



# doing NYC

[www.doingnyc.com](http://www.doingnyc.com)

**A USER'S GUIDE**

# INTRODUCTION

DoingNYC is the culmination of a decade of experience by the web site's founder James A Richards.

In 1999, Jim launched PGHevents: The Pittsburgh Events Web Site at [www.pghevents.com](http://www.pghevents.com), and continued to refine it including a redesign in 2004. He used PGHevents as a founding project for his social enterprise, Managerie. PGHevents soon became the #1 online events calendar in southwestern Pennsylvania. In 2006, a deal was made between Managerie and the *Pittsburgh Post-Gazette* to effectively make PGHevents the newspaper's web events calendar by moving it to [www.post-gazette.com/events](http://www.post-gazette.com/events).

With this guide, you will understand the thinking behind DoingNYC and learn how to submit venues and events for consideration.

## THE BASICS

With 8.2 million residents and 40 million tourists a year, the best assumption to make regarding a venue or event in New York City is simple: **that no one has the same level of knowledge about an event or venue that you have.** You should keep that in mind with your submissions. (Actually, Jim has learned from experience to assume very little about what a calendar's audience knows).

If you are going to submit an event or a venue, bear in mind that a strong background in event marketing with good writing skills is ideal.

You should also understand that all submissions are reviewed before being posted. Nothing appears automatically after your submission is sent.

### Notes About Content

If DoingNYC were a movie, it would be rated PG-13. This means that certain obscenities are forbidden. In addition, any event that appears to be prejudicial against a certain group will likely not be listed.

Also, if your submission is deemed incomplete or confusing, it will not be approved and listed.

## SUBMITTING AN EVENT

Before submitting your event request, check to see if the calendar already has the event because we may have received it through another source.

The online Event Submission Form will require the following information:

**Event Name:** The title of the event goes here.

**Event Venue:** Using the drop-down menu, select your event's venue. They are listed alphabetically.

**Start Date/Time:** This is the date the event starts. If it is a one-time event, include the time the event starts.

**End Date:** This is the last date of the event. **Use this only if the event is a multiple day event.\***

An event is generally defined as a performance, exhibit or activity. The calendar does not normally list calls for artists or auditions. In addition, a retailer's sale is not considered an event unless there is something special or unusual about it. The same is for a bar's happy hour.

**Event Description:** Every event must have a description. Each description should be written in complete sentences in an interesting, informative and concise manner with the understanding that at least part of the calendar's large audience may not have heard of your show or artist.

Because your event will appear in multiple places on the calendar, the description should also make it clear what kind of event it is (play, lecture, concert, etc.)

Most descriptions should be three paragraphs or less. If advance tickets are to be purchased from someplace other than the venue (like Ticketmaster), include that information. Avoid using email addresses or web site addresses here, as the software does not create a link. We strongly advise posting a telephone number instead.

**Note: the calendar requires REAL descriptions. One and two-word submissions (like "rock band") or submissions that are not written incomplete sentences are not permitted.**

For examples of good event description, visit page 3.

Our editor will determine the appropriate category (ies) for your event.

Remember: all submissions are reviewed before they are posted to the calendar.

*\*If you event has an indefinite run (such as a Broadway show), then simple select the latest date available in the drop-down menu. Contact us when and if a close date has been determined.*

## SUBMITTING A VENUE

No event can be listed on the calendar unless and until its venue is included in the calendar's database.

Before submitting your venue request, check to see if the calendar already has the venue.

The online venue submission form will require you to provide the following information:

**Borough:** Select which of the five boroughs the venue is located.

**Venue Name:** Put the venue name here (do not start with prepositions such as "the" and spell out words often abbreviated such as "St." to "Saint").

**Venue Address:** Place the street address here.

**Venue Phone Number:** Place the public phone number here.

**Venue Web Site:** Place the venue's URL here.

**Venue Description:** Using complete sentences, describe the venue in an interesting and informative way for anyone who has never been to the venue or even heard of it. Unlike an event description, you can be more verbose here.

A venue is the physical location where events are held. It is usually a building, such as a museum or theater. But it can also be a public park or a business district. "Virtual venues" (for web-only events) are not included.

**Note: the calendar requires REAL descriptions. One and two-word submissions (like "restaurant") or submissions that are not written incomplete sentences are not permitted.**

Visit page 7 for examples of good venue descriptions.

**Venue's Standard Operating Hours:** Put here when the venue is normally open. If there are no standard hours, write "Varies".

**Venue's Parking Situation:** Tell viewers if there is a garage, lot and/or on-street parking.

**Venue's Mass Transit Service:** Select the subway trains that stop at or near your venue. If there is more than one, you can select multiples with the CTRL-click method using your mouse and keyboard.

## FEATURE CATEGORIES

A "feature category" is a popular way for DoingNYC to combine events connected with a holiday or large festival in one location for viewers to easily find.

This is something that we create internally.

## ADVERTISING

Currently, DoingNYC is offering online ads through Google. Contact them for more information.

## EVENT DESCRIPTION EXAMPLES

Here are some examples, real and fictional, of good descriptions to help you in crafting your own event descriptions. **Please be aware that one or two word descriptions such as "rock music" or "play" will not be approved and listed.**

### AUTHOR/BOOK

*To help identify the event clearly to web viewers, the word "author" is typically used as the start of the event title followed by the author's name.*

#### **Author Ken Follett**

The author discusses his new book, "The Pillars Of The Earth".

A spellbinding epic set in twelfth-century England, the novel tells the story of Philip, prior of Kingsbridge, a devout and resourceful monk driven to build the greatest Gothic cathedral the world has known.

Your event will appear in different places on the site. Be sure to write your description so that it is clear what kind of event it is --- no matter where people read it.

#### **Mystery Book Club**

Every month, the club chooses a classic or contemporary mystery novel to explore together. This month's selection is "Sunset Limited" by James Lee Brown.

New members are welcome. For more information, call Joyce at (212) 555-1234.

## BUSINESS EVENT

*A “business event” can be a networking event, professional meeting, a business-related workshop or even a job fair.*

### **QuickBooks Workshop**

In this one-day workshop, CPA Joan Anderson will cover all the basics of the popular accounting software QuickBooks. Participants will learn by setting up a fictional company and follow the steps in creating and managing accounts.

The fee is \$95; for more information or to register, call (212) 555-1234.

### **Meeting Professional International Round-Up**

Professionals in the local meetings and tourist industry are welcome to meet and mingle tonight. The featured speaker will be Robert Gerber, the president of Gerber Events, Inc.

Guests are welcome; for more information, call Sally at (212) 555-1234.

## CHARITY

### **Wild Wednesday Bingo**

Bring your friends (or meet some new ones) as you try to win various cash and donated prizes. Refreshments will be available.

Proceeds benefit the Children’s Education Center. To reserve your place, call (212) 555-1234.

## CHILDREN/FAMILY

### **Wiseacre Farm**

Audience participation is a key part of this musical play for kids ages 3 and older, who help save Cliff the Pig’s birthday cake from the greedy Fox.

For show times and ticket information, call Theatermania at (212) 352-3101.

## COMEDY ACT

*In most cases, the name of the headlining comic is also the event title.*

### **John Murphy**

Using props silly voices and dead-on impersonations, this comedian dips into today’s headlines as part of his stand-up routine.

**When writing your description, be sure to make your event sound interesting! After all, you want people to come.**

## CONCERT

*In most cases, the name of the headliner of the concert is also the event title.*

### **Allen Toussaint**

Enjoy an incomparable week of performances by Allen Toussaint, one of the most influential figures in New Orleans rhythm & blues.

As a producer, bandleader, arranger, songwriter, session musician and all-around musical eminence, Allen Toussaint impacted the New Orleans music scene of the Sixties in much the same way that Dave Bartholomew had in the Fifties. His greatest contribution was in not allowing the city's old-school R&B traditions to die out but by keeping pace with developments in the rapidly evolving worlds of soul and funk.

There will be performances at 8:30 p.m. and 10:30 p.m.  
Admission starts at \$20. Reservations can be made by calling (212) 475-8592.

**DONT ASSUME: There are thousands of music acts, big and small, all over the country. This means that at least someone logging on has never heard of your artist or band. Keep that in mind when writing your description.**

### **Southside Johnny & The Asbury Jukes**

Since forming in 1975, this band has grown in stature from a highly competent R&B-styled bar band into a competitive horn-driven mainstream rock band with a series of original albums to their credit. For the uninitiated, a live Jukes gig can be an exhilarating, inspiring experience. They're the real thing, human, fallible, mean, moody and magnificent, capable on a good night of blowing the roof off.

### **Sunday Night Hayride**

Hosted by local country music band The Baxter Brothers, this is the club's regular celebration of roots music.

Tonight's featured artists are Jenn Gooch and John Carson in a special night dedicated to Halloween.

This 21+ evening begins with a vegan buffet and country DJ performing at 9:00 p.m.

## EXHIBIT

*Only temporary exhibits are listed on the calendar, not permanent ones. Opening receptions are often listed separately as a party.*

### **Tapestry In The Baroque: Threads Of Splendor**

This international loan exhibition is the first comprehensive survey of high-quality seventeenth-century European tapestry.

Drawing from collections in more than fifteen countries, it presents some forty rare tapestries made in Brussels, Delft, Florence, London, Munich, Paris, and Rome between 1590 and 1720, along with approximately twenty-five drawings, engravings, and oil sketches. The exhibition investigates the stylistic and technical development of this prestigious figurative medium and explores the contributions of artists such as Peter Paul Rubens, Jacob Jordaens, Simon Vouet, Charles Le Brun, Pietro da Cortona, and Giovanni Romanelli, as they responded to the challenges of the medium in unique and spectacular ways.

For more information, call (212) 570-3828

## FILM

*The calendar only lists specialized films, typically foreign, independent and classic films on a limited run.*

### **My Fair Lady**

George Cukor directed this award-winning 1964 film version of the hit Broadway musical. Rex Harrison plays Professor Henry Higgins, who sets out to turn a common flower girl (Audrey Hepburn) into a proper lady.

The film includes such classic songs like “The Rain In Spain” and “I Could Have Danced All Night”.

### **The Trip**

A hit at festivals across the country, Miles Swain’s 2002 independent film tells the history of the early gay rights movement through the up and down relationship of two young men (Larry Sullivan and Steve Braun).

The film also stars Ray Baker, Alexis Arquette and Jill St. John.

## LECTURE

### **Art/Sci Collision: Environmental Design**

A lecture featuring environmental designers Ben Shepherd and Junko Nakagawa, who discuss how they integrate design ideas with the laws of physics and ecology to produce buildings that consume less energy, increase comfort, and function more economically, all with a lesser impact on the environment. A question-and-answer session follows.

The fee is \$13.50 for members and \$15 for non-members. For more information or to register, call (212) 769-5100.

## PARTY/SOCIAL

### **Valentine’s Day Party**

Bring that special someone for a romantic evening that includes a delicious steak dinner, magnificent red wine, roses and live performances by Barry’s Big Band.

For more information or reservations, call (412) 555-1234.

## PLAY/STAGE SHOW

### **Les Liaisons Dangereuses**

Emmy Award-winning actress Laura Linney returns to Broadway in this dark comedy about pre-Revolutionary French aristocracy in all its cynicism and decadence.

For long-time friends and occasional lovers Vicomte de Valmont (Ben Daniels) and Marquise de Merteuil (Laura Linney), love is simply a game of chess. But in a few false moves, they find themselves locked in the ultimate checkmate.

If your event has an indefinite run (such as a Broadway show), then simply select the latest date available in the drop-down menu. Contact us when and if a close date has been determined.

Evening performances are Tuesday through Saturday at 8:00 p.m.; Matinee shows are at 2:00 p.m. on Wednesday, Saturday and Sunday. For ticket information, call (412) 719-1300.

## Curtains

The very funny musical comedy about murder and fame.

“Curtains” unfolds backstage at Boston’s Colonial Theatre in 1959, where a new musical could be a Broadway smash, were it not for the presence of its talent-free leading lady. When the hapless star dies on opening night during her curtain call, Lieutenant Frank Cioffi arrives on the scene to conduct an investigation. But the lure of the theatre proves irresistible and after an unexpected romance blooms for the stage-struck detective, he finds himself just as drawn toward making the show a hit, as he is in solving the murder.

If an entity other than your venue’s box office is selling tickets --- like Telecharge or Ticketmaster --- that information should be part of your event description.

Evening performances are Wednesday through Saturday at 8:00 p.m. and Tuesday at 7:00 p.m. Matinee shows are Sunday at 2:00 p.m. and Wednesday & Saturday at 2:00 p.m. For ticket information, call Telecharge at (212) 239-6200.

## SPORTS

### New York Nicks Basketball

The NBA’s savviest fans and sports most amazing athlete converge in a sea of orange and blue as the Nicks are challenged by Houston.

For ticket information, call Ticketmaster at (212) 307-7171.

## WORKSHOP/CLASS

### Introduction To Computers

This workshop provides the basics of a computer, mouse and keyboard for people who have little or no previous computer experience.

Admission is free. For more information, call (212) 555-1234.

## VENUE DESCRIPTION EXAMPLES

Here are some examples, real and fictional, of good descriptions to help you in crafting your own venue descriptions. **Please remember that one or two word descriptions such as “art gallery” or “restaurant” are not acceptable.**

A venue description can be more verbose than what you see here and some flexibility is possible; these examples are merely to help you understand what is needed.

## ART GALLERY

### Gallery Neo

Located in the storefront of a handsome, century-old Greenwich Village, Gallery Neo prides itself in showcasing the finest in up-and-coming talent.

In its main gallery, visitors can enjoy a new theme exhibit each month, specializing in an artist, genre or topic. The gallery also offers workshops and seminars on a regular basis.

## BAR/TAVERN

### Sam's Place

Sam's has been a popular watering hole in Harlem for nearly 30 years. Regulars and visitors can enjoy a warm, welcoming environment complete with tin ceilings, an historic oak bar and photos of legendary members of the Harlem Renaissance lining the walls.

In addition, Sam's features the Oak Room for events and shows, including a regular schedule of jazz, rock and R&B artists on the stage.

## BUSINESS DISTRICT

*A business district can be considered a venue if events held there are open air or involve multiple locations in close proximity. Good examples would be a street fair, a parade or a special tour. It is typically focused on a specific street as the district's central point.*

### Brooklyn Business District ("Downtown")

Named after the Dutch town Breukelen, Brooklyn was an independent city until it was absorbed into New York in 1898. It is the city's most populous borough, with 2.5 million residents.

**REMEMBER:** You and your friends may be very familiar with a venue --- but that doesn't mean anyone else is. With so many different people logging on, it is best to write your venue description for people who have never heard of the place before.

Brooklyn's many neighborhoods have their own distinct flavor, largely because most of them began as independent towns and villages, some dating back to the Dutch colonial era. Among these is a "downtown" centered around Willoughby Street that includes various kinds of shops, restaurants, hotels, cultural venues and, of course, the historic Brooklyn Borough Hall.

Much of what keeps Downtown Brooklyn a vibrant and interesting place is due to the Downtown Brooklyn Partnership (DBP). It is a not-for-profit local development corporation incorporated in the summer of 2006 in an effort to coordinate economic development activities in Downtown Brooklyn and ensure implementation of public and private development projects in the area.

## BOOK STORE

Founded in 1927, the Strand is a landmark independent book store famous among New Yorkers for its impressive collection, from best sellers to rare, out of print books.

The Strand has been a family-owned business ever since founder Benjamin Bass opened the doors of the first Strand store in 1927.

Its home is a grand building at the corner of Broadway and 12<sup>th</sup> Street. Here, regulars and visitors can enjoy both a wide selection of books, but also terrific book-related events such as reading clubs and author signings — often featuring famous writers.

## CHURCH

### **Saint Patrick's Cathedral**

St. Patrick's Cathedral is the seat of the Archbishop Of New York. It is the largest decorated gothic-style Catholic Cathedral in the United States and has been recognized throughout its history as a center of Catholic life in this country.

The cornerstone was laid on August 15, 1858, and, after a suspension of work during the years of Civil War, opened its doors in May, 1879. It has been expanded and remodeled several times since. Each generation has added to her splendor. Her spires were completed in 1888 and The Lady Chapel in 1906. Her Kilgen Organs were installed in 1929. Major capital campaigns were conducted in the 1940's and the 1970's under Cardinals Spellman and Cooke, respectively. The Kilgen Organs were restored in the mid 1990s, and the gem of the Cathedral, the Lady Chapel was restored in 2003.

The church often hosts musical performances, community events and offers classes.

## HOTEL

### **Soho Grand Hotel**

The Soho Grand Hotel, located in New York City's most stylish and sophisticated downtown neighborhood, features exclusive New York City accommodations that offer more than just a good night's sleep. Inside the sleek facade on glamorous West Broadway, the eclectic designer decor and top-shelf staff make the Soho Grand as much a place to stay and relax as a prime destination to entertain and socialize.

Its facilities include several meeting and event rooms, most notably the 1,300-square-foot Harbor Room

## LIBRARY

### **New York Public Library**

The New York Public Library is one of the great knowledge institutions of the world, its myriad collections ranking with those of the British Library, the Library Of Congress, and the Bibliothèque Nationale de France. Virtually all of the Library's many collections and services are freely available to all comers. It operates as a non-profit organization funded by a combination of public and private sources.

The library traces its history back to 1886 and a bequest from former New York governor Samuel J. Tilden to create a free library in New York City. Eventually the institution his will created would merge with the Astor Library and Lennox Library to become what is now the New York Public Library.

Opened in 1911, the current site is a magnificent piece of public architecture. Highlights include the famous lions guarding the entrance; a main reading room with massive windows and grand chandeliers; and special rooms named in honor of notable authors and scholars.

Today, the New York Public Library consists of 86 libraries in the Bronx, Manhattan, and Staten Island. This one, the 1911 main library, is officially called the Humanities & Social Sciences Branch.

## MUSEUM

### **Metropolitan Museum Of Art**

Founded in 1870, the Metropolitan Museum Of Art is one of the world's largest and finest art museums. Its collections include more than two million works of art spanning 5,000 years of world culture, from prehistory to the present and from every part of the globe.

The museum's two-million-square-foot building has vast holdings that represent a series of collections, each of which ranks in its category among the finest in the world. The American Wing, for example, houses the world's most comprehensive collection of American paintings, sculpture, and decorative arts, presently including 24 period rooms that offer an unparalleled view of American history and domestic life. The museum's approximately 2,500 European paintings form one of the greatest such collections in the world – Rembrandts and Vermeers alone are among the choicest, not to mention the collection of Impressionist and Post-Impressionist canvases. Virtually all of the 36,000 objects constituting the greatest collection of Egyptian art outside Cairo are on display, while the Islamic art collection is one of the world's finest. Other major collections belonging to the museum include arms and armor, Asian art, costumes, European sculpture and decorative arts, medieval and Renaissance art, musical instruments, drawings, prints, antiquities from around the ancient world, photography, and modern art.

## NIGHTCLUB

### **B.B. King Blues Club & Grill**

Conveniently located in the heart of Times Square near Penn Station and the Port Authority, the B.B. King Blues Club & Grill offers music fans a unique experience. Owned by the Bensusan Family, proprietors of the world renowned Blue Note Jazz Club, the club features world-class musical talent.

The breathtaking main space is classical in form and spirit: two-tiered, horseshoe-shaped seating (booths & tables) centered around a 30-foot stage presents up close and personal views of all performances. The 40-foot bar is a haven for the reserved listener. The atmosphere is enhanced with two 8-foot big video screens on either side of the stage.

## PARK

### **Flushing Meadows Corona Park**

Originally created to be the site of the legendary 1939 World's Fair, Flushing Meadows Park is the second largest public park in New York City. A former dumping ground (labeled a "valley of ashes" by F. Scott Fitzgerald in "The Great Gatsby"), today this park is used every day by people from the entire region.

People come to play soccer on the new turf fields, to stroll along the Flushing Bay promenade, to enjoy the sounds of a summer concert, to visit one of the park's outstanding cultural institutions, or simply to relax in a beautiful garden. It has athletic fields, landscaped meadows, lakes, fountains, playgrounds, stadia, museums and a zoo.

# STADIUM

## **Shea Stadium**

Officially called the William A. Shea Municipal Stadium, this is one of the oldest baseball parks in the National League and is the home of the New York Mets. It is named in honor of the lawyer who played a critical role in bringing National League baseball back to New York after the city lost the Brooklyn Dodgers and New York Giants.

Completed and opened in 1964, Shea Stadium is a circular facility with a grandstand. It can be converted to a football field using two motor-operated stands that allow the field level seats to rotate on underground tracks.

The stadium is often used for other events, including concerts, and is famous as the site for the Beatles' opening performance for their 1965 U.S. tour.

# THEATER

With its superior acoustics, the Beacon has been a favorite New York City stop for top acts since it opened in 1928.

The Beacon has an ornate neo-Grecian interior features thirty-foot-tall Greek goddesses flanking the proscenium arch of its curtainless stage, which can rise from its basement level carrying a full classical orchestra. Exquisite detailing abounds throughout, including polished hardwood and terra cotta moldings, brass staircase rails, and corridor murals.

The 2,600- seat venue was designed specifically as a site for vaudeville acts, concerts, opera and what was an exciting new art form in 1928: talking movies. It has been in nearly constant use since its opening, primarily for concerts. Stars from the vaudeville era to classic rock bands like the Rolling Stones and Queen to more recent acts like Tori Amos and Gov't Mule have all graced the Beacon's stage.

# FAQ

## **How long does it take before my submission appears on the calendar?**

You should allow up to 72 hours, depending on Jim's workload and whether there are any problems with your submission.

## **I have no marketing background and am not sure how to write my event or venue description.**

### **What do I do?**

Jim will do what he can to help you. Contact him at [jim@doingnyc.com](mailto:jim@doingnyc.com).

## **Why are descriptions important?**

Because with DoingNYC, you are dealing with a large and diverse audience that includes people who know nothing about your event or venue. Plus, you want your description written in such a way to entice people to come to your venue/event.

## **Are long can a description be?**

While we don't have an official word limit, event descriptions are seldom more than 3 paragraphs long. Venue descriptions may be longer.

## **I'm just borrowing/renting the venue, but I don't represent it. Will that be a problem?**

It could be, if you don't have the required venue information to add the location to the calendar. You should probably consult with the venue's marketing director.

## **I read about an event in the newspaper and would like to add it to the calendar. Can I?**

We would prefer event submissions be made by people officially representing the event.

## **How far in advance are events listed?**

That depends on the venue, but usually at least a month. However, some venues plan a yearly schedule, so you may find event information several months in advance.

## **Why are titles over capitalized?**

Jim has learned over the years that over capitalizing a title makes it easier to read on the web calendar.

## **We have an email address (or web site) for the public to use in seeking more information on an event.**

### **Can we use that instead of a phone number in our event listing?**

You can, but we strongly advise against it. The software will not create a link. If we have a choice between an email address or a phone number, we generally choose the phone number.

## **We are a small organization and have trouble keeping our site current. Can we create a link on our web site to DoingNYC and use it as our event calendar?**

Absolutely! If you want a DoingNYC logo, just email Jim at [jim@doingnyc.com](mailto:jim@doingnyc.com)

## **We need to update or correct our listing. How do we do that?**

Contact Jim at [jim@doingnyc.com](mailto:jim@doingnyc.com).

## **How can I learn more about Jim Richards?**

You can visit his personal site at [www.james-richards.com](http://www.james-richards.com) or his site for Managerie in Pittsburgh at [www.mymanagerie.com](http://www.mymanagerie.com).