Gualala Arts Publicity Request

Now that you've planned your event, we want to promote it on our Gualala Arts website, in our monthly "Sketches" and in local news outlets. Other Arts organizations also pull information and images from our websites for calendars and publications, so we like to get the information published as soon as the exhibit or event is under contract. *We need the following information all together at the same time.*   Please write your artist statement in the third person and **name image jpegs with your name, title of the piece and exhibit (ex: Jackson_Bells_Festival.jpeg)**. Thank you!

Required Information

Name_____

Contact info: phone/email_____

Type of event, check one: ___Event   ___Exhibit   ___Workshop

Event Title_____

Name of performer/artist/instructor_____

Day/Date/Time_____

Location_____

Cost _____

Short event description (50-100 words). Include website link if desired.

Long event description (300-600 words)

Bio: 200-300 words about the artist or instructor

4 jpg Images (minimum)
Please **replace camera numbers with names** for images as noted above. If you would like to acknowledge photographers or include captions, provide name and caption with each image name.

Image name/photographer/caption
(example: 1. Redwood_Tree.jpg / by David "Sus" Susalla / Tree in front of Arts Center.

How to submit content for your publicity

Reminder: Please submit all text, images, and applicable forms at one time.
No referrals to websites or google for Gualala Arts staff to research and write
your content.

Text: Microsoft Word file via email. Please do not type anything in ALL CAPS—no
titles, headlines, anything. (Our formats require retyping).
Images: jpg files, 3 to 5 if possible with a minimum of 2 landscape orientation and 2
portrait orienation, with image names (not camera numbers), image size 2100 pixels
on the longest edge (5x7, 300 dpi). Larger is fine, smaller may not look good in print.
Some horizontal, some vertical is good. If you would like to credit photographer or
have captions, please submit in Word file. Include jpg name with caption and
photographer so we know what goes with what.
General submission deadline: Within one week of event approval.
Sketches deadline: First of month prior to month of issue (for example: January 1 for
February issue)

Also submit, if applicable:
Completed Call to Artists Registration form **(Template available on website under**
Call to Artist/How to Propose and Exhibit)
Materials fee
Materials list

Posters/Programs
8.5 x 11" posters will be created in color using a GA template. GA will print 25 posters
at no charge. Additional copies are 25 cents a copy. Event group will distribute. If
group prefers to create their poster, please check the release below:

___ Group will design their own poster with appropriate GA logos. Approval required
from GA before distribution of posters.