

## Editorial Guidelines - NYCulture Calendar

### **Introduction**

The New York City Department of Cultural Affairs (DCA) is teaming with NYC & Company to integrate DCA's NYCulture calendar with nycgo.com. Our goal is to create the definitive resource for New Yorkers and visitors for information on cultural events, hotels, retail and restaurants.

The following is a style guide for the cultural field which provides the editorial know-how needed to make your calendar entries clear and sensible for all visitors.

### **Editorial Policy**

DCA must guarantee the credibility of all events listed. To achieve this, we require that event postings include accurate information and that events be inclusive to all public.

### **Language**

By observing the language, grammar and punctuation specifications enclosed in this document, you will help us fulfill our mission of promoting New York City's rich cultural offerings, and help build awareness and attendance at your organization.

1. Calendar postings must be lucid, direct and specific.
2. Avoid hyperbolic language and extensive adjective and superlative use.
3. Use no more than 50 words or three short, informative sentences. Include ticket pricing in your event description.

#### **Not:**

Come to *the best* show that New York has to offer!" or "Witness the *most important* exhibition known in the City."

Superlatives detract from the message and do little to engage potential audiences. Rather than flaunting your event, give users an opportunity to discover for themselves.

## **Good Example:**

### Green House – The Curtain Theater

- The Curtain Theater presents Green House. Set in 2030, this new musical by Susan Sandheim is about a young woman's pursuit of a sustainable lifestyle in an urban post-industrial society. Green House runs until January 1, 2010. Tickets start at 20 dollars.

Forty-three words and three descriptive sentences inform audiences about the "who, what, when, where, why and cost" of *Green House*.

**Note\*** Omitted apostrophes ('), quotation marks (") and dollar signs (\$).

### Abbreviations and Acronyms

1. Spell out your organization's name in the event name box and on first reference of your event in the description.

### Capitalization

1. Do not write in all caps unless it is the proper name of something.
  - P.S.1
2. Capitalize neighborhood districts.
  - Long Island City NOT Long Island city
3. Capitalize "City" when referring to New York City

### Italics

1. Do not use italics.

### Naming Addresses

1. Cardinal numbers are spelled out with regard to avenues, but not streets.
  - Fifth Avenue
  - 14<sup>th</sup> Street

## **Naming Websites**

1. Lowercase all letters of URLs and email addresses.
  - nyc.gov/culture
  - NOT NYC.gov/CULTURE
2. Do not use http:// or www.

## **Numbers**

1. Spell out numbers one through ten and ordinal numbers (first, eighth). Use figures (11, 14, 298), except when the number is the first word of the sentence.
  - Fifty years ago, Joseph Papp founded the Public Theater.

## **Punctuation**

Due to hyperlink coding, punctuation is currently not permissible in the event title box. To name your event in the event name box, use initial capital letters. Example: “Green House – The Curtain Theater”. For possessives, proceed with naming the event without the apostrophe. Example: “Harriets Dream Boat – Melody Lane Theater”.

1. **Ampersand (&):** Do not use ampersands.
2. **Apostrophe (’):** Do not use apostrophes.
  - If your proper organization name includes an apostrophe, please omit from the event name box. (ie: Metropolitan Children’s Museum becomes Metropolitan Childrens Museum)
3. **Colon (:):** Do not use colons.
  - The Great Escape: Guided Nature Walk – Metropolitan Childrens Museum becomes The Great Escape--Guided Nature Walk – Metropolitan Childrens Museum
4. **Dollar Sign (\$):** Do not use dollar signs.
  - Tickets cost \$25 becomes Tickets 25.
5. **Quotation Marks (“”):** Do not use quotation marks.
6. **Slash (/):** Do not use slashes.

### **Types of Copy**

1. In body copy, refrain from using abbreviations or superscript.
2. Phone numbers contain hyphens (no plus).
3. Abbreviate street addresses (St., Ave.).