

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

Who Is The Download King?

After we set a surprisingly new record of 112,795 downloads of our April 2012 issue of *Carolina Arts* I wondered if our May 2012 issue - our largest ever with 82 pages - would be able to knock that April issue off its mountain top as the King of the Downloads.

By May 13, the May issue had 103,921 downloads. That's 3,685 more than the April issue in the same amount of days. I thought the race was on. And, then the May issue hit the mid-month doldrums where days were going by without more than 20 or 30 downloads.

During the past year and a half the pattern of downloads has been that the bulk of them come in the first ten days and then there is a sharp drop off. The April 2011 issue was the first issue to break that pattern seeing good download numbers all month long. So it seemed that the May 2012 issue was back to that pattern.

On May 23, 2012, I received an e-mail from the Arts Council of Carteret County, based in Morehead City, NC, which was showing me that they were re-sending out the notice to their e-mail list that we sent out at the beginning of the month (that the new issue of the paper was ready). My first thought was - "better late than never".

They were about 20 days later than most everyone else who helps us promote *Carolina Arts*, but I'm so glad they were late this month and here's why. If anyone wants to know the impact one e-mail re-send can do, here's a week's view of our downloads.

Sunday, May 20 - 8
Monday, May 21 - 183
Tuesday, May 22 - 231
Wednesday, May 23 - 4,783
Thursday, May 24 - 2,821
Friday, May 25 - 346

Saturday, May 26 - 12

This clearly shows that the Arts Council of Carteret County reached out and introduced our May 2012 issue to 7,000 people. Now I don't know how big their e-mail list is, but the impact of one e-mail blast rippled over and over to reach that many people. From a Wednesday e-mail that hit 4,783 downloads to a drop off to 12 by Saturday.

I've been working on reporting more about what's going on in Eastern North Carolina - with some success and a bit of frustration that we're still not hearing from folks there on a regular basis, but here is proof that I'm on the right track.

Now unfortunately for Colin Quashie whose art work was featured on our April 2012 cover - which I feel was responsible for such a jump in downloads - a 20,000 jump - the good folks at the Arts Council of Carteret County may be the reason that April 2012 will no longer be the King of Downloads.

Our May 2012 issue has received, as of this writing, 121,734 downloads - almost 9,000 more than April.

Size Matters

I also wondered last month if more downloads would come with a bigger issue. A bigger issue means more artists and art groups are featured - casting a larger net to bring in viewers. I think it's true that size matters - although some folks say differently.

50 Years of Studio Glass in the Carolinas

2012 is the 50th anniversary of the American Studio Glass Movement and we have several articles about exhibits celebrating that milestone and a special feature about glass exhibits in the Carolinas on Pages 23

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