

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

Something New for Carolina Arts

Well, if you haven't heard, *Carolina Arts* has had to suspend printing of the paper - due to a lack of "enough" advertising to support the paper being printed. Although some say the economy has recovered - we haven't seen it here or heard that many in the visual art community have seen it either.

Linda and I have put all of the resources we have available to us toward keeping the paper going, but we've reached a point where we just can't keep it up. We've dug a big hole for ourselves which will take some time getting out of - I'm looking for a part-time job, but we will still be keeping this paper going online.

We want to thank all the folks who have supported us throughout the years, those who are continuing to support us online, and the good folks at Tri-State Printing, our printer, who has stood by us during our struggles over the last years.

We hope to make it back to a printed version sometime, but for now and until advertisers line up in numbers which would make that possible - we're going to be operating online.

If there is anyone, any organization, any angel out there who would like to make a considerable or any contribution to help us out of that hole - we'd love to hear from you.

This is not the first time we have had to suspend printing in our 23 year history. We tried going on as if nothing happened after Hurricane Hugo hit the Charleston area in 1989, but within a few months we just had to stop - and it was almost a year later before we could print again. But, we came back stronger than ever.

Electronic Opportunities

Now, there is always a good side to everything. We know how much people have missed our color covers we did for almost three years before our recent economy took a nose dive, but the visual art community as a whole could

not continue to support that, but now, we will be able to go back to color - online. So, we're producing the paper in color - beyond the cover. As you'll soon notice.

Now, ads can be in color, we'll be adding color images to articles and at times adding some color graphics. Each month, we'll be learning more and more about what we're doing and discovering new ways to bring it to you. So change will be our motto for now.

Ads or website links in ads will be active - meaning you will be able to click on an ad or click on the blue URL offered in an ad and you will be taken to the advertisers website or blog. Articles from advertisers will have active links at the bottom of the article. Advertiser's gallery listings will also be in bold and have active links. These are all special services to our advertisers.

We'll also be driving people to our electronic version of the paper on our blogs, *Carolina Arts Unleashed* and *Carolina Arts News* - as well as on Facebook and Twitter. Of course that 127 character limit on Twitter will be a challenge for me.

The Suggestion Box is Open

When talking with people about our current situation and what we will be doing, we have gotten some really good suggestions about things we should offer or how we should present things - some we never would have thought of on our own. So, we want to encourage people to keep making suggestion on how we can present the best possible product to reach the most people. Linda and I are on a big learning journey - we don't know everything about what's possible and what new things are coming out of creative minds.

Electronic Prices

Producing the paper online also offers some benefits to our advertisers and those who

thought they couldn't afford to advertise at our old prices. Rates for advertising are quite reduced. Some folks will see their monthly bill for ads go down drastically, while others have jumped their ads up in size, while still paying less than they were. And, new advertisers have come on board as we reached out to folks who have been sending us press releases.

Check out our online rates on the website front page - under the heading Advertising.

Expanded Area of Coverage

Although for over 11 years we have been providing info online that we received by deadline, but couldn't fit in each issue or was from areas of the Carolinas we did not cover in the printed version of the paper - it will all be together now. And the good thing about the electronic version is that it is archived - where the printed papers - once read are usually headed for the trash. People to this day are still pulling up old articles about exhibits that took place in 1999 from our site. So most everything presented will have an afterlife.

Of course we have copies of every issue we ever printed and some libraries in both North and South Carolina have copies of the paper in their reference departments.

You may have noticed that this commentary is longer than most have been in the last couple of years - especially the last couple of months. You can see that as an advantage or disadvantage.

In this issue - in what might be considered a slow month - we're presenting 49 pages of info about exhibits taking place in the Carolinas, and of course the ads of our supporters. But I can tell you this - content way out paces the ads. During the scramble to pull this off, in the middle of the Holiday season, we just couldn't reach everyone who might have advertised and some just couldn't get an ad to us in time. The switch to color just isn't that easy. We apologize for that.

We have 23 pages of gallery listings, which could eventually reach 30 pages - if everyone presenting the visual arts in the Carolinas contacted us about their exhibits. This is the largest collection of that kind of info being presented anywhere in the Carolinas.

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Advertising Rates
Click here for advertising rates.

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To advertise all 843/825-3408.

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Glenna Goodacre *The Winner* Lifesize Bronze



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