

Arts Over America

An On-Line Cultural Events Calendar



Adding your events to the cultural calendar is easy!
Here's what you need in order to begin:

- Get your organization's correct **e-mail address** and **web site address** (if you have one).
- **Secure details about the events** you want to post. You'll need to know "who, what, where and when" and be prepared to answer some simple questions about the project's content and funding sources.
- Find a computer with **Internet access**. Make sure the machine uses **current browser** software: Netscape version 4.0 or higher, or Microsoft Internet Explorer version 4.0 or higher. (You can search for events using any version 3.0 browser, but to add events you'll need to use a 4.0+ version.)

Next, you're ready to visit the *Arts over America* site.

I. Getting Started

To get to your state's cultural calendar, use the link on your state arts agency web site, or set your browser to <http://www.artscal.org> and select your state from the list.

When you arrive at your state's calendar, the first thing you will encounter is a search page. This is the form that the public will use to retrieve information about arts events. Before you enter your own events, be sure to use this form to **try a few searches and see how other organizations are using the system**. Read the "Searching for Events" section of the FAQ for help in refining your searches. Get a feel for how events are displayed, and for the kind of information that is helpful to include.

II. Register Yourself

Next, you'll need to register in order to add your own information to the system. To proceed, press the "Register" icon and then choose the "click here to register" link.



The system will ask you a few simple questions. Complete your real name, e-mail address and phone number. You also need to enter a user name and password in order to be recognized by the *Arts Over America* system. You may choose any user name and password

you like. Just be sure to **keep a record of your user name and password**. You will need to use them to enter events in the future!

After your information is complete, click the "Register" button. The system will acknowledge your registration on screen and via e-mail. Return to the main page.

Register

To register, please enter your real name, make up a user name (using lower-case letters only) and a password, and enter them below. Also, please provide your email address and phone number (including the area code). Your email address and phone number will be kept confidential; [see the F.A.Q.](#) for more information about registering.

Your Real Name

User Name
use only lower case letters

Password
any combination of letters and numbers

Email address

Phone number

Now that you're registered as a system user, you also need to enter information about your organization. Underneath the "Register" icon, note the links to [event location](#) and [producers/presenter](#) registration forms. Choose the link that best describes your organi-

zation. (Can't decide which is best? Consult the FAQ for helpful hints.) Each link takes you to a special screen where you'll be asked for vital information about your location, telephone number, etc. Enter all details accurately, because this is the information your partons will rely upon in order to find your event. And guess what: *you only need to fill in this information once!* The system will automatically remember all of the details for every event you enter in the future. In addition to being a time-saver, this registration system will ensure that complete and consistent information about your organization gets attached to each event you enter.

III. Adding An Event



Once you're finished registering your organization and a location or presenter/producer, click the "Add" icon, and you'll arrive at an event entry form. Use this screen to enter information about your events. Answer all questions as completely as possible -- remember that potential audience members are looking for details.

- 1 First, Enter the **TITLE** of your event, and choose the best **EVENT TYPE** from the pull-down menu.
- 2 Next, use the "Lookup" button to search for your **EVENT LOCATION**. A menu of location names will appear -- simply click on the correct name to add it to your event listing. (If you cannot find the name of your facility or venue, take a second to add it. At the bottom of the list of event locations, click the "register it now" link.)
- 3 Is your event presented or produced by someone other than the artist or the event location? If no, skip to the next step. If yes, you'll need to hit the "Lookup" button to locate the name of your **PRESENTER/PRODUCER**. If you can't find the name, follow the same steps outlined above to add it to the system.
- 4 Enter the name of the **ARTIST(S)** featured in your event. Include the **ARTIST WEB SITE ADDRESS** if possible.

Add an Event

1

1

Event Title:

Event Type:

Choose an Event Location and/or Presenter/Producer by clicking the appropriate Lookup button

2

Event Location:

Selection:

Lookup

3

Presenter/Producer:

Selection:

Lookup

Important: If you couldn't find the **Event Location** and/or **Presenter/Producer** using the Lookup buttons, click here to [add your Event Location](#) or [Producer/Presenter](#) to the database first, before completing this form. After adding your **Event Location** and/or **Presenter/Producer**, they will appear in the lists when you try again.

4

Artist(s) Involved:

Web Site

5

Event Description:

Important Note: Only the first 20 words of your event description will appear in the initial search results, so choose your first 20 words carefully. Your full description will appear when visitors click on your event title.

6

Pricing Info:

Free or...

7

Access:

- sign language interpretation
- information provided in braille

8

Art Form(s):

- Crafts
- Dance
- Design/Architecture
- Digital Arts
- Film/Media Arts
- Folk/Traditional Arts
- Humanities
- Literature
- Music
- Opera/Music Theatre
- Performance Art
- Photography
- Theatre
- Visual Arts

9

Funding:

Sponsors/Donors:

5

Now for the good stuff! Use the **EVENT DESCRIPTION** box to describe your project and tell potential audience members what makes it worth attending.

6

Enter information about the **PRICING** or admissions costs. If your event is free, just click that box.

7

Will the event be made **ACCESSIBLE** via sign language interpretation or braille? (Note: if there are special accesibility features installed at your event location, that information will automatically appear on any search results if it was entered on the event location registration form.)

8

Choose the **ART FORM(S)** that best characterize your event. You may select as many descriptors as apply to your project.

9

You must also indicate the **FUNDING** sources for this event. This section is very important. It allows you to graciously acknowledge your sponsors, and it also raises awareness about how critical the state, federal and local arts funding network is to the arts community. If you're not sure whether your event or organization received public funds, call your state arts agency.

You're in the home stretch now...

10 If your event was designed especially for families, children, or **YOUNG AUDIENCES**, be sure to indicate that here. Users can search for events that meet this criteria.

Finally, enter the **DATES** during which your event will run.

11 Use this space for **ONGOING EVENTS** --these are events that run *every single day*, with no breaks or schedule variations.

12 If your event runs only certain days of the week, enter a list of **SPECIFIC DATES** and times here.

Look over all of your information to make sure it is complete and correct. After verifying your entry, the last step is to **SAVE YOUR INFORMATION**. Pressing the button will post your event to the system and return you to your state's main calendar search page. When you arrive back at the search screen, congratulate yourself -- your event was successfully entered!

IV. Questions?



The site has a built-in FAQ, or Frequently-Asked Questions link where you can find out more information, such as editing information once it's been added or troubleshooting events that the system rejects. If you still can't find the answer to your question, use the e-mail link to contact *Arts Over America* or your calendar administrator.

V. Arts Over America Tips

- ... Include the calendar URL in your programs and promotional materials.
- ... Visit the site often, and enter your events on a regular schedule.
- ... Encourage your colleague organizations and artists to participate.

Thank you for joining this cultural calendar project. Your participation helps us to promote the arts and build new audiences for the future.

10 Was this event designed for families and young audiences? Yes No

For Ongoing Events...

to
From: : p.m. **To:** : p.m.

Or enter up to 6 specific dates...

(If you need to enter more than 6 specific dates, enter the number here: then click this checkbox: and click the "Save this information" box at the end of this page. Don't worry, this won't save your information, it will only get you more date/time fields.)

12 1. **From:** : p.m. **To:** : p.m.

2. **From:** : p.m. **To:** : p.m.

3. **From:** : p.m. **To:** : p.m.

4. **From:** : p.m. **To:** : p.m.

5. **From:** : p.m. **To:** : p.m.

6. **From:** : p.m. **To:** : p.m.

Save this information!