

# Sample Calendar Announcement

- This format (rather than a longer news release) is preferred for most events. **HOWEVER**, some publications prefer you upload events directly to their website. They might not do this for you.
- Send to [Kim.Hatcher@dnr.ga.gov](mailto:Kim.Hatcher@dnr.ga.gov) for approval one week before sending to media. Send to media at least 3 weeks in advance.
- **IMPORTANT:** Email the release to yourself and “blind copy” (or BC) the reporters. Never put numerous email addresses in the “To” field.
- If you have numerous programs to submit, group them in one message. Never fill inboxes with multiple news releases during a short period of time.
- Proof your work. It is important to send well-written, accurate information to media. Please help the DNR project a professional image.

EMAIL SUBJECT LINE: Event Title and Date

Do not say “News Release” because it’s too generic. You are competing with many other news releases for attention, so your event title makes you stand out.

PUT THIS INFO BELOW AS THE MESSAGE:

EVENT TITLE:

Half-Day Wilderness Hike

DATE:

Saturday, August 17, 2019

Put everything else in the message box. Avoid attachments except photographs. To avoid viruses, some editors won’t open attachments.

TIME:

9 a.m. – Noon

LOCATION:

Panola Mountain State Park

2600 Hwy. 155, Stockbridge, Ga. 30281

Located 18 miles southeast of Atlanta on Hwy. 155.

Include your street address, city and ZIP.  
Do not abbreviate your site name.

COST:

\$1 per person, plus \$5 parking.

NEVER say “regular admission.”  
Always put the actual cost.

DESCRIPTION:

When describing your event, be specific about what guests will see and do. Don’t waste space with generic information that could apply to many park events. Also, do not repeat location, date, etc. here because it uses up valuable space. Overuse of exclamation points is a common pet peeve of editors and considered unprofessional. Avoid them. For more tips, Google “AP Style” and you will find helpful websites.

INFORMATION:

770-389-7801 or [www.GaStateParks.org/ParkName](http://www.GaStateParks.org/ParkName)

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This tells the reporter that there is no more event information. Some people also use -END- .

MEDIA CONTACT:

Your Name, Your Title

Phone Number and Email