

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.



"do it!" november 2004 by mary mack pittsburgh, pa

GETTING THINGS STARTED...

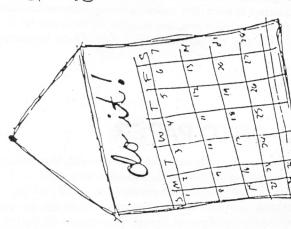
the first step was letting people know about the calendar. i made small handbills encouraging people to describe events that they knew about/were promoting all to one e-mail address. the fliers also encouraged people to get in touch if they wanted to help out with the calendar itself, the response was good, there was a group of about 5 people that seemed fairly committed to the idea, some people were into distributing the calendar, others wanted to make the artwork, and some agreed to send out mass e-mails to everyone they knew encouraging them to submit events, despite the group effort, the list of events was still a little thin, this got me searching out events in the city: looking at fliers in windows, scanning the internet, and talking to event promoters in town, this ended up being the most daunting task of them all, it was challenging, but living in the same city for so many years was a big help, i usually had a good idea of local happenings already.

...AND ONTO PAPER

once all of the events were collected for the month, they were then transferred onto paper. most of the calendars were made on 11 in x 17 in sheets of paper, but some were made on 8 1/2 x 14 (legal sized) as well. every month a different volunteer would design the calendar. we had a running list of people signed up. every month the calendar looked different: sometimes all handwritten and drawn, sometimes made on a computer, other times a little bit of both. a mission statement about the project and the name "do it!" always appeared on them, along with contact information.

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original "call out" handbill used to

promote "do it!"

@ braddock elks lodge. 7pm thrasher, plastered bastards con gallery @ roboto, 7pm. federal holiday) by the end of lonight @ dropdead, bloody phoenix. caustic christ, flak, tunturi plenosi the end of critical mass: monthly group bikeride, meets Put a Skull on Something Day dinosaur in oakland. modern formations witch hunt, margaret 5:30pm FRI @ kelly's bar. 9pm. free harley poe @ roboto, 7pm body on body dance party @ the brillobox, 4104 penn avenue. le tour de yinz: alleycal, race weekend nachos, 2 lba punkrock dj night total lunar eclipse @ friendship park, 2pm bloomfield, 10pm 53 @ roboto, 6pm \$6 TUES bitivo, lawrencevile 10pm \$4
le tour de yinz alleycal, lime inals @ hot metal bridge - water st, southside, Zpm eller sweller steel city derby demons raile brown recluse sings, branches @ modern sweat lodge, hulk out, tba rerby bout @ bladerunners, harmarville. dishonor, rise and fall, meltdown eration sappho queer danceparty @ mika miko, html. flotilla way draught @ roboto. 7µm, S10 @ garfield artworks, 8pm DO IT!!! IS A MONTHLY EVENTS CALENDER FOR PGH'S DIY COMMUNITY, IF YOU'RE PROMOTING i accuse, xbrainiax @ mike tamburo, tusk lord, nick shillace, josh beyer @ roboto, 7pm \$6 have heart, death before @ modern formations AN EVENT, EMAIL DOITPGH@GMAIL.COM AND LET US KNOW THE WHAT, WHEN, AND WHERE. roboto. 7pm THE DEADLINE FOR SEPTEMBER IS AUGUST 25TH. WANT TO HELP OUT? WANT TO DESIGN A formations WEEKLY EVENTS experimental, punk, free improv. ipen silkscreen studio @ AIR (artists punk/metal/new wave music @ lava chickpea radio show w/ dj mary mack 80's dance party night @ bevedere's 4016 butler st, lawrenceville, 11pm \$4 metal dj night @ the smiling moose. works uiber mmed mmew ggiv. lounge, 2204 e carson st, southside 1306 e carson st. southside 9:30pm unks ultimate frisbee @ cmu soccer 113ge resource) 518 forelant street. electronic, soul, hip hop, ex. @ lava lounge, southside, 10pm, free! hermal! djs finn flash and friend, laco luesdays w/ veg options lew/old school indie, rock r. roll. eld, corner of beeler + fortes. @ wrct 88.3 fm. 10pm -2ans elc @ wrct 88.3 fm lorthside, 7pm \$5 9pm - 11pm 5pm-2am ROBOTO - 722 WOOD ST. WILKINSBURG PA 15221 WWW.THERDBOTOPROJECT.ONG spandexx dance party for bike blke conference w/ dj mary mack, pete spynda, and troop jazzercise @ free ride \$5/\$3 if wearing spandex. 10pm bike bike conference @ pgh filmmakers, 9:30am-5:30pm @ kelly's bar, 6012 penn ircle south, east liberty, leanne's binhday!!! bunkrock dj night irst friday gallery crowl ADDRESSES OF PLACES THAT MAY OR MAY NOT BE PERCEIVED AS "COOL" pm, free MODERN FORMATIONS - 4919 PENN AVE PITTSBURGH PA 15224 GARFIELD ARTWORKS - 4931 PENN AVE PITTSBURGH PA 15224 AUGUST 2007 Seal Euchan all around MON TUES artimus pryle, regulations, icon gallery, kim phuc @ braddock elis lodge, 7 pm gunsplaing, muschief brew, the frantic heart of it, 2 ack furness @ belvedere's, 8pm Report of the space of the spac aquarium, allies, archeopterx out taken by force. hard response, rfore i hang, crowd deterrent, taste the eet @ robolo, 6pm ke bike conference on recycled bike Mr. Roboto Project meeling @ animal @ garfield artworks, 8pm \$7 CALENDER? GET IN TOUCH! @ remedy, 5121 butler street. (0 this is my fist, canadian ithe, tandlord, byramd scheme, the Iranisc heart of it is braddock elks lodge.

To library street 7 pm 56 bike bike conference @ pgh verse, go il alone, i nse, soul conirol. kiss and tell dance party perseids meteor shower lawrenceville, 11pm \$3 filmmakers, 10am-5pm @ outside, night time (0) fact of the regular pay your best and lead depressed G

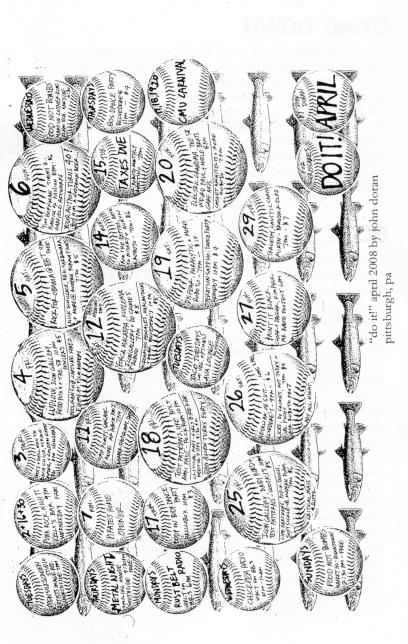
"do it!" august 2007 by greg mantooth pittsburgh, pa

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.



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'a 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.brownbearsw.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 lock at. instead of leaving the calendar all across town, we hand-distribute them to friends, collective houses. and common spaces.



"do it, again!" december 2008 pittsburgh, pa

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.

 st 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, div 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.

* 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.

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"let's go!" november 2005 by ali haimson bloomington, indiana



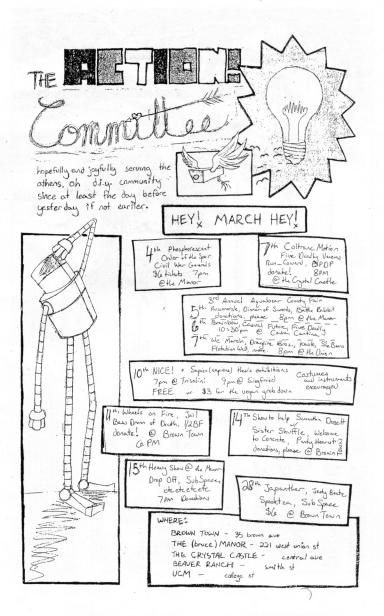
"let's go!" february 2008 by richrd bloomington, indiana

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bands to a more tha 3-5 donations "the action committee" september 2008 by cait nolan ahens, ohio

8pm

3Pm



"the action committee" march 2009 by ryan williams athens, ohio



"columbus sucks because you suck" july 2007 by brian deller columbus, ohio



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, SISTERSHOVED

9PM WED AUG 6 @ 1.5TH HÖUSE HIDDEN SPOTS, FUTURE VIRGINS, ADD/C, ROCK PAPER STUPID

9PM THUR AUG 7 @ MONSTER HOUSE THE BOY WHO COULD FLY, PAUL BARIBEAU, 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, BATHHOUSE

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 ALLAGES 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

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



"do it. again!" march 2009 pittsburgh, pa

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, pa15203 / u.s.a.

or

dearleanne @ gmail.com

LETS 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 (1994) and ask for leanne

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

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| 12 | 13 | 14 | 15 | 16 | 17 | 1 |
| 19 | 20 | 21 | 7.2 | 23 | 24 | 7 |
| 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!

go start your own!