



Spotlight

Scene Spotlight highlights events advertised in this issue.

Plaza Classic Film Festival — The World's Largest Classic Film Festival is **Aug. 5-15** in the Plaza Theatre. **Page 2.**

Cirque du Soleil: 'Alegria' — The legendary performance troupe's internationally acclaimed production is **Dec. 1-5** at the Don Haskins Center. **Page 9.**

El Paso Convention and Performing Arts Center — Jazz On The Rocks **through Sept. 12**, Viva! El Paso **through Aug. 14** and Movies in the Canyon **Aug. 20-Sept. 25** in McKelligon Canyon; Fresco! Fridays **through Sept. 10** at Arts Festival Plaza; Disney Live! is **Sept. 17-19**. Season tickets available for 2010-2011 Broadway in El Paso series. **Page 52.**

Lancers Club — Dinner Fundraiser and silent auction with Chef Sara Horowitz (**Aug. 5**) on the Westside. **Page 30.**

El Paso Art Association exhibits — "Because I Want To" runs **July 31-Aug. 21** in the Crossland Gallery; "Figuratively Speaking II" opens **Aug. 6** in the Sunland Art Gallery; Arts International 2010 is **Sept. 25-Oct. 17** at Union Station. **Page 35.**

Hal Marcus Studio and Gallery — Showing **Aug. 5-Nov. 5**: "Drawing: The Essence of Art" group exhibit. Opening reception is **Aug. 5**. **Page 38.**

'The Clown Who Ran Away' — El Paso Playhouse presents Conrad Seiler's family comedy **Aug. 6-21**. **Page 6.**

El Paso Conservatory of Dance — "Nutcracker" auditions are **Aug. 11**; fall semester begins **Aug. 30**. **Page 11.**

Sasahara Gallery — "Meet The Artist" reception **Aug. 14**. The gallery's Humane Society Benefit is **Sept. 11**. **Page 13.**

Thunder from Down Under — Sunland Park Racetrack and Casino hosts the male dancers from Las Vegas **Aug. 18** in the Signature Showroom. **Page 7.**

Shakespeare in the Park — Shakespeare on the Rocks presents "Othello" (**Aug. 20 and 28**); "Twelfth Night" (**Aug. 21 and 29**) and "Romeo and Juliet" (**Aug. 22 and 27**) at the Chamizal National Memorial. **Page 51.**

Guitar Camp — Camp for ages 9-17 runs through August at Mike's Music. **Page 6.**

Stanlee and Gerald Ruben Center — Showing **Aug. 26-Dec. 11**: "Contra Flujo: Independence and Revolution." Opening reception is **Aug. 26**. **Page 21.**

LYNX Exhibits — Showing **through Sept. 5**: "Color Play, Exploring the Art and Science of Color." **Page 42.**

Farmer's Market at Ardivino's Desert Crossing — The market continues Saturdays through mid-October. **Page 13.**

El Paso Zoo — The new giraffe and zebra exhibits are now open as part of the zoo's Africa section. **Page 28.**

San Elizario Art District — The new art district on Main Street in San Elizario features studios and galleries of professional regional artists. **Page 26.**

'CreArte' classes — Teresa Fernandez Art Academy and Studio hosts classes for youth and adults. **Page 24.**

'Spotlight 2010' Gala — Border AIDS Partnership's musical gala is **Oct. 2** at UTEP's Magoffin Auditorium. **Page 15.**

Lola Production events — "Bombay Bellywood" dance (**Oct. 6**), Tango Buenos Aires (**Jan. 9**) and Ladysmith Black Mambazo with guest Lionel Loueke (**Feb. 6**), at UTEP's Magoffin Auditorium. **Page 52.**

Southern New Mexico

Fort Stanton Live! — The annual celebration of living history is **Aug. 6-8** at Fort Stanton, northeast of Ruidoso. **Page 38.**

Silver City Mainstreet events — "First Fridays" Street Dance (**Aug. 6**) and Downtown Gateway arch dedication (**Sept. 3**); San Vicente Artists "Labor of Love" Art Fair (**Sept. 4-5**) in the Silco Theater; Gem and Mineral Show (**Sept. 4-5**); Silver City Farmers Market every Saturday. **Page 16.**

Harvest Wine Festival — The New Mexico Wine Growers Association presents its Labor Day Weekend festival **Sept. 4-6** at the Southern New Mexico State Fairgrounds, Las Cruces. **Page 17.**

Cottonwood Festival — The 20th annual arts and craft festival is **Sept. 4-6** in Alameda Park in Alamogordo. **Page 39.**

Ski Run Road Challenge — The 3rd annual race with the highest finish in New Mexico is **Oct. 17** at the Eagle Creek Sports Complex in Ruidoso. **Page 37.**

The other day I asked our internet service provider, Phidev Inc., to update me on how much traffic the El Paso Scene website was getting. It surprised me to find out that epscene.com is getting about 500 unique visitors day and over 800 page views.

That adds up to roughly 15,000 visitors a month (undoubtedly many of those are repeat visitors) and 24,000 page views.

The print version still has a big lead — we print 40,000 copies a month, and with some copies being shared with others, that means it's reaching anywhere from 50,000 to 100,000 readers. Assuming that at least one person looks at each page of each copy printed, that would add up to over 2 million page views per issue.

Nevertheless, the digital audience clearly is increasing.

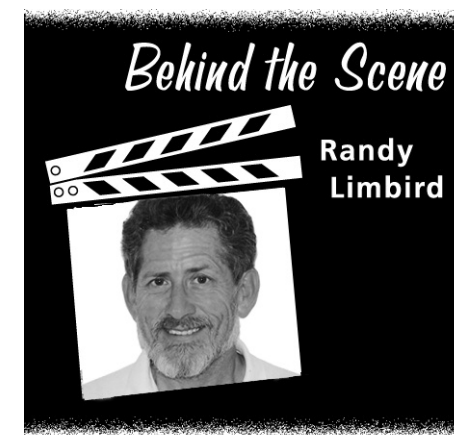
For example, last December we began using a service (www.scribd.com) that turns each edition of the Scene into an easy-to-read online magazine. We get 1,500 to 2,000 views of that version each month.

We also send out a weekly email digest of events to about 1,200 subscribers each month (you can sign up by going to epscene.com/newsletter.php). We even started a Facebook page recently, and now have over 100 fans.

A lot of our page hits come from search engines. Someone "googles" an event and up pops an online listing from epscene.com. The downside of this is that people often call El Paso Scene to ask for more information about the event, because they assume we are connected with it.

Our website is an accurate reflection of what we print, and the listings are slightly more comprehensive because we don't have to cut anything to fit a particular space, like we do in the printed version. But we often get calls from people who submit an item and expect to see it appear instantly on our website. We have to explain that we only update the website based on what has already been published in the paper.

The weekly email newsletter is the one aspect of our "digital" operations that



gets the most response. Since it only goes out to people who request it, the readership is loyal and regular. We get a few requests asking for items to be included specifically in the weekly email, often from people who failed to submit the item in time for our monthly publication.

Most of the time we have to say no — mainly because the "we" I'm using here is just me, and I don't have time to be constantly updating these things. I do try to fix any mistakes that ran in the printed version if someone calls, so at least the web and email listings are corrected.

Also, I like to keep the email newsletter to a reasonable length, so it's limited to items that have a broader appeal.

Although I'm sure the Internet readership of the Scene will continue to grow, it's hard to know if it will eclipse or replace the printed version in the near future (i.e., my working life — after that, it's someone else's problem!). Most people still like the convenience of browsing through the paper.

Economically, the local market for Internet advertising is still iffy. I've never had a client approach me about advertising on the website. Other media are chasing web revenue to make up for losses in traditional advertising, but so far the Scene has held steady.

For right now, the Scene will keep trying to make its Internet presence a helpful supplement to our printed product. But this old dog may still have to learn some new tricks before he retires!



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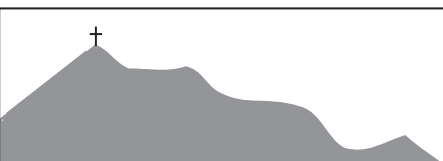
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