



AMERICAN TAPESTRY ALLIANCE

Theme Coordinator Description

The Theme Coordinator (TC) is of great assistance to the success of each *Tapestry Topics* (TT) newsletter. Access to the Internet and reliable e-mail communication is crucial.

Themes can encompass more than one issue when the topic has great breadth or has a large number of interested authors.

Essential duties:

- TC suggests or selects a newsletter theme to the TTE to be approved and scheduled.
- TC solicits authors. Articles can be written by individuals outside of ATA membership including scholars, gallery owners, art collectors, etc. ATA does not pay for submissions at this time.
- TC determines the length of the articles. The word count for all of the articles that address the theme should be no more than 8000 words. You can divide this among your authors in a manner that you think is best, but a general guideline is to have 2 or 3 longer articles (1500-2000 words) and the rest shorter (about 800 words).
- TC shares the **Tapestry Topics Author's Guidelines** with authors.
- TC communicates article progress to TTE. The TTE is always available to troubleshoot and help in any way.
- About three weeks in advance of the article submission deadline, the TC emails all authors to remind them of the deadline. It's probably a good idea to attach the **Tapestry Topics Author's Guidelines** again and to remind them to pay attention to the image and caption formatting requests.
- TC receives articles, images, captions, headshots and author's byline from authors and identifies any missing items. TC contacts authors to request missing items.
- TC reviews documents and files to ensure they meet guidelines.
- TC composes a short introduction to the theme and submits a headshot and author's byline along with the introduction.
- TC submits all feature articles/images/caption information/authors' bylines/headshots to TTE by the newsletter deadline. All text should be submitted in MS Word.

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" that are submitted after the deadline in their intended theme issue. If this is not possible, the article will be published in a future issue.

Deadlines:

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