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Editorial Commentary

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page.
I can't Share everything that is sent to me. I would have people de-friending me left and right. There are limits on how many posts and Shares you can offer your followers, but I'm sure everyone can take a few more informative posts and less cats saying funny things.

What About Twitter?

You got me. I'm still trying to figure out Twitter. I've linked it to my blogs so that everything I offer there is posted on Twitter, but it's all still fuzzy to me and less people I know in the visual art community use Twitter. And as far as the other social media networks go - I'm overloaded at this point.

Outing The Slackers

While we're talking about marketing visual art exhibitions I've been thinking about outing some arts organization who receive taxpayer funding from state arts agencies, but don't make any effort to market their visual art offerings to those state taxpayers.

Let's take South Carolina, an area I'm more familiar with. Many non-profit visual art organizations and visual art venues receive funding from the SC Arts Commission. That money comes from SC taxpayers and US taxpayers - through funding from the National Endowment for the Arts.

Now I'm not saying I want to see these folks advertising their exhibits in *Carolina Arts* - that's up to them and it wouldn't be justified for many, but they should take advantage of the free service we offer these folks to send us press releases and photos about their exhibits and the gallery listings we offer. We'd be a lot better off if everyone included in our paper were paying us to be there, but we never expected that from the beginning. But all these folks taking government funding should be required to promote their shows through all the free media venues offered throughout the state.

Many of these folks don't seem to be sending info about their exhibits to anyone, since I don't see them anywhere - not even on some of their own websites. Of course many don't have active websites where they can update info. They've lost the passwords in staff turnovers or never learned how to work their own site and can't afford to pay others to update them.

Even with the free opportunities offered by social networks - many of these folks either don't know how to use them or just don't make the effort. I'm not sure why state-wide funding is going to groups who only seem to service small communities. But, it's not just small communities who are bad at or too lazy to market their exhibitions.

Artists selected for these exhibits may feel glad for the exposure, but they should be mad that these venues don't market these exhibits. I have to warn many artists who tell me about upcoming show at certain venues that they better not count on these folks to market the exhibits. Some learn the hard way by waiting until it is too late to learn this sorry fact. And, that includes some major art museums.

I put most of the blame on the Arts Commission for giving funding to groups who are under-staffed, under-trained, and under-funded to function as a first rate operation. Marketing should be required in order to receive funding. They should be taking a closer look at organization's boards and if they have an active volunteer network to see what they are contributing to the organization.

Now this just isn't a problem in South Carolina, but SC is a poster child for what's wrong with state funding for the arts. They say differently, but I see the results in a lack of marketing skills by SC visual arts organizations, and the Commission has done little of nothing about this problem. They're too focused on keeping the agency alive - year after year as the Tea Party slowly takes over SC's government.

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So what am I talking about when I say outing the slackers? I'm talking about publishing a list - at least once a year and maybe twice a year - of the folks who make no effort at marketing their exhibitions which are being funded by taxpayer money.

How difficult would it be to keep off this list? It's very easy. Start marketing your exhibits. Sending just the bare facts out to an e-mail list of media outlets isn't that hard. If you're already sending out info to local media - how much effort will it take to add a few more e-mail addresses to your e-mail list? Not much.

And I'm not talking about making a post on Facebook a few days before your exhibit opens. I'm talking about sending out a press release to the media of the state, where your funding is coming from, including print, radio, and TV.

The SC Arts Commission has Arts Daily and The HUB, which offers info about art events and announces events on ETVRadio, but many groups who receive funding don't even use it. While at the same time folks in NC don't mind using it if SC's group won't.

I've spent time trying to get some of these groups who present very interesting exhibits to send us info to include in our paper, but time after time when promises are made - results never come. Some of this is because once you've made contact with a person - they have left that position or have been replaced.

It's a sorry situation and soon - very soon you may be seeing a list of Marketing Slackers in the Carolina visual art community. This is a warning - spread the word - make the effort and stay off that list.

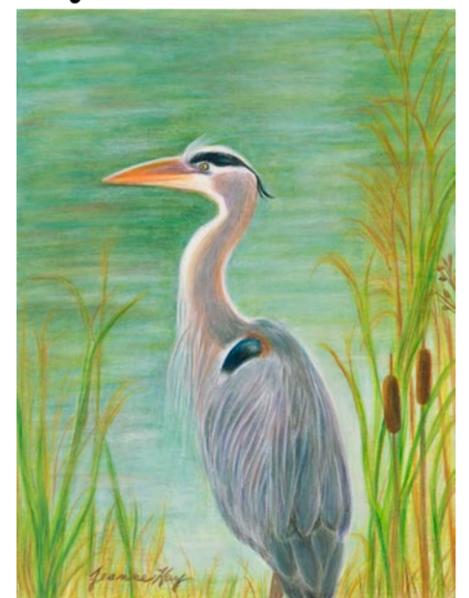
Charleston Artist Guild in Charleston, SC, Features Works by Jeanne Juhos

The Charleston Artist Guild in Charleston, SC, will present *Moments of Nature*, featuring an exhibit of paintings by Jeanne Juhos, on view in the Guild Gallery, from Aug. 1 - 31, 2013. A reception will be held on Aug. 2, from 5-8pm.

Juhos enjoys working in watercolor, acrylic, oil, and colored pencils. "Art is an activity I've enjoyed ever since I was old enough to hold a crayon" After a long career in teaching, she now has the time to pursue her art. As Juhos continues to advance her art she has participated in local workshops with artists Roxann Lewis, Carolyn Epperly, Anne Hightower- Patterson, and Susan Sarback.

Growing up in Northern Ohio, Juhos was greatly influenced by her mother, a teacher and nature lover. "Nature is often an inspiration for my paintings. As an avid bird watcher and nature enthusiast, I often take my camera when walking or spending time outdoors." Juhos finds inspiration in both the tiny details and the magnificence of nature.

Visit the Charleston Artist Guild Gallery and get a glimpse of the wonder and beauty



Work by Jeanne Juhos

of the earth and the amazing creatures that inhabit it as Juhos sees it.

For more info check our SC Institutional Gallery listings, call 843/722-2454 or visit (www.charlestonartistguild.com).
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