

From: Greater Pinnacle Peak Association
Subject: Editorial Guidelines for Online Events Calendar and Online Scene
Date: February 21, 2011

As a complimentary community service and to support local nonprofit causes, The Greater Pinnacle Peak Association (GPPA), a 501 c (3) nonprofit, publishes community events and announcements on its Web site. The Community Events page provides information about upcoming events. The Scene page section publishes announcements. This service is available to nonprofit, religious, educational, civic, and for-profit businesses to publish information related to activities that benefit a nonprofit causes or organizations.

To assist our volunteers, events and announcements should be formatted as described below and submitted in the body of an e-mail, as a Word file, or as a plain text file (.txt). Submission of an event or announcement does not guarantee that it will be published. While it's GPPA's goal to publish as many events and announcements as possible; factors such as purpose, timeliness, suitability, and quality will be considered. Submissions should be e-mailed at least 30 days prior to an event to lesconklin@gppaaz.org. If you have question, please call (480) 361-6498.



Part One. Online Events Calendar: Editorial Guidelines

The events calendar is published on the Greater Pinnacle Peak Association's www.gppaaz.org, a k a, www.thepeakaz.org, Web site. There is an active link to the online events calendar in GPPA's *e-Peak Monthly Newsletter*, which is sent to subscribers, free of charge. By clicking on this link, newsletter readers can review the entire online calendar. In addition, a subset of the events calendar is published in the bi-monthly *A Peek at the Peak (The Peak)* magazine.

Guidelines

Length: The entire listing (see examples below) should not exceed 120 words.

Content: The listing should include:

Date: Include the date in the format, day of the week (Monday), month (abbreviated to 3 letters), numeric day (15), start time and end time, if applicable (1 p.m. to 5 p.m., 7 a.m.). If the event is held on a regular basis, see the examples below.

Name of Event. This can include the name of the organization holding the event.

Description of the Event, and Contact Information. End the description with "For more information," and then provide phone number, Web site address, and e-mail address as required. If a Web site address is included, we will provide a complimentary active link from the listing to the address. Please provide Web addresses and phone numbers in the format used in the example

Event Example 1.

Sunday, Feb. 27, 3 p.m. - Ode to Joy, Beethoven's 9th Symphony, Arizona Musicfest. For the truly grand finale of Arizona Musicfest 2011, renowned soloists from around the country, Christina Major, Rita Litchfield, John McVeigh, and Troy Cook, join Maestro Robert Moody and the Festival Orchestra and Chorus in Beethoven's intoxicating, monumental "Symphony #9" with the breathtaking "Ode to Joy." It is the utmost expression of humanity's unity. Venue: Pinnacle Presbyterian Church in Scottsdale (west side of Pima Road, just north of Happy Valley). Tickets: \$45 general admission, \$60 premium sections, Free for students (K-College). For tickets and information, visit www.azmusicfest.org or call (480) 488-0806. (105 words)

Example 2. Multi-Day, Month Event

Thursday, Feb. 3 through Sunday, Feb. 20, Various times, The Dixie Swim Club, Desert Foothills Theater. Five southern women who first met on a college swim team many years ago get together for a long weekend. When these women meet anything can happen and usually does in this hilarious and touching comedy about friendships that last forever. Venue; Cactus Shadows Fine Arts Center, 33606 N. 60th Street, Scottsdale. Tickets: Adults \$20, Students \$15. Order online www.desertfoothillstheater.com or call (480) 488-1981. (80 words)

Example 3. Ongoing Event

Ongoing, through March 26, 8 p.m. - Late Nite Catechism III: 'Til Death Do Us Part, Scottsdale Center for the Performing Arts, Stage 2. In Late Nite Catechism III: 'Til Death Do Us Part, Sister offers up even more, including the latest doctrine fresh off the Web, some hilarious lessons about love and marriage and her own outrageous version of The Newlywed Game. Each Late Nite Catechism performance is unique and will appeal to people of all ages and faiths. Tickets are available for \$38 online at www.ScottsdalePerformingArts.org or Scottsdale Center for the Performing Arts' Patron Services Box Office at (480) 994-ARTS (2787), ext. 2. (104 words)

For additional Examples. Please visit the events section of our Web site.

Part Two. Online Scene: Editorial Guidelines

Scene includes announcements made by causes supported by The Greater Pinnacle Peak Association (GPPA), local nonprofits, and businesses that support The Peak, GPPA, and/or Friends of the Scenic Drive. Scene is published on the Greater Pinnacle Peak Association's www.gppaaz.org, a k a, www.thepeakaz.org, Web site. An active link to Scene is provided in GPPA's *e-Peak Monthly Newsletter*, which is sent to members and subscribers, free of charge. By clicking on this link, newsletter readers can review all the announcements in the online Scene.

Guidelines

Length: The entire listing (see examples below) should not exceed 120 words.

Contents: The listing should include:

Name of Organization.

Announcement. Description ending with contact information, phone number, Web site address, e-mail address as required. If a Web site address is included, we will provide a complimentary active link from the listing to the address.

Example 1.

The McDowell Sonoran Conservancy (MSC), the non-profit organization that works in partnership with the City of Scottsdale to champion the completion and sustainability of the McDowell Sonoran Preserve, will commemorate its 20th Anniversary through a series of special public events that begin on January 22, 2011. . The public will be invited to partake in guided McDowell Sonoran Preserve hikes, a Native American gathering, a cowboy poetry reading, family activities, a photography exhibit and workshops, and a community breakfast celebrating 20 years of service. For additional information, visit www.mcdowellsonoran.org. (89 words)

Example 2.

The City of Scottsdale has announced that the draft General Plan 2011 is now available for public review and comment! The General Plan contains goals and policies to guide the community over the next 10-20 years. Arizona law requires that all cities have a general plan. To read the draft General Plan 2011, please go to: www.scottsdaleaz.gov/generalplan/update. You can provide feedback or ask questions in a variety of ways. You may submit them online, via e-mail, or call. Your comments will be provided to the Planning Commission and City Council for their consideration. To submit information: online: www.scottsdaleaz.gov/generalplan/update (see column on right), e-mail: generalplan@scottsdaleaz.gov, phone: Carrie Wilhelme, Project Manager, (480) 312-2205. (111 words)

For additional examples, please visit the Events section of our Web site.
