



COLBY HOSTED COMMUNITY EVENTS

To help drive attendance to Colby events that are open to the broader central Maine community, it may be worthwhile to send program information to local media's public event calendars and community news sections. To that end, there are generally two options:

- Option 1 is to create an online account with each media outlet, filling in their required fields with specific information about the event. Below are links to media with events calendars and an example of the information you'll need to provide.
- Option 2 is to develop a simple announcement (template provided below) and then submit it to the Community News Editor at centralmaine.com, who will, if interested, run/publish the announcement as is.

Please understand that while you can pursue either of these options separately, there may be times when it's worthwhile to do both.

EVENT LISTING OPTION I

Submit an Event to Maine Media Community Calendars

Public events can be added to community calendars at various Maine media outlets. Community calendars are first come, first serve, so try submitting the event as soon in advance as possible. Please note that you must create an account to submit community events, and that event listings submitted at least 3-4 weeks in advance may be considered for additional editorial coverage. Here are the key outlets for event submissions:

- **Portland Press Herald, Morning Sentinel, Kennebec Journal, and the Sun Journal.com.** Submit your posting here: <https://www.pressherald.com/addyourevent/> For paid promotion and advertising options, [visit](#).
- **Maine Public Community Calendar.** Submit your posting here: <https://www.mainepublic.org/community-calendar-event-submission>
- **Bangor Daily News.** Submit your posting here: <https://www.bangordailynews.com/submit-an-event/>
- **Down East Magazine.** Submit your posting here: <https://downeast.com/maine-events-calendar/>
- **Maine Arts Commission.** Submit your posting here: <https://mainearts.maine.gov/Pages/General/FAQ-Events>

Community Calendar Information Requirements

Following is an example of key information often required when listing an event via the links above. For maximum exposure, all events should be submitted at least two weeks in advance and no later than 2-3 days before the event.

- Event Title: Of This Place
- Venue Name: Gordon Center for Creative and Performing Arts
- Address: Colby College, Waterville, ME, 04901
- Venue Email: artsoffice@colby.edu Venue Phone: XX

- Venue Website: <https://arts.colby.edu/gordon-center-for-creative-and-performing-arts/>
- One Time Event? Recurring Event?
- Event Date/Time: Friday, Feb 9, 2024 @ 7:30 pm & Saturday, Feb 10, 2024 @ 2:00 pm and 7:30 pm
- Event Description: INSERT EVENT DESCRIPTION
- Event Format: IN-PERSON / VIRTUAL

Media

- Primary Image: (JPEG and PNG images supported)
- Logo: XX Embedded Video URL: Optional
- Social Media: XX

Admission & Ticketing

- Expected attendance: XX
- Ticketing Selection: (Ticketed vs. not ticketed) Pricing Selection: FREE
- Ticketing Website: <https://arts.colby.edu/reserve-tickets/>

EVENT LISTING OPTION II

- Submit an event for consideration to CentralMaine.com's [*Things To Do*](#) section.
- Send announcements via email directly to Stacy Blanchet, Deputy Managing Editor of Community News at sblanchet@centralmaine.com (207-861-9210)
- Additional tips:
 - Send announcements as **text only** (no Word Docs or PDFs) in the body of an email.
 - Send announcements as soon in advance as possible.
 - If possible, include a photo to accompany your announcement.
 - Follow up if you do not receive a response.

[ANNOUNCEMENT EXAMPLE: SAMPLE LANGUAGE ONLY]

Rethinking Rural: Celebrating Place, Bridging Divides

WATERVILLE, ME, MONTH /DAY, 2024—The Goldfarb Center for Public Affairs at Colby College is pleased to announce that it will host *Rethinking Rural: Celebrating Place, Bridging Divides*, a panel discussion on the needs and challenges of rural America.

The event, which will take place on Thursday, March 7, 2024, at Ostrove Auditorium in the College's Diamond Building, will be moderated by Colby Assistant Professor of Government, and Goldfarb Center Faculty Advisor, Nick Jacobs, and feature some of the country's foremost experts including:

- Gigi Georges, Author of *Downeast: Five Maine Gils and the Unseen Story of Rural America*.
- Dee Davis, President of the Center for Rural Strategies and the Publisher of *The Daily Yonder*.
- Tony Pipa, leader of Brookings Institution's *Reimagining Rural Policy Initiative*.

[ADDITIONAL INFO AND/OR SPOKESPERSON QUOTE AS APPROPRIATE]

The event is free to the public but tickets must be reserved at: [INSERT LINK].