

## Public Events Calendar Sample Letters

Use the following templates to let local organizations know about your new events calendar and to help encourage local organizations to submit events online. Feel free to edit the templates as you wish!

Also consider setting up limited access accounts, so the organizations can enter event information, and also edit their event information. The station merely reviews and approves their events.

### **LETTER A:**

Email or mail to local organizations before or as your Public Events Calendar is going live, no limited access account needed. Recommended for organizations that will enter only a few events.

For XX decades XXXX has taken a leadership role in spotlighting thousands of local events on our airwaves. As an important player in our local arts, cultural and entertainment scene we are pleased to announce the launch of a new and exciting tool to help promote your events: The XXXX Events Calendar at XXXX.ORG.

The XXXX Events Calendar will become a comprehensive listing of all types of events in our region. As a local presenting organization, you can submit your events quickly and easily online using the “Submit Event” section of The XXXX Events Calendar at <http://www.xxxx.org>  
<<http://events.publicbroadcasting.net/xxxx/events.eventsmain?action=submitEvent>>. All events will appear online within XX hours of submission.

We will promote The XXXX Events Calendar on our airwaves and in our program guide and we expect an overwhelming response. In addition, the events calendar will become an important source of information about events for our on-air community calendar announcements. Many of you have been sending us e-mail, fax and printed information about your upcoming events and using our XXXX Events Calendar will enhance our ability to give your events the coverage they deserve on a timely basis. It’s very easy to copy and paste into our online forms!

The XXXX Events Calendar is an integrated part of our new web site. You can reach the events calendar directly by clicking this link <http://events.publicbroadcasting.net/xxxx/events.eventsmain>. We’ve entered some sample events (perhaps for your organization!) so you can get a sense of how easy it is to find events of interest. Then, try it out by entering information for your events. It’s very easy – simply click on the “Submit Event” link and fill in the form. Check back in a little while and see if YOUR event has been approved for inclusion! You really SHOULD be there, because everyone else will be!

We are developing guidelines for the type of events we will accept. Any arts, cultural or entertainment event will likely be accepted. We will accept events from for-profit organizations IF THEY MEET OUR CRITERIA. XXXX reserves the right to make all final decisions regarding inclusion.

If you have any questions about The XXXX Events Calendar, please e-mail us at xxx@xxxx.org. We hope to see you there!

**LETTER B:**

Email or mail to local organizations/venues in your area after your events calendar is live. Recommended for organizations that will enter only a few events.

For almost [XX] years XXXX has taken a leadership role in helping bring attention to thousands of local events on our airwaves.

As an important player in our local arts, cultural and entertainment scene we are pleased to announce the launch of a new and exciting tool to help promote your events: [The XXXX Events Calendar] at XXXX.ORG.

[The XXXX Events Calendar] is a comprehensive listing of all types of events in [your city]. As a local presenting organization, you can submit your events quickly and easily online using the “submit event” section of [The XXXX Events Calendar] at <http://www.xxxx.org>. All events that meet our criteria will go live within XX hours of submission. To add your events to our online "XXXX Events Calendar":

Go to: [www.XXXX.org](http://www.XXXX.org) and click on [The XXXX Events Calendar]. Click "Submit Event" and enter your event information. Listings must first be approved by XXXX, so it won't post immediately. A couple of hints:

- Make sure you select the proper category for the event.
- Enter the event at least two weeks prior to event date.
- Include your contact information in case we have questions.
- Fill out all information required as completely as possible. Listings with missing information are less likely to be posted.
- Please note: Submissions that do not meet our guidelines may not be posted.

We have already begun promoting [The XXXX Events Calendar] on our air-waves and the initial feedback has been very positive. If you have any questions about [The XXXX Events Calendar], please contact me at (555) 555-7000.

Sincerely,

## **LETTER C: RECOMMENDED**

**For trusted organizations for whom you are considering setting up a Limited Access Account.** This is good for organizations that you work with regularly, and will list events regularly.

We can provide an electronic Excel spreadsheet template to accompany an email such as this and suggest that you also set up special accounts for these orgs, using the “Manage Administrative Accounts” feature. This allows them to enter events more quickly and also gives stations the ability to edit their event information.

Thanks for using the [XXXX Events Calendar] to post your events and thanks for helping to make this a very popular service.

For regular users, there’s an even faster way to get your events online. We can set up a free account that will allow you to post events directly to the web and go back and edit them. You can even delete an event if it is cancelled.

Please send us your name, email address, a user name (a single word please) and a password (make sure it’s something you can remember), then we’ll send you a link to a special web page to use when posting your events or editing an event you’ve already posted. It’s very easy.

If you are posting multiple events, try entering your event information into the attached Excel spreadsheet. Skip any fields that don’t apply. Send the file back to me and I’ll drop the whole thing into the calendar all at once. If you have more than five events, this will save you time. Place your cursor over the column headings for Category, Time and Start and End Dates (marked with a little red triangle in the corner) to see your options when filling in your event information.

We hope this makes it easier to use our Events Calendar. Let me know if you have questions.

Regards,