

CHAPTER NEWS

Art Avenue has been redesigned to read and look more like a national magazine than a newsletter. This is due to the fact that:

1. Our membership has grown to include many artists in areas where no Chapters exist yet, such as from Alberta and Ontario, so local information such as meeting times and locations and non-news information is not as relevant.
2. We would like to showcase the artists' work with larger images to offer greater publicity —partly because we are expanding distribution to include more art agents, consultants, dealers, galleries, interior designers and collectors, and we would like to entice them to represent/buy art with the images.
3. We would like to update Art Avenue to keep in touch with publishing trends. The quality is important to enable FCA to use the publication a marketing tool for donors, sponsorships, government funding and advertisers to increase the scope of the organization and offer more services to members.

Therefore we will now feature newsworthy information from each Chapter that offers publicity to specific artists and information that all artists would gain insight from. It will be written in short news pieces, and therefore a line or two of background information about an event or person should be included to provide more universal interest. And 1 - 2 high resolution images of artwork must be included with each submission.

Your submission may include:

- UPCOMING CHAPTER EXHIBITIONS: Date, theme or title, location and artists involved. You may submit calls for submission free of charge (text only notices, not posters etc).
- RECENT CHAPTER EXHIBITIONS: Title, theme and 1st, 2nd, 3rd place award winners
- NEWS: Newsworthy accomplishments of Chapter members – gallery inclusions, award wins, new marketing opportunities, solo shows, new active members (with a line of background about artist), members inclusions in magazines or other publicity
- Recent workshop or demo with an artist (member or nonmember) that you would like to include with 1-2 lines on their accomplishments or exactly what they discussed in the workshop
- UPCOMING WORKSHOPS: Upcoming Chapter workshops are now displayed in a separate column within Chapter News and require: Date, Location, Price, Title, Instructor, One line about subject of the workshop or instructor, Contact Information
- **WORD LIMIT FOR SUBMISSION: 130 - 200 words**

This will be tightened to approximately 130 words to fit within the new layout which will include 1 (or 2 if space permits) art images. Chapter News will remain three pages, as always, within Art Avenue, but increased photo size will reduce word count.



Art Avenue

Submission Guidelines – FCA Chapters

Therefore, you will need to determine what events or people you would like to promote/highlight each issue, and focus on two to three to fit into this reduced word count. Please write in informational journalism style (as you would see in a newspaper or magazine). We hope that you have another source of pertinent local information for your particular members such as a newsletter or website to provide more creative, personalized writing to them, and to include meeting times, locations, agendas.

IMAGES: We accept ONLY **high-resolution images in JPEG or PNG format** (at 300 dpi, or 300 kilobytes to 6 megabytes). The photos selected should be companions to/complement the text and be a painting.

Specifications: Please include the artists' name, title, medium and size of the artwork submitted.

PLEASE SUBMIT TO:

Carol Crenna, Art Avenue Editor, at ccrenna@shaw.ca or artavenue@artists.ca

Thank you very much for your participation and ongoing support with Art Avenue. We know that this is volunteer work, and we really appreciate it!

We request that Chapters submit their news columns by the following deadlines.

Production Schedule	
ISSUE	DEADLINE
Jan/Feb	December 1st
Mar/Apr	February 1st
May/June	April 1st
July/Aug	June 1st
Sept/Oct	August 1st
Nov/Dec	October 1st