

Mountain Xpress Community Calendar

Want your non-profit group or event to be listed in our Free Community Calendar? Here's what to do:

Write a roughly 50-word summary of your organization or event that includes: **Title, Time, Date, Place, What It's About, and For More Information** (phone, e-mail, web site the public can contact to find out more). Put this summary at the beginning of your press release. That's usually all we (or other media outlets) need for a Calendar listing. In the rest of the press release, and on your web site, you can give a more detailed description of your group or event, if you need to.

For an event, be sure to include **cost** -- whether it is free, by donation, or by paid admission -- and specify that it is sponsored by or benefits a non-profit. (If the minimum cost of admission is over \$40, you'll need to submit a paid listing.)

If your group or event is a complicated, many-faceted affair, it can be easier to write out the long, detailed part of the press release first. Then go back over it and pick out the one, two or three things you feel are most likely to grab the attention of the people you want to reach, and put those in the Title and What It's About parts of the summary. If folks need to know more, they will call you or visit your web site.

If you are sending your listing only to *Mountain Xpress*, you will be our friend forever if you do the work for us of tailoring it to our **Calendar format**. Grab a copy of *Xpress* or look it up online, check out listings that seem similar to what you want, and imitate them.

For information on **deadlines** and **how to submit** the press release, see over.

You won't have to **re-submit** an ongoing listing unless your information changes.

If you'd like us to consider doing an **article** on your group or event, send a copy of the press release to our Arts & Entertainment department (ac@mountainx.com) or our managing editor, Cecil Bothwell (cbothwell@mountainx.com).

You can include **photos** with your release. If you send them by e-mail, make sure they are in high-quality .JPG format, scanned at high resolution (300 dpi is best) with de-screening on. We generally can't use photos from a Web site; the resolution is too low.

Please **do not** give us the following:

- No flyers. (Too much artwork, not enough information.)
- No long, story-like press releases without a summary. (We haven't got time to read through all that.)
- No SHOUTING CAPS or endless exclamation marks!!! (Such gimmicks violate our style guidelines! We won't print them! Unless you buy a paid listing!)
- No e-mail attachments (except pictures), no fancy fonts and colors. (Just give us plain text in the body of your e-mail.)

Please note that the *Mountain Xpress* Calendar doesn't discriminate on the basis of religion, politics, sexuality, etc. -- we welcome every community group, of any persuasion. But we do practice economic segregation. See our rules on Free vs. Paid listings, over.

For more information and some sample listings, see over.