Calendar Event Submission Guidelines (updated 8/2/18)

https://arts.vcu.edu/calendar/events/

Approved events
- Events listed on the calendar must be organized, sponsored or affiliated with VCUarts.
- All events must have a contact person and email listed.

Editorial criteria
- The calendar's audience consists of the VCUarts community (students, faculty and staff) and supporters of VCUarts—those that attend performances, lectures and exhibitions.
- Events listed on the calendar must be open to the VCUarts community and/or the public. If you are interested in listing an event that does not meet this criteria, you can try submitting to the VCU calendar (provided the event serves the VCU community) or to the several community events calendars linked from the calendar homepage.
  - Note: VCUarts does not maintain any of the above mentioned calendars.

Review and approval
- Events on the VCUarts calendar are approved by calendar editors, with access for those editors maintained by the VCUarts Communications Office.
- Ultimately, the VCUarts Communications Office reserves to right to approve, edit or reject events.
- Please submit events **two weeks** in advance to allow time for editors to approve.
- The VCUarts Communications Office approves events by 3 p.m. every day.

Best practices
- Descriptions of events are required. Please keep them brief—no more than a few sentences that describe the important details of the event (who, what, where, why, etc.).
- Effective descriptions assume the reader is completely unfamiliar with the event or the organization (VCUarts). Avoid using acronyms or other campus lingo when writing an event description.
- Uploading images is strongly encouraged.
  - Images should be at least 600px wide, have a 4:3 aspect ratio and be smaller than 5 mb.
  - Avoid uploading the same image used for a print poster; it will be illegible on smaller screen sizes.
  - If including words on the image, keep it brief—no more than a few words or a short sentence. **The words on your image must be included in the event description, in order to meet VCU accessibility standards.**
  - Please ensure that you have permission to use any image that you upload.

Questions
For questions about this policy or best practices please contact the VCUarts Communications Office.