

To submit an announcement to Rural Intelligence

Without you, we're nothing. We want to hear your news tips and upcoming events. That said, one of the consequences of this new, streamlined form of journalism is that each of us gets so many e-mails, does so many stories, it's challenging to keep track of all the info and impossible to respond to everyone. Please accept our apologies.

We don't do all-inclusive calendars. We only feature those events that we ourselves would like to attend—the highlights of each week's offerings. We are not trying to replace your local paper, if you are lucky enough to still have one. Our role is to alert readers to events outside their own jurisdictions, things worth crossing town, county, or state lines for. If you feel your event has been overlooked in error, please consider this: Another way of reaching the Rural Intelligence reader is by buying an ad.

The odds of our covering your event are enhanced if we receive everything at once—press release with no info left out, plus photos (we always use an image, but never posters, minimum 440 pixels wide). And please give us a little warning—a week or two in advance is fine. If you send the info too early—a month or two in advance—we are likely to lose track of it. If you send it too late (i.e., after the art show has already opened), we probably will have moved on. The best way to decide what information to include is to read Rural Intelligence. Each section has a format. The details are every bit as important as the main idea.

Kids Calendar and RI Selects (Arts): please send the date, time, and location of the event, and, if applicable, its run (i.e., November 5 – December 22), plus a jpg at least 440 pixels wide and the i.d. of the artwork, person, or play in the photograph. Please include the date and time of the gala opening or artists' reception, if applicable, and a link to the pertinent website, if applicable.

Benefits: We do advance coverage of benefit parties only in the Save the Date list on our Parties page. We count on the party-giver's website to provide readers with such details as ticket price, theme, suggested dress, time, etc. All we need is the date, the name of the event, the beneficiary, if that's not self-evident, and a jpg, at least 150 pixels square.

Restaurants: We go to restaurants anonymously, pay for our food, and the opinions expressed in the write-ups that follow are our own. We apologize profusely to those restaurants we have not yet covered. We promise we will get to you asap, but a reminder from you every once in a while doesn't hurt. At restaurants, we take our own pictures, so if you notice a flash going off, that could be one of us.

Shopping: Nothing upsets us more (especially Marilyn) than to drive by a tent sale we hadn't heard about. Please understand, if you are offering our readers (especially Marilyn) bargains, we are there for you. So please give us a heads up, and send us a couple of digital snap shots of the merchandise. We also do new store openings and special in-store events.

E-mails: Of course, these are our lifeblood. But we each get hundreds every day, so please show some mercy. We do not need to be flooded with reminders that the show is opening today, still running, closing tomorrow. Those of you on Facebook, etc., if we are on your regular mailing list, we do not also need to be informed, invited, and reminded via Facebook. Once is plenty. We are a barebones operation, do all of our own grunt work, so please be patient with us. —Marilyn and Dan