

Review Publishing Editorial Policy

Revised November 11, 2009

Review Publishing
1708 Campbell Street
Kansas City, Missouri 64108
(816) 471-2343
www.ereview.org
editor@ereview.org

About Review

Scope

Review publishes solicited and unsolicited materials. All submitted material is edited for length, style, and content. Review is open to diverse types of content addressing the visual arts directly and as they relate to other disciplines. Review is committed to serving the greater Kansas City area and the following states in the Midwest region: [Missouri](#), [Kansas](#), [Iowa](#), [Nebraska](#), [Minnesota](#), [Colorado](#), [Arkansas](#), and [Oklahoma](#).

Content

Review Magazine Online

- Critical Reviews
- Curator, Collector, Artist, and Gallery Profiles
- Coverage of time-sensitive events
- Essays
- Video/Film
- Visual Projects

Other Publishing

- Artist/Exhibition catalogs
- *Year in Review*
- Books
- Miscellaneous print materials for artists/arts organizations
- Websites for artists/arts organizations

Editors, in their sole discretion, retain the right to deny or delay publication of any submitted materials.

Mission

Review Publishing produces publications about visual art culture for regional distribution. Its online publication *Review* provides a venue for emerging and established art historians, curators, artists, writers, and students to publish critical reviews, editorials, features, and virtual exhibitions.

Vision

Review Publishing will raise the level and breadth of art discourse in greater Kansas City and increase national awareness about the Midwest's vibrant visual art community, through interactive dialogue with other communities.

Values

Review Publishing is guided by the following values in all its efforts:

- We maintain journalistic objectivity in all editorial content.
- We share visual art in an accessible manner without diluting its intelligence.
- We see the interconnectivity of all arts through a visual arts lens.
- We appreciate that education is a by-product of our mission.
- We support expression of ideas without censorship.
- We invite respectful dialogue among diverse perspectives.

Statement of Ethical Fairness and Equality

Review Publishing recognizes and honors an ethical code of conduct that insists upon equal opportunity. Review Publishing does not discriminate on the basis of age, ethnicity, gender, economic or social standing, political or religious beliefs, marital status, sexual orientation, or artistic expression.

Use and Reproduction

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Disclaimer

Content published by Review does not necessarily reflect the opinions, beliefs, or policies of Review, Inc., its subsidiaries and affiliates, its board of directors, or its staff members.

Review Publishing Style Guide

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General Content and Style Rules

The following pertains to all written submissions. Information addressing specific article types is included in the second part of this document.

Writing Style

- Unless otherwise indicated by the editorial department of Review, write in a journalistic tone that clearly expresses your ideas without heavy reliance on superlatives, unnecessary academic jargon, or personal testimonials.

Usage and Tenses

- When addressing an exhibition that will be closed at press time, refer to it in the past tense. If an exhibition remains open beyond the press date (long enough for the reader to potentially see it) refer to it in the present tense.
- Always use the present tense when referring to artwork that will remain in existence beyond the duration of the exhibition and past tense when discussing ephemeral or site-specific works that are determined to no longer exist beyond the duration of the exhibition/event.
- Always refer to deceased artists in the past tense.

Quotations

- Avoid using long, quoted statements from exhibition catalogs, essays, books, other articles or individuals whenever possible, particularly at the beginning and/or end of your article.
- If using a quotation as a "call out", please type in bold.

Citations & Factual Content

- Refer to titles of exhibitions and art work with italics. If including year of creation and/or dimensions in illustrating critical points in your article, refer to them parenthetically following the title. (e.g. **Tiny Tim's *Tulips* (1966, 10 by 24 inches) was the high point of the *Paintings of Tiny Tim* exhibition.**)
- Citations in the form of footnotes or endnotes are accepted. Review does not support the use of internal notation.
- Check facts and remember to follow up on all posted information such as dates and spelling of names.
- Wikipedia is not a citable source.

Qualitative Statements

Discussion of the visual arts is often accompanied by passionate opinions. Review your writing carefully to ensure that it is not overly-personal or unduly speculative. If your personal feelings (liking or disliking a subject personally or having blanket admiration or distaste for specific genres or media) in any way detract from your ability to write about a subject, please DO NOT write about it. It is important to use educated opinions to critique subjects. This includes giving praise and criticism constructively, with adequate explanation and support.

Article-Specific Guidelines

Reviews

- If the assigned article is a review, it should be visually descriptive, while also addressing the content or conceptual "meaning" that is inherent or apparent within the given subject. Each writer should express a critical assessment of his/her experience viewing the work and the basis for reaching such an assessment.
- When formatting a review, the following information should be listed first in the upper left-hand corner of the first page of the review in the following order:

Artist's name and/or title of exhibition
Name of venue
Opening and closing dates of exhibition (day/month/year)
Venue location (city, state) and phone number

- Create an engaging lead paragraph for your review and avoid bland “who, what, where, when” statements. This information is made clear in the exhibition information that will run along with the review and will only end up sounding redundant.
- Physical description of the artwork should be present, including media used by the artist and the scale of the work; the quality of its installation in the exhibition space (including placement, lighting, labeling, etc.); quality of craftsmanship; and an overall sense of the show (particularly regarding large or group exhibitions).
- Provide an interpretation of the subject matter depicted within the artwork such as potential narratives, symbolic meaning, or content. What is the work about?
- Establish points of reference to the artwork with those inside/outside the field of art history or to previous bodies of work by a given artist. This may include geopolitical and/or cultural influences or anything that helps to establish a context for the contemporary relevance of a given artist and his/her work. If possible, talk to the artist and/or curator to help inform your perspective.
- Offer overall and specific assessments of qualities inherent within the work. Does it succeed or fail? The writer should also provide an explanation of this assessment, preferably following or preceding any qualitative statement(s).

Visual Projects

Review's Visual Projects are pages dedicated primarily to visual communication (images, animation, etc.), but may also incorporate small amounts of text. Visual Projects either be the work of one individual; comprised of several artists' works and curated by one individual; or a collaborative effort by several individuals that is directed and finalized by the editor and art director.

- A minimum of one rough draft following project proposal must be submitted within the time frame agreed upon by the contributor and Review's editor.
- Final projects must be completed by the agreed-upon deadline and reflect the approved drafts previously submitted.
- Consider how your text and images will work together in the format of our web site (or, if publishing printed materials, consider how page layout and printing options will affect your text and images).
- Make sure that your concept is strong and you possess the ability to complete the project according to your project proposal.
- Multiple drafts and sample layouts will help both the contributor and Review staff create a successful project. Do not hesitate to call Review's editor and art director to ask questions and be available to answer questions from Review staff about your project.

Submission Process

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Becoming a Contributor

Individuals interested in submitting an article for consideration or receiving assignments for art reviews must submit two writing samples relevant to the field of visual art, between 250 and 500 words each. Also, include an updated resume with at least two references, and a cover letter expressing your specific subjects of interest.

Proposing an Article or Project

Please inform Review's editorial department of potential conflicts of interest prior to each submission. Send a brief proposal describing the subject of your article or project. Outline the submission objective, story "angle" and relevance to Review's mission and scope. Also include any collateral information that would help inform Review's decision to accept the proposal, such as images and historical or biographical information on the subject. Do not send valuable originals, as materials will not be returned.

Conflicts of Interest

Be aware of any real or perceived conflicts of interest. If you are writing about individuals or organizations with whom you maintain a personal or professional relationship, that relationship must be disclosed within the article. If your personal feelings (liking or disliking an individual or organization personally, or having blanket admiration or distaste for specific genres or media) in any way detract from your ability to write objectively about a subject, DO NOT write about it.

Review is a venue for informed critical dialogue. Express praise and criticism constructively with support.

Do not write about exhibitions at locations where you are employed or about exhibitions that you have independently assisted in organizing, curating, or producing. Assignments for essays written by artists about their work are an exception to this policy. Do not, in any way, encourage or facilitate a collaboration of written content with your subject(s). You may share portions of the content with your subject(s) to confirm fact accuracy.

Review does not typically publish previously published materials. Notify the editor of any article submissions that have appeared (or will appear concurrently) in other publications.

Creating Your Submission

Review follows the Associated Press Style Guide (for our online magazine) modified by our in-house Style Guide. Please refer to both when writing a submission for Review's online publication.

Whether the submission is an article or a project, contributors should work with the editor to develop the final vision for the completed submission. Once direction, scope, and specific subjects are identified, the contributor is required to complete the assignment as agreed. Submissions that do not comply with the agreed assignment will not be published.

At the bottom of the last page of your article, provide a brief biographical statement for publication. Write between 50 and 65 words describing your current professional role(s), state and city of residence, and titles of other publications to which you have contributed.

Contributors are encouraged to develop engaging titles and subtitles for their pieces, although they may be changed at the editor's discretion.

Check facts and remember to follow up on all posted information such as dates and spelling of names.

Submitting Completed Work

Deadlines

Assigned content must be submitted no later than two months prior to scheduled publication date. Additional time may be requested depending upon the type of submission under consideration. "Last-minute" assignments given to contributors by Review staff are to be turned in by the date agreed upon by both the contributor and Review. Review retains the right, in its sole discretion, to deny or delay publishing of any article that does not meet Review's standards and requirements, or for the convenience of Review Publishing.

Format

Articles for Review's online magazine may be submitted directly through the website. We will provide authors with a login and password and permission to submit articles to be published pending review and edits by Review's editor. This direct access to Review's site makes for timely publishing, but if you prefer to submit your article in a Word document, via email, follow the instructions for projects below:

Articles and text for projects must be submitted as a .doc (Word) or .rtf (Rich Text Format) and sent via e-mail as an attachment to editor@ereview.org. Please include your name and subject or title of your article. **Ex: Subject: Esteban Writerski The Paintings of Tiny Tim**

- Provide all articles in black 12pt Times New Roman
- When naming the file, use the following naming conventions: "author_title". Do not name your file "articleforreview", as it is generic and confusing.

Confidentiality

Keep final drafts and subject matter confidential until published.

Submit Images

All contributors are responsible for procuring images to accompany their submissions unless other arrangements are made between the contributor and Review. Images may be submitted in the following formats:

- .tif, .jpg, and .psd, files at 300 dpi and no smaller than 4" x 5"
(if image includes layers, please flatten before submitting)
 - vector artwork in the form of .ai, .pdf or .eps files with text as outlines
 - photographic prints no larger than 8.5" x 11"
 - slides
- accepted for online publication only:**
- 72 dpi .jpg, .gif, .bmp, .png files at no larger than 5" x 6"

Submit digital images to artdirector@ereview.org via email; through an ftp site such as yousendit.com; or on a CD hand-delivered or by mail to the attention of the art director.

All images provided for publication by Review must be obtained with the permission of the party owning the copyright.

All images must be accompanied by the following image credit information:

Artist, Title, Year, Media, Dimensions, Photo Credit, Copyright

Review will NOT accept the following for publication:

- digital files embedded or grouped together within a text or .pdf document
- digital files in a .gif or .bmp format (**accepted for online publication only**)
- low-resolution images pulled from the Internet (**accepted for online publication only**)
- images that the contributor has not obtained the rights to reproduce
- images that do not have an accompanying description and/or credit/copyright information
- images of poor overall quality, including images that are blurry and/or over- or under-exposed