

# GUIDE FOR GIG LISTINGS

Every listings publication gets thousands of gigs sent to them with the hope of being published. As part of Jazz Services' commitment to providing comprehensive and accurate listings to benefit the UK jazz community, these guidelines aim to better your chances with any publication or broadcaster.

**Please try to keep your gig information to one page (no more than two if including notes) and in a format that everyone can open. Best of all is to put text straight into an e-mail. Attachments can complicate things, but if you must use them, make sure you include all your contact details in the attachment as well as in the e-mail. Never assume that you are known to the publication. Always send all your details with each e-mail. If you wish to correct an error made in listings you have already submitted, title your e-mail 'Stop Press'. This way the publication knows that it is important.**

<b>HEADING</b>	<i>Essential</i>	This should indicate what the performance is i.e. Johnny Rotten Jazz Gig or New Jazz Venue or Little Village Jazz Club Presents, Cheltenham Jazz Festival etc.
<b>VENUE NAME</b>	<i>Essential</i>	This is the actual premises where the performance will be held and not the name of the promoter or the name of the 'Jazz Club'. This is essential for audiences who are not 'Club' members and do not know the regular venue. This includes Festivals who should provide all these venue details as part of their information packs
<b>STREET</b>	<i>Essential</i>	Unless the Street has no name (in the case of some small villages)
<b>TOWN</b>	<i>Essential</i>	There are a number of venues throughout the UK with the same name i.e. The Bell, White Swan, Bulls Head, St Mary's Church, Conservative Club etc.
<b>POST CODE</b>	<i>Essential</i>	See above
<b>TELEPHONE</b>	<i>Essential</i>	
<b>WEB ADDRESS</b>	<i>Optional</i>	We recommend a strong web presence as a powerful tool for promoting
<b>BAND NAME</b>	<i>Essential</i>	
<b>BAND PERSONNEL</b>	<i>Optional</i>	Useful if the band includes well known performers
<b>DATE OF GIG</b>	<i>Essential</i>	
<b>START TIME</b>	<i>Essential</i>	
<b>END TIME</b>	<i>Optional</i>	Helpful if available
<b>PRICE</b>	<i>Essential</i>	If it is free, please indicate
<b>NOTES TO THE EDITOR (Blurb)</b>	<i>Optional</i>	Recommended if you want to encourage an editorial piece – Journalists get a lot of correspondence and tend to veer towards articles where much of the work is done for them. In other words the more information you send the better chance there is of getting your gig highlighted in which ever capacity the journalist has available to them. Please make sure that all the information is clear and easy to read.
<b>PROMOTER</b>	<i>Optional</i>	This is only really relevant if you are placing an advert and you want to promote the Club or promoter's name.
<b>PHOTOS</b>	<i>Optional</i>	See notes to the editor
<b>TRANSPORT LINKS</b>	<i>Optional</i>	Train/Underground Station and Bus numbers or next to M5 etc.



**We hope that you find this guide useful and that it leads to greater success in having your listings published or broadcast accurately resulting in better attended gigs!**

Please note that due to space limitations we are not able to include every submitted gig in Jazz UK although we certainly endeavour to publish them on the Jazz Services website. See: [www.jazzservices.org.uk](http://www.jazzservices.org.uk) then go to Live Jazz.

**Please send your Listings, Queries or Feedback to: [listings@jazzservices.org.uk](mailto:listings@jazzservices.org.uk) Or call 0207 928 9089 for any assistance**