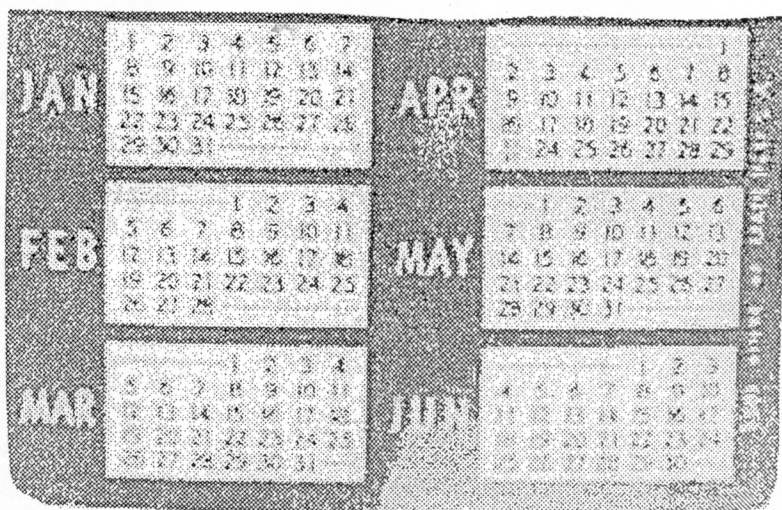


A HOW TO GUIDE ON STARTING A D.I.Y. EVENTS CALENDAR (in your town)



go start your own!

LET'S MAKE A DIY

EVENTS CALENDAR!

i'll be hosting an informal gathering to get people together and create a monthly events calendar for happenings in halifax. do you host different events (radio shows, organized bike rides, punk shows, dj nights, dance parties, movie screenings, games, etc)? do you like to draw? if so, please come to this little meeting and let's make a calendar!

ANY QUESTIONS

e-mail: dearleanne@gmail.com or call anchor archive () and ask for leanne

INTRODUCTION

i was first introduced to the idea of a "do it yourself events calendar" while visiting bloomington, indiana. they make a monthly calendar called "let's go!" that lists different punk shows, pot lucks, bike rides, movie screenings, and more. it was a great way to visit a new place and have "hey, what's going on while i'm here?" answered so easily. it was also a good feeling to have a piece of paper in my hands, rather than be recommended a website or message board to search out local events. as i traveled more, i noticed that people in other cities had similar projects.

THE BEGINNING

in 2004 my friend mary started a little events calendar in pittsburgh, pennsylvania called "do it!". it listed different events happening over the winter. the calendar didn't last for long, just a few months. it wasn't until spring 2007 that i decided to get some people together and start up the "do it!" calendar again. it seemed like so many things were happening in pittsburgh and it was hard to keep track of them all! most people looked to the internet. personally, i found that frustrating. i wanted to produce something tangible that could be hung on walls and refrigerators. i wanted to list all kinds of events and hopefully stir an interest beyond one's regular comfort zone. it seemed like there were so many different groups of people all with the same interests: doing things yourself, seeing live music, free events, cheap food specials, crafting, etc.

maybe the calendar would bring tribes together? was i being too idealistic? it didn't matter, it was an idea that i cared about and did my best to make happen.

meet on wednesday, june 17th 2009
7:00 pm at roberts st social centre!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
HALIFAX			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

handbill used to promote starting a diy events calendar in halifax, nova scotia. alongside with making this 'zine as part of a artist-in-resident project at the anchor archive, locals in halifax and myself are starting a calendar here!

(end of) november

DO IT!

diy punk-activist-whatever events

BOOK 'EM
books to prisoners
packs books every
wednesday 6pm at
the thomas merton
center

FREE RIDE
recycle-a-bike shop
tue 5-9pm
thu 5-9pm
sun 1:30-5pm
at the multitool

FOOD NOT BOMBS
serves tasty free
vegan meals wed 6pm at
"the wall" in oakland
sun 2pm at market square
downtown



RADIO SHOWS:
on wrot 88.3 fm:

CHICK PEA with
miss mary mack
sun late nite
1-3am

BAGLADY with
andalusia
mon late nite
midnite-2am



secret decoder ring
The Roboto Project: 724 Wood St. Wilkensburg, Pa
412-247-9639

The Multitool (Big Idea Bookstore & Free Ride)
722 Wood St. Wilkensburg, 412-247-9639

Project 1877: 4805 Penn Ave. Garfield
412-363-1877 www.1877.org

Sparklepussey Castle:
4906 Yew St. Bloomfield
412-621-6381

Juniper House:
4739 Juniper St. Bloomfield
412-809-7882

hey, this is the seat-of-the-pants get this
thing going version---i know it's far from com-
prehensive, so please get in touch to list yer
event for december---especially free, community
building-style fun times. yeah, call 412-621-6381
or email chloek.penn@gmail.com
thant and up the punz

THANK YOU:

the roberts street social centre/anchor archive for inviting me to do a
residency and make this 'zine, everyone who donated calendars for
examples, mary mack, barry chad, ashley brickman, madi, lisa, sweet
sweet southside chris for being an editing machine, and YOU for
reading this and being interested..

go start your own damn calendar!

for correspondence and questions, please get in touch:

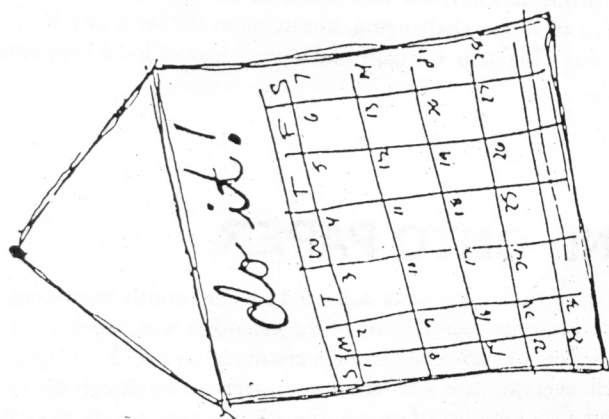
leanne / p.o. box 10713 / pittsburgh, pa 15203 / u.s.a.

or

dearleanne @ gmail.com

DO IT! IS A MONTHLY EVENTS CALENDAR FOR THE PITTSBURGH D.I.Y. PUNK COMMUNITY AND WE NEED YOUR HELP! IF YOU OR FRIENDS ARE PROMOTING/HOSTING ANY SORT OF EVENT (SHOWS, DANCE PARTIES, DJ NIGHTS, RADIO SHOWS, FREE EVENTS, OUTDOOR GAMES, GET TOGETHERS, AND ATE LIFE) WED LIKE YOU TO SUBMIT THEM TO: DOITPGH@GMAIL.COM THE DEADLINE FOR SUBMISSIONS IS THE 25th OF EACH MONTH.

IT SEEMS LIKE SO MANY HAPPENINGS IN THIS CITY ARE PROMOTED ONLY VIA THE INTERNET AND NOT WITH FLYERS. WE FEEL THAT BY CREATING A PHYSICAL PIECE OF PAPER THAT FOLKS CAN HOLD IN THEIR HANDS AND CAN BE SEEN THROUGHOUT THE CITY WILL ENCOURAGE PEOPLE TO ATTEND MORE EVENTS AND THEREBY SPREAD THE WORD.



original "call out" handbill used to promote "do it!"

AUG 2008

8PM FRI AUG 1 @ MONSTER HOUSE
KBRUTAL, KITTEN FOREVER, UNICORN BASEMENT, THE READ

8PM TUE AUG 5 @ PUNK PORCH
SCREAMING FEMALES, BLACK RAINBOW, DEAD DOG, SISTERSHOVEL

9PM WED AUG 6 @ 15TH HOUSE
HIDDEN SPOTS, FUTURE VIRGINS, ADD/C, ROCK PAPER STUPID

9PM THUR AUG 7 @ MONSTER HOUSE
THE BOY WHO COULD FLY, PAUL BARBEAU, TBA

6PM FRI AUG 8 @ TRAP HOUSE
ANOTHER BREATH, LAZARUS TAXA, EMPIRE

8PM FRI AUG 8 @ MONSTER HOUSE
THE ERGS, HUNCHBACK, FRIENDLY FIRE, DELAY

9PM SAT AUG 9 @ SKYLAB
CAVE, SHAKERAU RADIO, DEATHLY FIGHTER, BATH-HOUSE

9PM SAT AUG 9 @ LEGION OF DOOM
DANGERBIRD, COUCH FORTS (?), MYSTERY OF TWO (??)

9PM THUR AUG 14 @ 15TH HOUSE
VENA CAVA, TENEMENT, NO TARGET AUDIENCE, DAY CREEPER

9PM FRI AUG 15 @ LEGION OF DOOM
CULT RITUAL, ALTARS, REFLECT, VILE GASH, JERK ALERT (?)

9PM FRI AUG 15 @ SKYLAB
LAMBSBREAD JAMZ PARTY (ALL NITE LONG)

9PM SAT AUG 16 @ MONSTER HOUSE
UNARMED, HIPSTER DEATH MACHINE, LOSE THE TUDE, SUPER STOKER, PYTHON

9PM MON AUG 25 @ MONSTER HOUSE
BEST FRIENDS FOREVER, BOB CARLTON, VUG

ALL SHOWS ALL AGES ALL D.I.Y.
PLEASE BRING \$3-\$5 TO DONATE TO THE TOURING BANDS!!

MONSTER HOUSE 115 W. 10TH AVE
LEGION OF DOOM 1579 INDIANOLA (NO BOOZE)
SKYLAB 57 E. GAY ST.
15TH HOUSE 369 E. 15TH AVE
PUNK PORCH BIKE PATH NEAR 5TH AND OLENTANGY
TRAP HOUSE 3014 HIAWATHA

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"columbus sucks because you suck" august 2008 by jimmy turri
columbus, ohio

COPYING AND DISTRIBUTING

once the hard copy was finished i would usually make around 200 photocopies. it was important to me to not spend money on the project. there's usually a way to find free copies with a little creativity and scheming. it was a great feeling to have a tangible project that didn't cost anything but time. the copies were distributed to the same places every month: show spaces, coffee shops, art galleries, book stores, and collective houses.

DILEMMAS AND QUESTIONS

as the calendar continued on, we consistently got more events than we could deal with! the dilemma of "what to list" versus "what not to list" came about. it seemed like most music events were already listed in the stupid alt weekly paper. what's the point in re-listing events already in print? the calendar's popularity caused another problem: people were reluctant to share more personal events. did joe want everyone in the city coming to his potluck? did anna want everyone in her backyard watching an outdoor movie? did sue want everyone knowing about the punk generator show down by the river? some events are meant to be low key, so listing them on a public forum can arise problems. this may not happen in a small town, but in a large city it can definitely be an issue. when starting the calendar i didn't think about this even happening, but it did. i wanted to list less music shows and more free events, like group bike rides, outdoor games, meteor showers, all that stuff. how do you gauge what to list and what not to? it'll depend on your calendar and your community.

THE ACTION!
Committee

hopefully and joyfully serving the others, oh d.i.y. community since at least the day before yesterday if not earlier.

HEY! MARCH HEY!

4th Phosphorescent Order of the Spur Civil War Grounds \$6 tickets 7pm @ The Manor

7th Coltrane Motion Five Deathly Veils Run Covered, BDPF donate! 8PM @ The Crystal Castle

5th Annual Aqueduct County Fair 5th Anniversary, Dinner of Swords, Battle of the Bells, 6th Brainbow Casual Fighting, Five Deathly Veils 10:30pm @ Casa Cantina

7th We March, Dragging Bros., Kinky, Sleazy Floation will note. 8pm @ The Union

10th NICE! + Sapien (sapiens) Heis exhibitions 7pm @ Trisolini 9pm @ Siegfried FREE or \$3 for the veggie grub down

11th Wheels on Fire, Just Bass Drum of Death, 1/2BF donate! @ Brown Town 6 PM

14th Show to help Samantha Desett Sister Shuffle, Welcome to Concrete, Party Heats 2 donations, please @ Brown Town

15th Heavy Show @ the Manor Drop Off, SubSpace, etc etc etc 7pm Donations

28th Japanbar, Janky Beats, Spooktizer, SubSpace \$6 @ Brown Town

WHERE:
BROWN TOWN - 35 brown ave
THE (bruce) MANOR - 221 west union st
THE CRYSTAL CASTLE - central ave
BEAVER RANCH - smith st
UCM - college st

DYING DOWN

after about a year of working on "do it!" the project's momentum started to slow down. events were still happening, and pittsburgh was as busy as ever, but the excitement for the calendar just wasn't there. i seemed to be the only one still committed to the idea. the locals were still glued to the internet and finding a calendar's worth of events myself every month began to wear on me. i didn't want "do it!" to stop, but i also didn't want to work on the project alone. in the beginning i envisioned a collaboration and in the end it felt more like a solo effort. i decided to throw in the towel and put the project on the shelf.

DO IT, AGAIN!

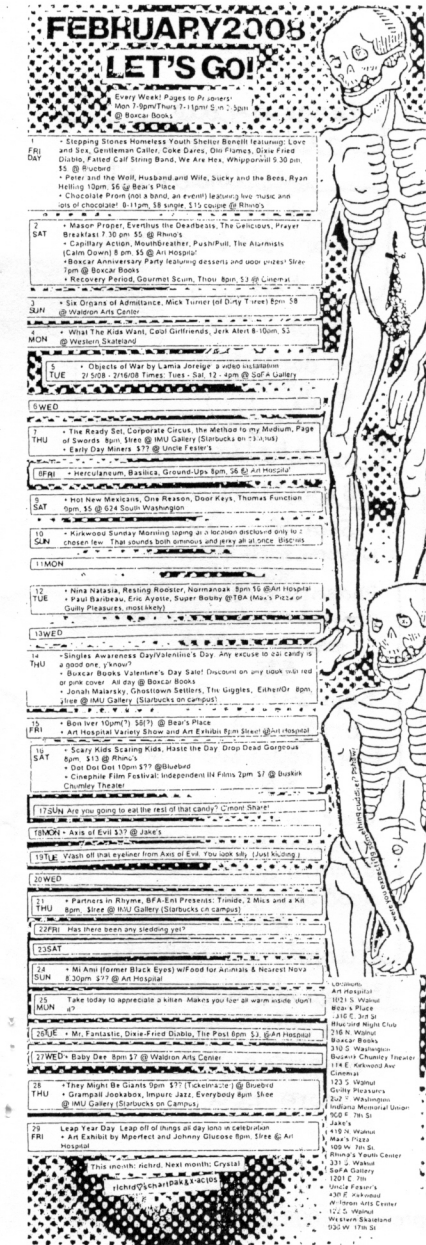
a few months had passed, winter was starting, and a small group of friends approached me about the calendar. they had seen "do it!" and wanted to start it back up again. we addressed the problems and frustrations i had, and talked about taking the calendar in a new direction. there were 4 of us involved now, and we decided to focus on small group events. we'd list the potlucks and movie screenings, live music in basements and houses (not clubs and bars), weekly soccer games under the bridge, etc. no one person would be responsible for seeking out events, we all would. we'd sit down once a month and make the calendar together. it felt a lot better this way, having a core group of friends to work on the project with. it was also fun to just hang out for hours, making funny little drawings and calling our friends bein' all, "hey what do you got going on next month?" putting the calendar together was an event in itself. we also tried using the internet as a positive resource instead of a negative one. there is a website called freecal at <http://freecal.brownbears.wv.com> where you can make a free interactive calendar that anyone can post on. google also has a similar calendar program at <http://www.google.com>. we'd send out e-mails encouraging people to post events online and then make the hard copy from this version. although the calendar is on the internet, the paper one is a lot nicer to look at. instead of leaving the calendar all across town, we hand-distribute them to friends, collective houses, and common spaces.

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TIPS

this isn't a totally comprehensive calendar guide, it's just what i've learned by getting out there and "doing it!" here's a thing or two i've learned along the way:

- * having an active member in the community (read: scenester?) be part of the calendar is a great help. also, having someone who puts together events is helpful too. getting information from the original source is the best way!
- * distributing fliers with a small "mission" statement and contact information about your calendar works wonders! these can be left at different events, passed among friends and acquaintances, or hung on bulletin boards and in windows.
- * starting an e-mail account specifically for the calendar is an easy way to collect events
- * talk to different groups in your town: infoshops, bookstores, food not bombs, college radio programs, books to prisoner groups, diy show spaces, collective bike shops, punk houses, etc. ask when their events are and if they'd like to have them listed.
- * when i doubt, ask. maybe the host of the backyard movie night wants the event to be on the calendar, but maybe not. it's always important to ask permission.
- * make sure all of the responsibility doesn't fall on one person! it can be stressful for a single person to search out all the events, design artwork, photocopy and distribute. if different people are doing the various tasks, it makes the whole process easier and less of a drag.
- * don't let the idea of a "calendar" limit your artistic ability. calendars can look like the one you see on a wall, or could be in a haphazard list. you could make drawings all over the place and put things out of order if you want. (see calendar examples)
- * making a "weekly" section saves a lot of room and just makes sense.
- * don't be afraid to go big! photocopiers can print up to 11 x 17. a bigger calendar means more room for events or artwork. it's also easier on the eyes to look at large text.
- * make a list of spaces in town that might be good "drop off" locations. check in with these places and see if they'd be okay with you leaving a stack of calendars each month.



"let's go!" february 2008 by richrd
bloomington, indiana

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* think about the audience you are trying to reach. do you want everyone in the city to know about events on the calendar, or would you rather keep it low-key? this is important to address, because it will transpire onto other aspects: where you hang calendars, events posted on them, the number of copies made, etc.

* if there's a lack of fun events going on during a particular month, make them up! maybe people will show up for a water balloon battle in the park, a "who can drink this 40 oz the fastest" competition at the library, or clothing swap at your house.

CALENDARS IN OTHER PLACES

the calendars i've seen in other cities have plenty in common to "do it!" but have their differences too. there isn't a "right" way to start a calendar, it's entirely up to you!

bloomington, indiana: whoever designs the calendar for the month is responsible for finding events. this person also chooses who makes the calendar next month.

athens, ohio: this calendar is put together by a group called "the action committee" that sets up different events in town. the events listed are all through TAC and each month someone new designs them.

columbus, ohio: different people volunteer to design the calendar each month. only shows in houses/basements are listed!

knoxville, tn: one person is responsible for compiling events, but different volunteers design the calendars each month.