

OrlandoArts Magazine

May 25, 2018

It's that time again! *Orlando Arts Magazine* is developing its Season Preview issue for the 2018-19 cultural season, and we want to highlight all of the great programming that you have planned. This issue is published in September and offers a comprehensive overview of events, performances and exhibitions throughout the Central Florida community. We need your assistance in making this a great resource for our readers. OAM will continue its collaborations with Orlando International Airport and with the United Arts events website, OrlandoAtPlay.com, to promote cultural events.

As in years past, send your new season information to me, as well as story pitches, by **June 19** for possible editorial consideration. The new season listings will continue to be pulled directly from OrlandoAtPlay.com for inclusion in the calendar section, so make sure to input your listings directly on the website. This comprehensive approach, combined with a total magazine distribution of 20,000, allows us to provide your information to a broader audience. If you have not utilized this great resource, we have included instructions on the following page. Please input your season calendar listings on OrlandoAtPlay.com by **June 29**.

Due to limited space, **OAM does not include** workshops, auditions or pricing information within the calendar section. In addition to your event listings, please let us know of any new, innovative programming or interesting people that make a difference in your organization. We want to tell your story and our readers want to learn unique tidbits about the local cultural community that they can't find anywhere else. Also, if you have high-res photography of your performances, exhibitions or special events please send that as well.

In the event that your season is not planned this far in advance, just forward what you have now and send the rest when available. The magazine deadline for calendar information is two months prior to the publishing date. You will find a yearlong editorial calendar with deadlines on the second page or online within the magazine section at UnitedArts.cc. If you have a story to promote, please contact me at least three months prior to publishing date, or as soon as possible. Remember to stay in touch throughout the year.

Please contact me with any questions; **email is my preferred method of communication**. I look forward to receiving your exciting new season information.

Sincerely,



Cindy LaFronz

Send all information to:

Cindy LaFronz

Editor, *Orlando Arts Magazine*

2450 Maitland Center Parkway, Ste. 201 • Maitland, FL 32751-4140

Email: Cindy@UnitedArts.cc • Phone: 407.970.2831



To set up a FREE OrlandoAtPlay.com account and submit event listings:

- Type in OrlandoAtPlay.com in your url bar at the top of the screen.
- Once the page loads, on the top right of the screen you will see a “create an account” button. Click that. Set up your account.
- Please do not sign in as a guest. Guests cannot manage listings after they are posted. By creating an account you will be able to manage/edit your listings after they are posted.
- Once you have logged into the site, you can submit events either on your dashboard or on the OrlandoAtPlay.com homepage.
- To submit events on the homepage – on the right side of the screen there is a box that says “submit a listing.” Click that and the instructions will walk you through the process.
- Mass Upload: If you have a lot of events to upload, please contact William about the mass upload feature. You can upload your whole season, pictures and all, in one easy step.
- By posting on the site you are also eligible to be included in the weekly newsletter that goes out. Be sure to let William know of any discounts you have available as well.

Please contact William Morris at William@UnitedArts.cc or 407.628.0333, X236 with any OrlandoAtPlay.com questions.

	EDITORIAL DEADLINE	CALENDAR DEADLINE
September/October <i>Season Preview</i>	June 19	June 29
November/December <i>Holiday Issue</i>	August 3	September 14
January/February 2018	October 3	November 15
March/April <i>Florida Film Festival Summer Camps</i>	December 6	January 17
May/June <i>Fringe Festival</i>	February 4	March 15
July/August	April 4	May 15

Reminder: All calendar information is pulled from OrlandoAtPlay.com on the calendar dates listed above. All news releases and editorial story ideas should be submitted to Cindy@UnitedArts.cc. Please contact Cindy LaFronz, editor, *Orlando Arts Magazine*, with any questions.