

## VWS-Waterlogue Newsletter and Social Media Guidelines

This is an overview for submitting news and art images for the VWS newsletter (Waterlogue) and social media platforms. This document will serve as a reference for VWS members, *Waterlogue* newsletter editor and social media manager (“Editors”), and VWS Area Reps (“Reps”).

For this document “watercolor(s)” refers to watercolor(s) and water-based media.

The guidelines outline what may or not be included for postings on VWS social media platforms and the *Waterlogue* newsletter.

### CHANNEL of INFORMATION

All member news and materials for the newsletter and social media platforms will be sent to their VWS Area Rep, **NOT** directly to the Editors. The Area Reps will be responsible for forwarding the member materials to the Editors. The purpose of this channel is to help filter content and to reduce the volume of emails the Editors receive from members. With the VWS membership at more than 400 artists, the funneling to the Area Reps is more manageable for the Editors and helps the Area Rep learn more about the members in their region.

Submitted materials will be reviewed for content and relevancy by the Area Reps and Editors. Area Reps and Editors reserve the right to accept or reject items. Materials may be excluded if it does not conform to the guidelines or necessary to fit space and time available.

Members submitting materials should provide their summaries in the third person.

## **SOCIAL MEDIA AND NEWSLETTER POSTING/PUBLISHING**

### **EDITORS WILL INCLUDE**

1. **AWARDS.** Provide award name, art title, and event.
2. **PUBLICATIONS and WORKS in PRINT** - Provide publication and work included.
3. **SOLO or SMALL GROUP SHOW** - Provide dates, name and location.
4. **SERVING as a JUROR** - Provide event name, date and location. Event must have watercolors as part of the work being judged.
5. **ADDITION TO PERMANENT COLLECTION.** Provide collection name and location of museum/gallery.
6. **SOME UNUSUAL ART ADVENTURES.**
7. **SPECIAL HONOR or RECOGNITION** relating to watercolors. (Ex., Earning signature status to state or national art groups).

### **SOCIAL MEDIA ONLY**

1. Newsletters: Monthly, Quarterly, Semiannual or Annual
2. **RECENT WORKS** - No more than 5 images per month (this a good number?).
3. Art News - Regional, State, National, and International art group news will be posted by the social media master only when VWS news is slow and time permits for the social media editor.
4. **Monthly-Themed Artwork**
  - A. Email submissions to your VWS Area Rep.
  - B. Include Artist Name and Title.

#### **Themes Remaining for 2023**

May - Joy

June - Fabulous Forgeries

July - Animal Kingdom

August - Elements

Sept - Even and Odd

Oct - Spirit

Nov - Friends and Family

Dec - Holidays

## **EDITORS WILL EXCLUDE**

- 1 Workshops and websites.
- 2 Awards not relating to watercolors.
- 3 Items more than six months old.
4. Exhibit inclusions in which art work is not watercolor.
5. Materials from non-VWS members.
6. Materials not channeled through an Area Rep.

Preferred Image size for VWS newsletter: 1-2mg (1000 pixels on the long side)

### AREA REPS

Alexandria-Arlington - Jan Coonce, janecoonce@gmail.com  
Fairfax - Carolyn Marshall Wright, c.marshall.wright@gmail.com  
Necks and Peninsula - Pam Doss, pamdoss@bayschool-arts.com  
Northern - Janet Hansen Martinet, hansenm\_janet@att.net  
Piedmont - David Eakin, dreakin57@gmail.com  
Richmond - Jack Frable, william.frable@vcuhealth.org  
South Central - Ursula Burgess, ucburgess@gmail.com  
Southwestern - Angela Shields, donandangel@gmail.com  
Tidewater - Eastern Shore-Charlie Frances, c.art@cox.net  
Western Ridge and Valley - Julie Read, painter@julieread.net  
Out of State - Ruth Lefko, rlefko2@gmail.com

Newsletter Editor- Lorrie Herman, lahermanart@cox.net  
Social media Manager= Michele Sorenson, remedyml@aol.com

The guidelines are subject to change.

### Newsletter Deadline Submissions:

Summer: July 1, published mid-July  
Fall: October 1, published mid-October  
Winter: January 1 published mid-January  
Spring : April 1, published mid-April