

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

A New Hope

No, I'm not talking about the first *Star Wars* movie, I'm talking about *Carolina Arts*. I don't want to make my commentary about numbers on a regular basis, but I think something happened last month that is noteworthy.

As of this writing, in February 2011, more than 19,582 people downloaded the entire PDF of the Feb. issue of *Carolina Arts* compared to just under 9,000 that downloaded the Jan. issue - in Jan. And, most of them were from the Carolinas.

How did this happen? Mostly with a little help from our friends - who spread the link for the download to their e-mail lists and on social media. They wanted others in their region to see their ads and articles in the paper. After all, people who are featured in the paper have as much a vested interest in as many people seeing the paper as we do at *Carolina Arts*. So, why shouldn't they spread it around through their e-mail lists and on their Facebook pages - the more who see the paper the better for those who are in it.

We've been told our new PDF format makes spreading the paper around very easy and those who receive it enjoyed seeing it - many for the first time. In fact they liked it so much over 5,584 downloaded the Jan. issue in Feb. and gave it a look too.

Some say we are underestimating the number of people seeing the paper by just counting downloads, but I'm very happy with these numbers. I also want to remind folks that even though this is great exposure for our advertisers - they still need to hear from people directly - in one way or another that you appreciated their support for our paper.

And, a big thanks to all those who are spreading the paper around. You have

made an old paperboy amazed at how one copy of a paper can be read by so many people - all over the Carolinas and beyond.

New Art Book by Mary Whyte

You long time readers may have noticed that one of Mary Whyte's images has graced our cover - in full color once again. The University of South Carolina Press in Columbia, SC, has released a new art book entitled, *Working South: Paintings and Sketches by Mary Whyte*. The book offers 128 pages with 55 color and 6 black and white illustrations of hard working everyday Southerners who make their world go 'round with sweat, skill and spirit.

These are not the kind of folks you'll see in TV or magazine advertisements, but you'll probably see them walking around your local Walmart - they're real people.

I received a copy of the book from USC Press and it is outstanding. Great to look at and to read without having to get too involved at any one time. Since my spare time is limited, I like a book that I can spend a few minutes with - here and there. Any Whyte has a story to go with each image.

Whyte is a gifted watercolorist - perhaps one of SC's best of all time in capturing the inner spirit of regular people and this book really shows off her talents. She's a good recorder of events also.

Works from this book will be on view at the Greenville County Museum of Art in Greenville, SC, from Mar. 9 through Sept. 18, 2011, and then at the Gibbes Museum of Art, from May 4 through Sept. 9, 2012, which will be one of the Gibbes' presentations for the Spoleto Festival USA that year. The exhibit will also be on view in Georgia and Virginia.

I was disappointed that there were no

venues scheduled in North Carolina, but I hope it finds its way there some day. Of course we'll be happy to have you folks in NC come see her show here in SC. Or, you could buy the book.

Some Winners and Losers

The SC Arts Commission Board announced the 2011 Elizabeth O'Neill Verner Governor's Awards for the Arts, the highest honor the state presents in the arts. Established in 1972, the annual awards recognize outstanding achievement and contributions to the arts in SC.

This year's recipients are: **Lifetime Achievement**, C. Thomas (Tommy) Wyche, Greenville; **Lifetime Achievement**, Mary Jackson, Johns Island; **Artist**, Heidi Darr-Hope, Columbia; **Arts in Education**, Terry K. Hunter, Orangeburg; **Business**, Carolina First Bank, Greenville; **Business**, Nina Liu & Friends Gallery, Charleston; **Individual**, Steven Rosenberg, Charleston; **Organization**, Carolina Youth Symphony, Greenville; **Leadership Award**, Linda C. Stern, Columbia.

The first thing I'll say is - Charleston, Columbia, Greenville - the big three in SC - it's where the power lies. And, second - what, no award for our new governor?

The fact that these awards exist at all make us think - are these the most deserving people and businesses to receive statewide recognition? Do you know who these people are and have you heard of them before? And, why not me? I'm not talking about me - we all know why I would never get one of these, unless they create a new category - Best Gadget.

I think it will help if you think of these awards as regional awards for people who have had some impact in their region. Very few would or could have a statewide impact.

To me, I always like some and just shake my head about others that seem to be self-serving to the Arts Commission. But then, I shake my head a lot when it comes to most awards - the recent Grammy Awards made me feel sick and old.

Arcade Fire - Yes - what the hell! What the hell indeed.

Oh! - That O. Winston Link

The Reynolda House Museum of American Art in Winston-Salem, NC, is presenting the exhibit, *Trains that Passed in the Night: The Photographs of O. Winston Link*, on view in the Mary and Charlie Babcock Wing Gallery through June 19, 2011. The exhibit is drawn from the collection of Link's former assistant and agent Thomas Garver.

Almost twelve years ago, we ran an article in our July 1999 issue of *Carolina Arts* about a similar exhibit produced by Garver for the Gibbes Museum of Art in Charleston, SC. It was just the second month when we started presenting articles from *Carolina Arts* on the Internet on our new website.

That article was so popular we later did a Special Feature about O. Winston Link and then after that we made another link

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Mike Smith - "Chickens" - Serigraph

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Glenna Goodacre *The Winner* Lifesize Bronze



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