

# Gallery Los Olivos – Media List

June 2010

Current Publicity Director....Patricia Watkins <[patspalette@cox.net](mailto:patspalette@cox.net)> (805) 252-2731  
Publicity Director has an IMac and can open pdf's and jpegs, but cannot open Microsoft attachments. She prefers the text and image embedded in the email with a repeat of the image as a jpeg. Thanks for your help on this matter.

Look over the current Media List below. As a member of Gallery Los Olivos you are entitled to use this list to publicize your upcoming Featured Show. Please do not share this list with anyone who isn't a member of our gallery. (exception being a contact person from our resource list that you hired for your publicity)

Many of the listings, especially websites, calendar listings, C of C's, and Valley Art Guilds are used by the Publicity Director. Other listings such as newspapers and magazines should receive a press release and image from you the artist. Look for asterisks in the text below. The artist should submit a press release and image to the publications having asterisks. The publicity director will submit to the publications that have no asterisk. Look for dead-lines and submit in a timely fashion. Send your information by email and attach your images as a jpeg in 300dpi about a 4" X 6" size. Sometimes you can submit your information at the papers website like the Independent Paper allows. Use the phone sparingly, mainly for paid ads that you may wish to purchase.

## LOCAL NEWSPAPERS:

**SANTA BARBARA NEW PRESS:** Daily Publication...P.O. Box 1359, S B, CA 93102  
Phone 564-5200...Fax 966-6258 ...Paper Editor = Don Katich  
Address your submission to the appropriate section listed below at least 2 weeks prior to publication...Photo in (Jpeg format) high resolution...700kb -2mg...include title, media and artist name with images...

\* **SCENE MAGAZINE:** Published every Friday...phone ext. 263 for Arts Editor = Chris Trenchard <[ctrenchard@newspress.com](mailto:ctrenchard@newspress.com)> <[scene@newspress.com](mailto:scene@newspress.com)>

**AROUND TOWN CALENDAR LISTING:** Listings Editor = Sherrie Waggoner  
<[listings@newspress.com](mailto:listings@newspress.com)>

**VALLEY LIVING (insert for SYV customers on Fridays):**

<[valleyliving@newspress.com](mailto:valleyliving@newspress.com)>

**NORTH COUNTY EDITOR:** Norna Wallace...<[nwallace@newspress.com](mailto:nwallace@newspress.com)>

\* **SANTA BARBARA INDEPENDENT:** Weekly Publication...122 W Figueroa Street, S. B., CA 93101...Phone 965-5205...Fax 965-5518...<[devon@independent.com](mailto:devon@independent.com)>

**The Week Section:** Editor = Amber Tatum.. <[listings@independent.com](mailto:listings@independent.com)>

Short Cut= Easiest and fastest to go to their website...independent.com...click on events...type your own information...hit submit...Voila

Art Seen(link) <http://www.independent.com/news/2009/oct/07/art-here-now/>

\* **MONTECITO JOURNAL:** Weekly Publication...Published on Wednesdays...Phone 565-1860...Fax 969-6645...Editor = Tim Duckley...<[kelly@montecitojournal.net](mailto:kelly@montecitojournal.net)>deadline..wed. one week prior

**CASA MAGAZINE:** Published Weekly on Fridays...23 East Canon Perdido S.B. 93101 Phone 965-6448...Fax 966-9827...Art Venues Editor Janette Casillas<[art@casasb.com](mailto:art@casasb.com)> send info to mag...they publish part of this info on their website...there is no separate submission...they publish one image from all art submissions deadline=Friday, one week prior to publication...jpeg as image attachment

\* **SANTA YNEZ VALLEY NEWS:** P.O. Box 647, Solvang, CA 93464...Phone 688-5522 ext. 6006...Fax 688-7685...e-mail <[pdozois@syvnews.com](mailto:pdozois@syvnews.com)> Prefers text ready information to be e-mailed...(1) photo (jpeg format) per artist-CONCISE TEXT(who, what, where, when in first paragraph) deadline = 2nd week of the month prior to their show

\* **SANTA YNEZ VALLEY JOURNAL:** P.O. Box 524 Santa Ynez, CA 93460... Phone 693-1498...Fax 688-1748...editor is Barbara Matoe...Arts Editor = India Allen<[editor@syvjjournal.com](mailto:editor@syvjjournal.com)> Send material by Thursday for the following week

\* **SANTA MARIA TIMES:** Published daily...P.O. Box 400, Santa Maria, CA., 93456 Phone 925-2691...Fax 928-5657...(For Press Release send to Lifestyle... Linda Olvera <[lovera@santamariatimes.com](mailto:lovera@santamariatimes.com)> send photos in jpeg format)

**Calendar Listings:** Emily Evans <[calendar@santamariatimes.com](mailto:calendar@santamariatimes.com)> deadline = Friday 2 weeks prior to publication...Pub. day is Fridays only

\* **SANTA MARIA SUN:** 3130 Skyway..Suite 603..Santa Maria 93455...Phone 347-1968 Fax 347-9889...Arts Editor = Shelly Cone.....e-mail <[scone@santamariasun.com](mailto:scone@santamariasun.com)>

**Weekly Calendar** to <[calendar@santamariasun.com](mailto:calendar@santamariasun.com)> Due Friday, one week before you want the item published...

\* **LOMPOC RECORD:** 115 North H Street, LOMPOC, 93436...737-1056 Fax 736-5654 Arts & Entertainment ...Kirsten Simons <[ksimons@lompocrecord.com](mailto:ksimons@lompocrecord.com)> photos at 300dpi jpeg...Bo Poertner, editor likes info also...<[bpoertner@lompocrecord.com](mailto:bpoertner@lompocrecord.com)>

**Calendar Listing:** <[calendar@lompocrecord.com](mailto:calendar@lompocrecord.com)> Deadline = 2 weeks in advance

\* **LOMPOC VISION:** P.O. BOX 1212, Lompoc, 93438...Phone 736-5759 Victor Jordan.<[thelompocvision@gmail.com](mailto:thelompocvision@gmail.com)> monthly deadline = by 15th of month...up to 150 words or photo + 75 words

**LOMPOC VALLEY CHAMBER OF COMMERCE:** Send short item for the Chambers monthly newsletter...<[deh@lompoc.com](mailto:deh@lompoc.com)>...ask for inclusion on the Chamber "Friday Focus", the weekly e-newsletter that goes to all 320 Chamber Members...

\* **SAN LUIS OBISPO NEW TIMES:** 505 Higuera Street, SLO, 93401 Phone 546-8208

Weekly events Calendar <[calendar@newtimeslo.com](mailto:calendar@newtimeslo.com)> they don't return photos

\* **San Luis Obispo Tribune** P.O. Box 112 SLO 93406 781-7800  
Calendar <[announcements@thetribunenews.com](mailto:announcements@thetribunenews.com)>

**5-Cities Press Recorder** P.O. Box 460. Arroyo Grande 93421 929-3834  
Att. Arts & Entertainment Editor

**RADIO STATION: KDB...**P.O. Box 91660 S.B. 93190 Phone..966-4131  
Roby Scott...Send brief calendar listing...

## WEBSITES

**Santa Barbara Visual Arts** <[info@sbva.org](mailto:info@sbva.org)> submit images to coordinate with text...  
Peter's personal <[Peter@sbva.org](mailto:Peter@sbva.org)>

**Web Site:** ...<http://www.sbva.org>

deadline = Fridays one week prior to publication..\* featured artist = 2, 3 Fridays before the 1st of the month in question...include photos & bio.

**Los Olivos Town Website,**[solivosca.com](http://www.solivosca.com)...Crystal Lockwood <[crystalj@dslextreme.com](mailto:crystalj@dslextreme.com)>  
deadline = 2 or 3 Fridays before 1st of month in question ...include images

**Gallery Los Olivos Website** = to Publicity Director <[patpalette@cox.net](mailto:patpalette@cox.net)>  
P/D passes it on to our Webkeeper...deadline 6 wks prior

**CASA Website:** Submit to magazine...see prior data entry...<[art@casasb.com](mailto:art@casasb.com)> they publish part of the PSL on their website...  
Deadline = Friday, one week prior to publication...needs jpeg

[www.LosOlivosNow.com](http://www.LosOlivosNow.com) -- Bent Myggen, [Bent@visionears.com](mailto:Bent@visionears.com) – 2 week advance ...  
Local Los Olivos website organized to promote town events.

## LOCAL ARTISTS GUILDS & ASSOCIATIONS:

- If you are a member of any of these art associations, submit your own information.

**Santa Barbara Art Association** 1114 State Street, #8 S.B. 93101  
only prints information about its own members

**Art Guild of Santa Ynez Valley** Deadline submissions..Jan 10, April 10, July 10, Oct 10  
Joan Mitchell <[joanpm@silcom.com](mailto:joanpm@silcom.com)> Street fair contact Rebecca Gomez<[rrgomez@hwy246.net](mailto:rrgomez@hwy246.net)>

**Goleta Valley Art Association** P.O. Box 435 Goleta, 93116

**El Camino Art Association** P.O. Box 1079 Pismo Beach, 93448

**Lompoc Valley Art Association** P.O. Box 723 Lompoc, 93436  
Carol Moore 733-3371 <[kat.moore@verizon.net](mailto:kat.moore@verizon.net)>

**Los Padres Artists Guild** 1122 Weymouth Court Santa Maria 93455  
John Ransome <[artgalry@verizon.net](mailto:artgalry@verizon.net)>

**San Luis Obispo Art Association** P.O. Box 813 SLO 93406

**Calif. Gold Coast Watercolor Ass.** P.O. Box 6485 Ventura 93006-6485

#### **CONTACTS FOR PAID ADVERTISING**

**LEE CENTRAL COAST NEWSPAPERS** (includes Santa Maria Times)  
Brett Krausse..Advertising...739=2212 <[bkrausse@syvnews.com](mailto:bkrausse@syvnews.com)>  
deadline=10days prior

**SANTA YNEZ VALLEY NEWS** (includes Santa Maria Times)  
Claudia Delgado <[cdelgado@syvnews.com](mailto:cdelgado@syvnews.com)> 688-5522

**SANTA BARBARA NEWSPRESS**...737-1637  
Anne Jimenez <[ajimenez@newspress.com](mailto:ajimenez@newspress.com)>

**SANTA BARBARA DAILY SOUND** 411 E. Canon Perdido Ste 2...564-6001 x 208  
Aaron Mercor <[aaron@santabarbarafree.com](mailto:aaron@santabarbarafree.com)>

**SB FAMILY LIFE** P.O. Box 4867 S.B. 93140  
Marti Zicherman <[marti@sbfamilylife.com](mailto:marti@sbfamilylife.com)>

**INSIDE SANTA YNEZ VALLEY** Connie Cody <[connie@insideSYV.com](mailto:connie@insideSYV.com)>

**SANTA YNEZ VALLEY GUEST MAGAZINE** 688-4240  
Janet Valentine <[info@syvquest.com](mailto:info@syvquest.com)>