



AMERICAN TAPESTRY ALLIANCE

Theme Coordinator Job Description

The Theme Coordinator (TC) is of great assistance to the success of each *Tapestry Topics* (TT) newsletter. The time commitment is less than 1-3 hours a month. Access to the internet and reliable e-mail communication is crucial.

The TC can team up with a friend/colleague to help explore a theme. Themes can encompass more than one issue when the topic has great breadth or has a large number of interested authors. The TT editor (TTE) will solicit approval by the ATA board for topics that span more than one issue.

Essential duties:

- TC suggests or selects a newsletter theme to the TTE to be approved and scheduled.
- TC and TTE agree upon the schedule and deadline(s). The standard TT deadlines are published on the guideline sheet.
- TC provides a short bio and photo/digital image (headshot) to TTE and approves the publishing of their information/contact e-mail in TT.
- TC solicits authors. Articles can be written by individuals outside of the ATA membership including scholars, gallery owners, art collectors, etc. ATA does not pay for submissions at this time.
- TC shares the **Tapestry Topics Guidelines** (submission guideline document) with authors and confirms each author's understanding of the guidelines.
- TC requests digital photos with captions be submitted as described in the guidelines.
- TC communicates article progress to TTE on a regular basis. The TTE is always available to troubleshoot and help in any way.
- TC receives articles, images, and image caption information from authors.
- TC reviews documents and files to ensure they meet guidelines.
- TC composes a short introduction to the theme.
- TC submits all theme related articles/images/caption information to TTE by the agreed deadline.

Communication chain:

The TC typically communicates information directly to the TTE via e-mail. It is not necessary to request approval or include the TTE in communication with article authors during solicitation process or general communication. The TC is encouraged to use the TTE and other ATA volunteers as resources, but is not required to seek step-by-step approval.

Note:

The TTE will always try to include "late breaking news" or special articles that are submitted after the deadline in their intended theme issue. When this is not possible, the article will be published in a future issue. The TTE will not reject submitted articles based on missed deadlines.

Tapestry Topics Guidelines

Deadlines:

January 15/Spring Issue
April 1/Summer Issue
July 15/Fall Issue
October 1/Winter Issue

Articles:

The maximum length is 2,000 words; most articles are closer to 1,000. An e-mail or phone call to the editor at any stage of the writing is welcomed and advisable if you are unsure about fitting the guidelines. Contact Julie Barnes at ATA_julie@msn.com.

Format:

Text should be submitted as an MS Word document (preferable) or rich text. Reference material should be documented in a bibliography; do not use footnotes. Align titles and text body to left margin. Use only standard formatting; no section breaks, bullets, or other formatting.

Content:

Provide an informative account that is easily read and accurate. All articles will be subject to editing for size requirements and clarity. Quotations should be within the text body, not as epigraphs, because of the tight space restrictions of a newsletter.

Reviews:

Exhibition reviews should describe the show with insight and critical observations. The review should present a clear picture of the viewer/visitor experience. Give accurate information about the gallery -- include name and location. Share exhibit details like number of artists, number of pieces, general size of work, and a general descriptive sense of the style and character of the work (Example: pictorial, geometric, traditional in weave structure, embellished, etc.). Ask yourself, "What strikes the viewer most?" In the process of visiting the exhibit, make sure to thank the gallery staff, especially the owner if available, for having the show and mention to them that the exhibit is being reviewed for *Tapestry Topics*. Find out if they have many fiber exhibits and how the public responds.

Images:

There is a photo limit of 5 images unless arrangements are made with the editor. Scanned images should be at 300 dpi or approximately 1,100 pixels in largest dimension. Send as JPEG file labeled with your last name and title of work. Photographs **must** be in color.

Captions:

Email a caption list of submitted images, and include your last name and captions (Barnes Captions) in the subject line. If a CD is sent, include a caption list. All captions should use the following format. List in the following order:

First & Last name, TITLE, height x width, date

Include and any other commentary such as materials and photographer (if not the artist).

Send to: Julie Barnes, Newsletter Editor at ATA_julie@msn.com. If necessary, mail photographs or articles on a CD to: Julie Barnes, 2485 Heights Dr., Ferndale, WA 98248.