

And the news gets even better as we can announce that the Jones-Carter Gallery will have new hours when this exhibition opens. The gallery will now be open Tue. through Fri., from 10am to 6pm and Sat., from 11am to 5pm. So now many of us working class folks can make a weekend visit to Lake City to see this exhibit and many more cultural events being offered in the Pee Dee.

Not many cities the size of Lake City can boast having a facility that can satisfy the environmental and security requirements of a SITES exhibition. But, now Lake City can and that will mean a lot when it comes to the type of exhibits the Jones-Carter Gallery can present in the future.

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Facebook Revisited

After my pep talk on Social Networking last month - I have some good news and some bad news. Bad news first.

I guess my opinion on how valuable sharing posts on Facebook was lost on some, as our post that our August issue was ready to be downloaded received less shares than we got in July. (76 in July - 65 in August). And when we made individual posts about items that could be found in that issue - many of the folks we highlighted didn't even share the post about themselves. I'm keeping a mental list about those folks.

People - you have to share posts made about you or your events on other Facebook pages. It's not bragging - it's showing your followers that you're doing something that is getting attention on other pages. Get with the program.

OK - the good news is, and there is lots of it - more than the bad - that the post that our August issue was ready to be downloaded got 50 likes (40 in July), had 11 comments (5 in July), attracted 4,798 total views (4,408 in July), and brought in 121 new page likes (1416 at this writing and 1295 at the end of July). That's as many page likes that the Mint Museum's Facebook pages have. But still smaller than many other publications. We want more page likes.

And, we went over 122,000 downloads of the August issue compared to 76,000 in the same month in 2012. In the next two months those numbers will sky-rocket as the paper grows in pages and articles about exhibits taking place in the Carolinas as more publicity folks wake up from their Summer naps. More articles means more pages and more pages mean more downloads as the paper contains more info about more artists and exhibits.

Hilton Head Art Auction - Oct. 5, 2013

The Hilton Head Art Auction, which moved to Charleston in 2006 and continued as the Charleston Art Auction for seven years is moving back to Hilton

Head Island, SC, and will take place at the Art Center of Coastal Carolina on Oct. 5, 2013, with a preview from 10am-2pm and the auction beginning at 2pm.

For over thirteen years, Morris & Whiteside Auctions, LLC, headed up by Jack A. Morris, Jr., has produced premier fine art auctions on Hilton Head Island and in Charleston. Offering significant paintings, sculpture and vintage prints by deceased and contemporary masters of the South, the annual Fall event attracts an extensive database of proven collectors from throughout the United States.

You've still got time to receive an illustrated catalogue of items being offered by calling 843/842-4433. You can learn more about the auction by visiting (www.hiltonheadartauction.com).

I'm hoping to get down there to see how the folks on Hilton Head buy art at an auction. By then my September Social Security check will be in the bank - maybe I'll be able to make a bid or two - who knows.

And because the auction will be early in the afternoon - folks can come from Columbia, Charleston, or Savannah, GA, and still go home and sleep in their own beds or take a mini vacation and stay on Hilton Head and do some other shopping or head to your favorite beach bar.

The Numbers Game

I hope you, as a savvy reader of this commentary know that when I say we had over 122,000 downloads of our August 2013 issue of *Carolina Arts* - that doesn't mean that 122,000 people actually read the paper or even looked through it.

The stat folks at our server can only tell us the number of times the paper was downloaded - nothing else. Well, nothing worth much. They may be able to tell us what country the people are from, what browser they used or if the person is associated with a non-profit, educational facility, military, or a government spy agency.

What they can't tell me is if the person who downloaded a copy to their desktop, [continued on Page 23](#)



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171 King St. • Charleston • SC • 29401

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