

GUIDELINES FOR LISTINGS – UNITED ARTS COUNCIL’S CALENDAR

The United Arts Council collects information from the arts community and consolidates it into a calendar of events. This calendar is posted online at www.collierarts.com, and some information is included in a printed calendar of events brochure.

The purpose of the calendar (online and printed) is to inform the public of arts-related activities in a concise and easy-to-understand format. Given that there are over 200 sources of incoming information, it is necessary to adhere to formatting guidelines. They are as follows:

- Information will only be accepted from members of the United Arts Council – arts & cultural organizations, galleries, artists and entertainers.
- Member-only events will not be listed – your events must be open to the public to be included.
- For ease of use by the public, the calendar is divided into nine “Categories” as follows: Art Events, Exhibits, Music, Theatre, Education, Children, Special Events, Literature & Nature. Due to space limitations (in both printed and online versions) – and to make the calendar easy for the public to use – your listing will only be shown in **one** (1) “Category” – you choose your Category – if no preference is submitted, Council staff will choose the category based on the information submitted.
- Only events occurring in Collier County will be shown on the calendar.
- Each entry is limited to 120 characters (including spaces and punctuation).
- Specifications: Web – The date will be shown in bold type. If the event has a title, it will be in bold italics. The location, phone number (must be local) and “sponsoring member” will be in regular type. (*Note: if the location name and sponsoring member name are the same, the name will only be shown once.*) Printed brochure – Same as above, but location will **not** be shown due to space limitations. (*Note: A “sponsoring member” is defined as either a gallery, artist, entertainer or non-profit arts organization that is a member of the United Arts Council.*)
- Calendar information will only be accepted in writing – e-mail is preferred, but regular mail and fax entries also accepted. No calendar information may be accepted by phone. Send to Jill Schaus at: jschaus@uaccollier.com. **Put “Calendar” in the subject line.** Please do not send detailed press releases – submit only information indicated above.
- Gallery members may publicize exhibits by title or with the name of no more than two(2) featured artists. Due to space limitations, listing multiple artists’ names is not appropriate for the calendar. (*Note: Member galleries are featured in the Gallery section of the site, which may include this information.*)
- The online calendar is generally updated at least once a week. ***If you e-mail information, please do not call to confirm receipt!*** We operate with part-time staff – with hundreds of entries coming in – we are simply not able to respond to phone inquiries. Please check the online calendar one week after submittal to check for accuracy, and advise via e-mail if corrections need to be made.
- There are 10 printed calendars per year, with combined issues for June/July and August/September. The deadline for receiving information for the printed calendar is the first of the month prior to the date of the calendar (i.e., April 1 deadline for the May calendar).
- Please feel free to submit photos for the printed calendar. We will include as many as possible, given available space. For consideration, photos must be high-resolution (at least 300 dpi) and must be sent via e-mail.
- The Council reserves the right to edit listings as appropriate.

FYI – The Council’s Web site averages nearly 19,000 hits per month – making it the most popular source in the area for arts information! The calendar of events brochure has a distribution of 5,000-7,000 copies monthly.