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Many media outlets, especially the print ones, use two special calendars that you can use to get free publicity.

The first calendar you can take advantage of is the calendar of events. These will run for a week at a time or on weekends. You can use them to get free publicity for any upcoming events you may have. But competition for this space is high, so increase your chances of being accepted by writing your notice in the exact format of those already listed.

For example, the calendar of your home-town paper may begin each listing with the topic, followed by the date, location and cost, if any, of the event. Others may start with the topic, then the cost, date and location, etc. Although the differences seem small, you can use them to increase your chances to get free publicity.

If you follow the exact style of a calendar, you make it easier on the person who has to not only pick and choose calendar items (from the many that are sent) but edit and format them. When they see an item that matches their format, they are more likely to use it because it means less work, which translates into finishing the job sooner so they can move on to the next task.

So use this fact to your advantage.

Another secret to getting calendar listings is to keep your pitch short.

The other calendar you should be aware of is the editorial one. Most publications do an issue or a special section on various topics several times per year, such as personal finance, health, automotive, and so on. Call the paper and ask for the editorial calendar. Sometimes somebody in the newsroom will send you one or you may be able to get the advertising department to send you one.

Once you receive the calendar, check it to determine when they are going to do a focus on a topic that relates to what you do. Think of some aspect of your product or service that will be useful to the publication's readers.

A few weeks ahead of your scheduled event, send the publication a press release. Be sure to follow up a couple weeks later to increase your chances for free publicity.

Danek S. Kaus is an experienced journalist and publicist, and the author of "You Can Be Famous! Insider Secrets to Getting Free Publicity. [Get More Publicity Secrets](#) at his website and [Get Info on 150 Radio Talk Shows](#) that want to interview you.

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