

How to get in The News & Observer.

Coverage of visual art is most likely to appear in the What's Up section, which publishes on Fridays, and in the Arts & Entertainment section, which publishes on Sunday.

Notices of gallery shows run only in the What's Up calendar. Museum shows run in both calendars.

What's Up/A&E calendar guidelines:

Send notices of events - exhibit openings, receptions, kiln openings, studio tours, lectures, etc. - to N&O calendar editor Samantha Mendiola at listings@newsobserver.com.

Deadline: One week before the publication date. It's best to send your information in two or three weeks ahead of time.

Press releases for events listings must include,

- name and location of the event
- time and date of the event
- cost for attendance/ticket price
- contact number and/or web site for the public
- contact number and/or web site for you, in case we have questions

You may also include information explaining if the event is a fund-raiser, a brief description of the event, etc. Brief is key.

If you are including an image, cc: your press release to Pop Culture/What's Up editor Adrienne Johnson at adriennj@newsobserver.com.

Make sure it is a high-resolution file - 300 dpi or better - and BE SURE to include in the same e-mail the name of the artist and the name of the work.

Tips:

Do not title your press release "Press Release."

Do not bury the pertinent information beneath a lengthy artist bio or philosophical statement.

Do not send images without titles or names.

When choosing an image to send, consider the strong possibility that your image will appear in black and white.

Sending a notice several weeks in advance of may backfire, as it tends to get lost in the e-mail avalanche.

A note on our writers:

Our arts editor is Suzanne Brown (subrown@newsobserver.com).

Currently, the N&O employs Craig Jarvis to cover the business of the arts. He concentrates primarily on the large institutions that fund art in the community. He does not write reviews of art shows.

The N&O also employs a freelancer, Michele Natale, who does write reviews of art shows. She is not a full-time staffer and she is very selective about what she reviews.

Other sections and other writers at the paper may be open to covering art and artists. It never hurts to ask.

The Home & Garden section sometimes covers functional/ decorative artisan work. The best person to contact about that is Diane Daniel at diane@bydianedaniel.com.