CALENDAR LISTING TEMPLATE:

LOCATION. [Day, Month Date, Year, Time]. Insert a one-sentence summary of the event. Include (key) additional event details, limiting to two sentences or less. Insert street address. For more information [INSERT PHONE NUMBER OR WEB SITE].

CALENDAR LISTING EXAMPLE:

DALLAS. Wednesday, May 24, 2017, 6:30-9:30 p.m. Rosewood Mansion on Turtle Creek welcomes Room to Read Founder John Wood to speak at the 6th Annual In Vino Educatis event. Tickets are $60-$75 and include heavy hors d'oeuvres and open wine bar – all proceeds benefitting Room to Read. Limited VIP tickets are available for $150 and includes a private champagne reception with John Wood and a special gift. Rosewood Mansion, 2821 Turtle Creek Boulevard Dallas TX 75219. For more information visit roomtoread.org/events-list/in-vino-educatis.

WHEN TO DO A CALENDAR LISTING:

☑ A calendar listing is a short, concise announcement for a local chapter activity that is written to target consumers. Remember to include all important details, including date, time and event theme.

☑ The following is a roadmap of when to send out a calendar listing:

   o **Newspapers:** Calendar listings should be sent to daily newspaper calendar editors one month (and again at three weeks) prior to the event to allow them ample time to include the announcement in their round-up.

   o **Magazines:** When submitting calendar listings to a magazine, be aware of the publications editorial calendar. Most weekly/bi-weekly regional magazines include local calendar listings which should be submitted to the proper editor up to six weeks prior to your activity.

   o **Radio/Television:** Radio and television stations may include your activity in a community calendar round-up. The calendar listing should be submitted to the proper producer up to three weeks prior to your activity.

   o **Online Media:** Online media may also include your activity in a community calendar round-up. The calendar listing should be submitted to the proper editor up to three weeks prior to your activity.