

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

Our Queen is Dead, Long Live the Queen

No Queen has died or been hurt in the constant competition to be our Facebook Queen or King of the *Carolina Arts* Facebook page. Our new Queen is Susan Lenz of Columbia, SC, who has taken the crown by a record number of page views, 16,959, from Kristi Ryba, of Charleston, SC, our second Facebook Queen since July 2017. And, our first Facebook Queen was Wan Marsh of Charlotte, NC. No one has come close to becoming our Facebook King.

Did you hear that guys? No male artists have come close to becoming our Facebook King. At least not yet.

Up until Lenz came along our most popular cover came from a group cover of works by several different potters from the Seagrove, NC, area including works from both men and women. But that total was 9,223 and Lenz just blew that away in one day. And a crown can't be shared by a group.

Up until last month I didn't think that Ryba's crown was ever going to be taken and taken in such a big way, but it did, so all things are possible. But I don't know what kind of cover might do that or what artists living in the Carolinas could pull it off. Susan Lenz is well traveled in the Carolinas, has several popular blogs, and is well known outside the Carolinas. The *Carolina Arts* Facebook page is open to people all over the United States and beyond. Lenz also does a lot of art residencies and exhibitions around the country. And, she is well known in some very big Facebook groups.

So, it is good to remember that being popular and well connected on social media can also influence and reach more people about your art, maybe even boost the numbers for an artist to wear our crown.

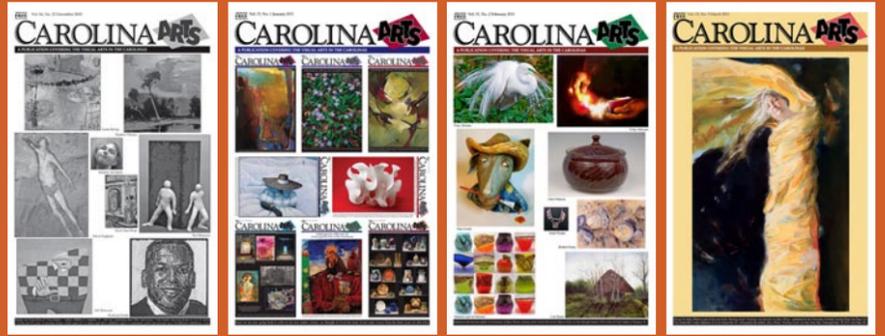
Now I hope people don't think that other covers we have had were not that good, for the most part I select those covers under a fairly complicated process, and a few I just wanted to have. We've had some great covers that didn't for some reason attract a lot of views on our Facebook page, for one reason or another - some it was the time of the year and others had to compete for attention during major holidays. If I knew what made a popular cover I'd select them all the time, but I also pick some that I know wouldn't be that popular just for the sake that art isn't meant to be popular all the time. And, don't get me wrong, there have been covers that I didn't like at all, but in an effort to be well rounded, they are selected from time to time. You should know that if it was solely up to me they would be abstract works, one after another. And, by some of the same artists, over and over. But then that would be dull.

It should also be mentioned that Susan Lenz is a supporter of Carolina Arts. Her company is Mouse House, Inc. in Columbia, SC, and is also a framing business that has advertised with us for well over a decade. If our cover selection was influenced by our supporters, she would have been on the cover long before this and probably several times by now, but *Carolina Arts* has never been a "You Pay, You Play" publication. Our supporters are always at the top of our list - any and all lists, but we've had many more covers by artists that represent galleries or art venues who have never spent one dime with us. We don't roll that way. Other publications work that way - we don't. Our covers are not for sale. Our heading on every issue of our publication has stated that since 1987, "Absolutely FREE, You Can't Buy It".

So, our hat goes off to Susan Lenz on [continued on Page 6](#)

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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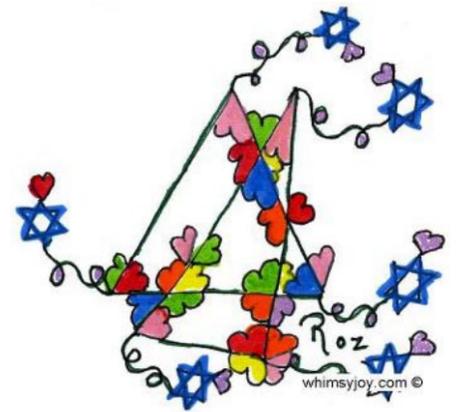
Mogen David - Flying Kites

"I have lots of Kites.
They are filled with Stars and Hearts"...

"I feel so Happy when I am in the Sky above."
"This way, I can share my love."

If You want to fly with Me, Catch a Star
and We will See,

Which Way the Wind takes Us around,
Up and Down, all over Town.



"Flower in Motion"

Images are available on:

- Prints
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- Calendars
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