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## FULL COURT PRESS

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A Full Service Public Relations, Public  
Affairs and Crisis Communications Agency

### Communications Toolkit: Calendar Listings



#### About Calendar Listings

Nearly all print and many online publications offer free calendar listings for events. Placement in a variety of outlets allows for a diverse population to access information about your events and organization. Calendar listings are an excellent way to gain visibility without spending a penny.

#### Choosing the Right Outlets

Write down a list of all the most-read print and online publications in your area. Television and radio stations often have calendar listings as well. Search each outlet's website for a self-input events calendar, or for the contact of their calendar editor. If no calendar editor is listed, the general contact may work just as well.

#### Writing your Calendar Listing

Some outlets have online submissions for their calendar listings and provide a form with preset fields. Others require you to email a more formal announcement. The relevant details should be presented in an easy-to-read format. A sample calendar listing format appears below.

#### Following Up

To ensure the placement of your event, make follow-up calls to your target outlets. You want to be sure that the correct person has received your information and placed it into the publication's calendar. Make calls within a day of submitting your calendar listing. Many publications, particularly weeklies and magazines, have long lead times for calendar submissions. It is important to begin the process of contacting these outlets soon to meet their deadlines.

#### Calendar Listing Template:

- Date:** The date of your event. If it is ongoing over several days, indicate that here.
- Location:** The exact address of your event, with specific directions if necessary.
- Contact:** Many publications require a phone number or email address with each listing.
- Event Title:** Keep your title succinct.
- Event Info:** A brief description of your event. No more than four or five sentences.
- Art:** Including a web-ready photo can increase your chances of prominent placement.