

HUD's Web Publication Procedures and Style Guide

Appendix F: Internet Calendars

Calendars to announce upcoming events of interest to HUD's web audience are available on each state page and on the front page of www.hud.gov. Program offices in Headquarters may want to establish calendars, as well. Following is guidance on creating content on the calendars.

1. **Ensure That Events Are Appropriate For Our Audience:** The audience is the public and HUD partners. Events should be external. Events limited to HUD employees should not be included. Vague information is not appropriate for posting. Events for a very narrow audience are better publicized through direct, targeted communication with the intended audience.
2. **Choose Events Carefully:** Events should be HUD sponsored or related to HUD's mission. As a rule, we are looking for events that provide training or technical assistance for HUD's partners or potential partners or training/information for citizens, in areas related to HUD's mission. Common sense should be used in submitting events that are not HUD-sponsored. Posting an event may be perceived as endorsing and promoting it. Events which are not HUD-sponsored but which could be appropriate to post would include widely-recognized trade group meetings such as:
 - Mortgage Bankers Association meetings;
 - Association of Housing Management Agent meetings;
 - Association of Housing and Redevelopment Officials meetings;

Generally, events should not be profit making or sponsored by a for-profit organization

3. **"More" Is Not Necessarily "Better:"** Be thoughtful in choosing the events to put on the calendar. Too much information sometimes overwhelms the audience, and they may not bother to read anything. Add value by selecting the most promising events.
4. **Information Needed For Calendar Entry**
 - Name or Title of Event
 - Brief Description of Event
 - URL (for additional info, if available)
 - Name of Contact Person
 - Phone number of Contact Person
 - Fax number of contact person (if appropriate)
 - Email address of contact person
 - Additional Information (special directions, deadlines for registration, etc.)
 - Start Date of Event
 - End Date of Event
 - Start Time of the Event
 - End Time of the Event
 - Event Location: Address