

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

Show Some Love to Our Supporters

February is the month of love - so how about showing some love to our advertising supporters who need to hear that you are seeing their ads, visiting their websites, and maybe buying art from them.

Take Stan Cheren, a potter who advertises his business Sierra Terra Cotta, located in Chapel Hill, NC. He's been supporting *Carolina Arts* and hasn't heard much from our readers who have surely seen his ads in our issues. Click on his ad on Page 13 to go to his website or check out this video made in his studio (<http://www.sierraterracotta.com/pages/how-we-work-a-studio-video>).

Maggie and Freeman Jones of Turtle Island Pottery have advertised with us in the past and have started again. See their ad on Page 23. They plan on doing less shows this year and staying close to home so they would like to see more people visit them at their studio/gallery in Old Fort, NC. You can click on their ad to go to their website or if you can wait to give them a "Thank You" visit - click here at (www.turtleislandpottery.com).

Like every other advertiser in this issue and any of our other issues they would like to see some results for their support they give us - which enables us do this publication. Believe me - as much as we enjoy doing this publication, if we didn't have paid advertising - we wouldn't do it - we couldn't do it.

And by results, they would first like to see someone who saw their ad buy something that they are offering. If you can't do that, they would at least like to know you checked out what they have to offer in person or at least online.

Now from day one I have always said that we would never be a, "You Pay, You Play", publication. Those are the publications that only include those people who

pay for content in a publication with their paid ad. No paid ad - you don't exist. Oh they might include a few non-profit groups and write off their coverage as a donation, but the only people they are interested in you reading about are the folks who pay for that coverage. Sure we'd love it if everyone included in each issue was supporting us, and I'm sure the "You Pay, You Play", model is a better business plan, but I've always felt that it makes a more interesting publication by providing as much info to the readers as possible. I couldn't imagine covering the same people over and over and covering just them.

Everyone in the Carolinas that sends us their info about their exhibits by deadline each month gets in. It's that simple and we have some folks who take advantage of that offer every month like clockwork. But all those folks who are not advertising supporters owe those who do advertise a BIG Thanks. They make the publication possible. And they deserve some results.

So all you folks who read *Carolina Arts* to find out what's going on each month, you gallery owners and artists who get your exhibits covered each month, you non-profit organizations who have your exhibits included, you universities, colleges and students who get coverage - I'm talking to you. Show your support for what we do by showing some support for the folks who make it all possible. Show them some love - better yet show them your money.

And, for you folks who read this and thought - gee, I thought they won the lottery a few years back and that's why they could afford to do a visual arts publication or that the government was sending us a big check each month to produce this publication - my thought is - gee, I thought people were smarter than that. Hey, maybe I should buy a lottery ticket each month.

Don't forget about our website:

www.carolinaarts.com



You can find [past issues](#) all the way back to August 2004!

You can find [past articles](#) all the way back to June 1999

Also don't forget about our two blogs:

[Carolina Arts Unleashed](#)

[Carolina Arts News](#)

Send us your email address to be added to our list to receive notice of each monthly issue.

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