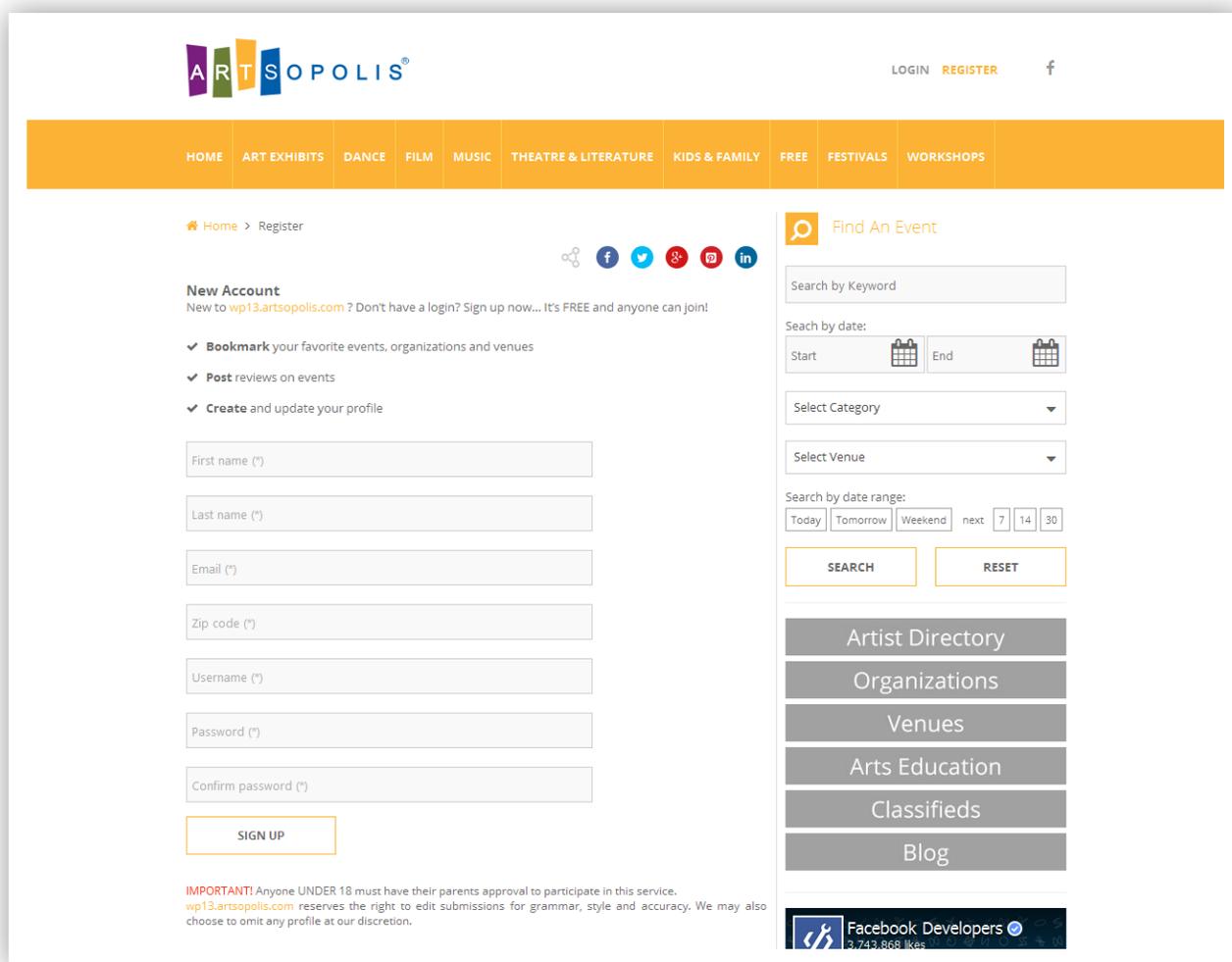


A Brief "How To" Guide on Posting Content to Now Playing Utah's New Calendar and Directory Website

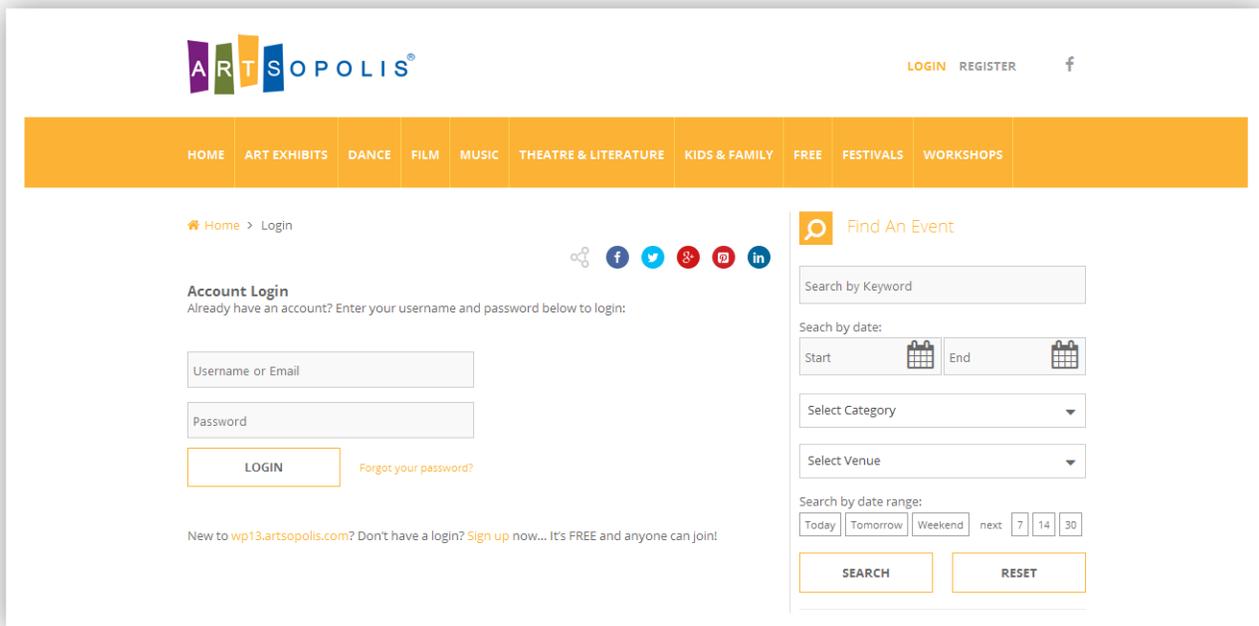
CREATING AN ACCOUNT AND LOGGING IN

- 1) Go to: www.nowplayingutah.com. This is the home for Utah's event calendar/arts guide.
- 2) Click "Register" at the top of the page to create your new user account. Please note that we do not accept email addresses as usernames.

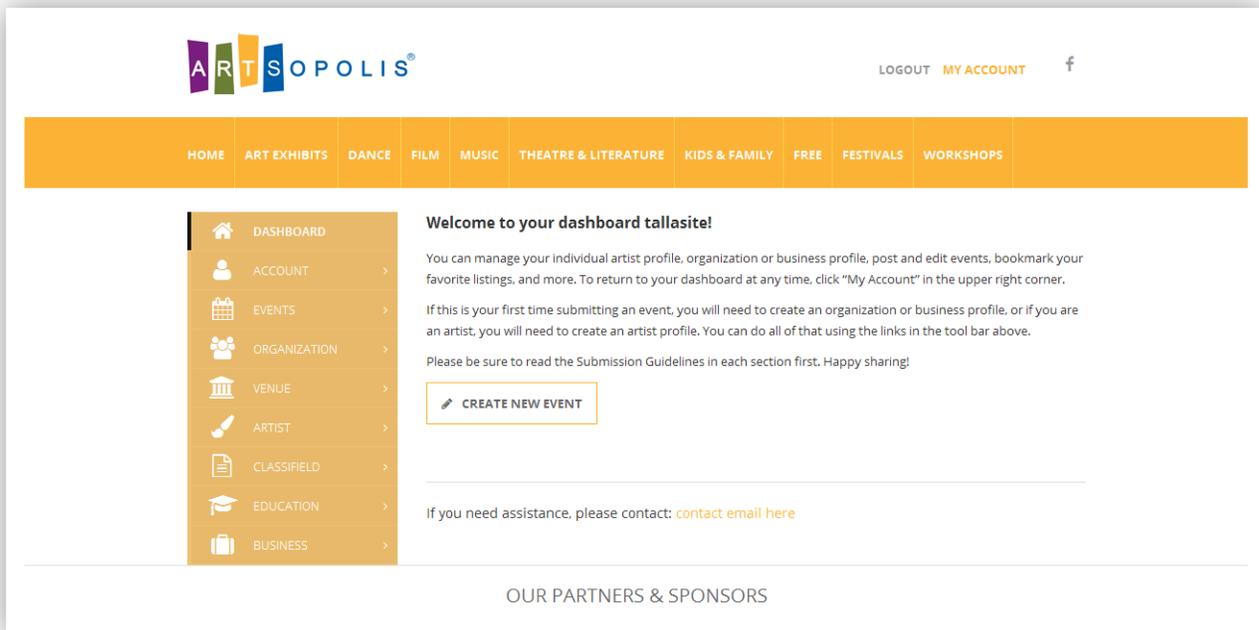


The screenshot shows the Artsopolis website's registration page. At the top, the logo "ARTSOPOLIS" is displayed in a colorful, stylized font. To the right, there are links for "LOGIN" and "REGISTER", along with a Facebook icon. Below the logo is a navigation bar with categories: HOME, ART EXHIBITS, DANCE, FILM, MUSIC, THEATRE & LITERATURE, KIDS & FAMILY, FREE, FESTIVALS, and WORKSHOPS. The main content area is titled "Home > Register". It features a "New Account" section with a sub-header "New to wp13.artsopolis.com? Don't have a login? Sign up now... It's FREE and anyone can join!". Below this are three bullet points: "Bookmark your favorite events, organizations and venues", "Post reviews on events", and "Create and update your profile". The registration form includes fields for "First name (*)", "Last name (*)", "Email (*)", "Zip code (*)", "Username (*)", "Password (*)", and "Confirm password (*)". A "SIGN UP" button is located at the bottom of the form. To the right of the form is a "Find An Event" search section with a "Search by Keyword" input field, "Search by date:" options for "Start" and "End" with calendar icons, "Select Category" and "Select Venue" dropdown menus, and a "Search by date range:" section with "Today", "Tomorrow", "Weekend", and "next" buttons, followed by a date range selector (7, 14, 30). Below the search section are buttons for "SEARCH" and "RESET". At the bottom right, there is a vertical list of menu items: "Artist Directory", "Organizations", "Venues", "Arts Education", "Classifieds", and "Blog". A Facebook Developers badge is visible at the bottom right corner of the page.

- 3) Once you have registered/created your account you will then be taken to a "success" page. From there you can click on the link provided or click "Login" in the top right corner of the page to access your new account.



4) Once logged in you'll be on the main account dashboard. From there you will see several options on the left column, including Events, Organization, and Venue.



- If you are an arts or cultural organization, then you should select "Organization" to add your profile to the Organization Directory. If your organization already exists on the site, please email us at npusupport@nowplayingutah.com so we can associate your new user account to the existing org profile. Multiple users may be associated with an organization.
- If you are an individual artist (visual, performing, literary, film, etc.), then you should select "Artist" to add your profile to the Artist Directory.
- If you also manage a venue where events take place, then you can also select "Venue" to add that profile to the Venue Directory.

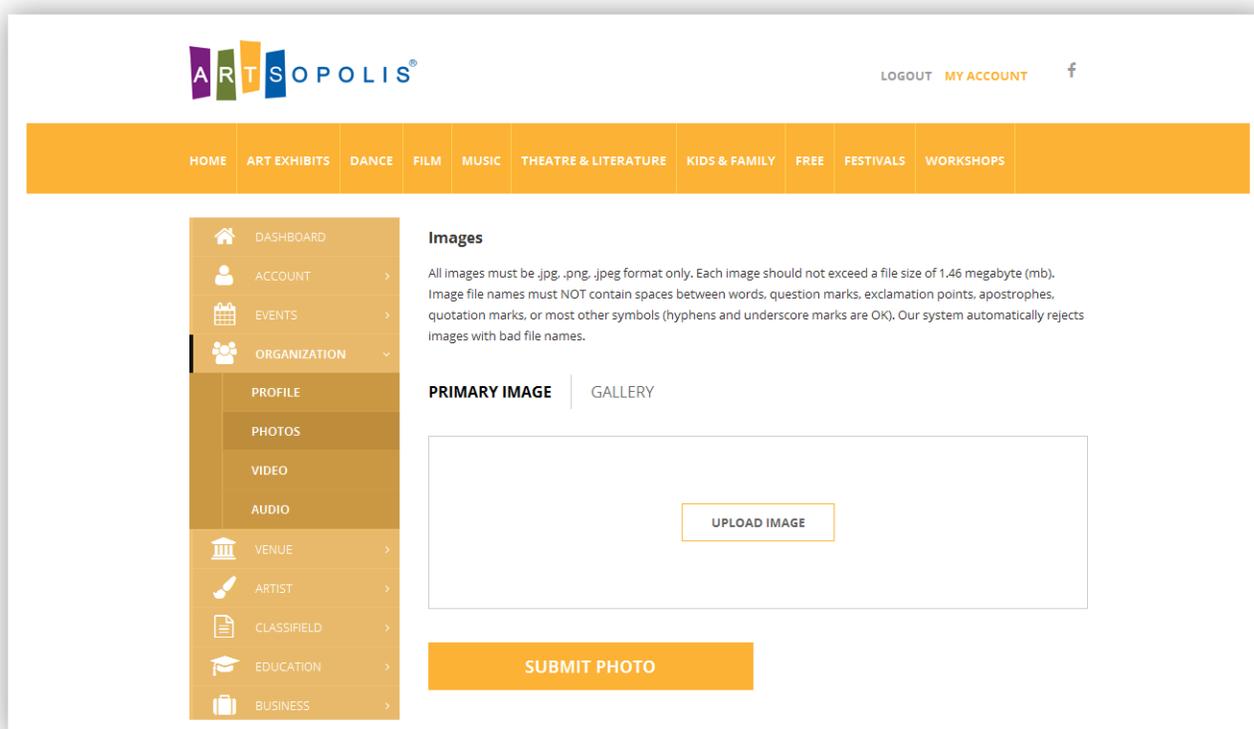
SUBMITTING YOUR PROFILE FORM

Once you have completed and saved your profile form it will then be submitted to our administrative panel for review and approval. Once your profile has been approved by the site's content management team it will show up to the public in the appropriate directory and search result pages. You can come back at any time to add/edit/remove information from your profile form by logging in and re-saving your changes.

ADDING PHOTOS

You will be prompted to upload a 'primary' image and also have the opportunity to add additional gallery images.

- All images **MUST** be at least 400 x 400 pixels and .jpg, .png, or .jpeg format only.
- Each image should not exceed a file size of 1.46 megabyte (mb).
- Image file names must **NOT** contain spaces between words, question marks, exclamation points, apostrophes, quotation marks, or most other symbols (hyphens and underscore marks are OK).
- Our system automatically rejects images with bad file names.



The screenshot shows the Artsopolis website interface. At the top, there is a navigation bar with the Artsopolis logo on the left and 'LOGOUT MY ACCOUNT' with a Facebook icon on the right. Below this is a secondary navigation bar with menu items: HOME, ART EXHIBITS, DANCE, FILM, MUSIC, THEATRE & LITERATURE, KIDS & FAMILY, FREE, FESTIVALS, and WORKSHOPS. The main content area features a left-hand sidebar menu with options: DASHBOARD, ACCOUNT, EVENTS, ORGANIZATION, PROFILE, PHOTOS, VIDEO, AUDIO, VENUE, ARTIST, CLASSIFIED, EDUCATION, and BUSINESS. The 'PHOTOS' section is active, displaying a sub-header 'Images' with a detailed instruction: 'All images must be .jpg, .png, .jpeg format only. Each image should not exceed a file size of 1.46 megabyte (mb). Image file names must NOT contain spaces between words, question marks, exclamation points, apostrophes, quotation marks, or most other symbols (hyphens and underscore marks are OK). Our system automatically rejects images with bad file names.' Below the text are two tabs: 'PRIMARY IMAGE' (selected) and 'GALLERY'. A large white rectangular area contains a yellow 'UPLOAD IMAGE' button. At the bottom of the page is a prominent yellow 'SUBMIT PHOTO' button.

Once your primary photo has been uploaded you should expect to see a screen similar to this:

- DASHBOARD
- ACCOUNT >
- EVENTS >
- ORGANIZATION >
- PROFILE
- PHOTOS
- VIDEO
- AUDIO
- VENUE >
- ARTIST >
- CLASSIFIED >
- EDUCATION >
- BUSINESS >

Images

All images must be .jpg, .png, .jpeg format only. Each image should not exceed a file size of 1.46 megabyte (mb). Image file names must NOT contain spaces between words, question marks, exclamation points, apostrophes, quotation marks, or most other symbols (hyphens and underscore marks are OK). Our system automatically rejects images with bad file names.

PRIMARY IMAGE | GALLERY

Crop Photos

CROP

REMOVE



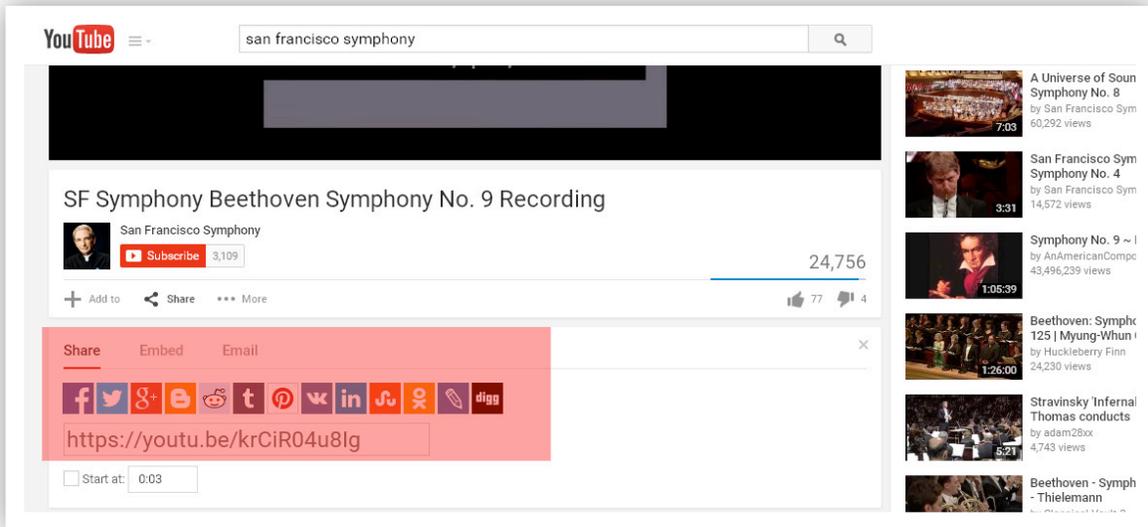
SUBMIT PHOTO

After uploading a primary image, you can now click on the Gallery link and begin uploading additional images. These gallery images will display as thumbnails near the bottom of your organization profile page.

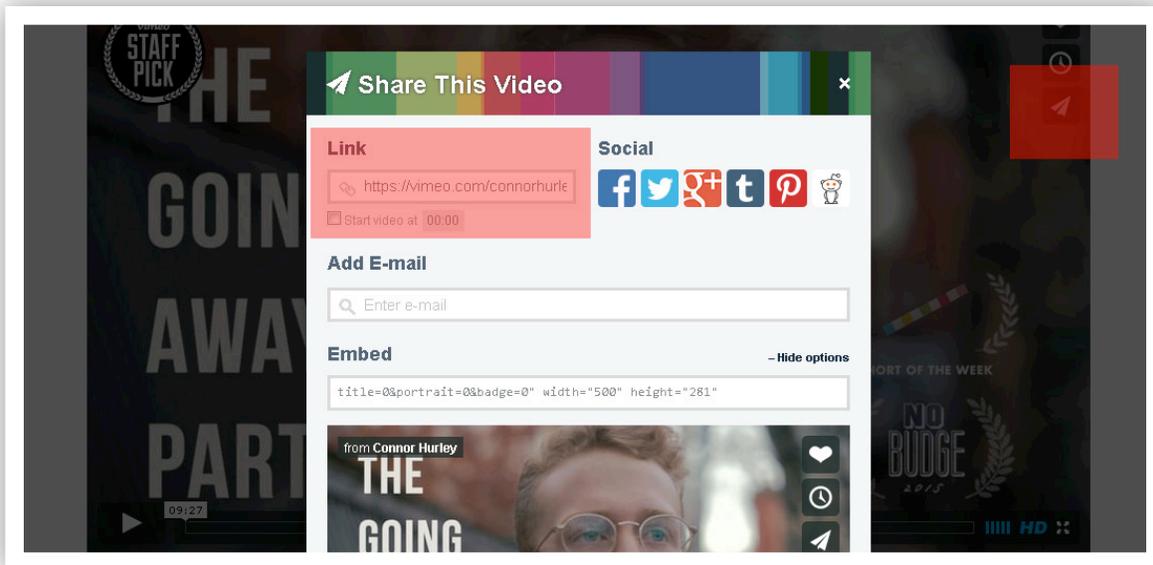
ADDING VIDEO:

We accept the “share” links provided by YouTube and/or Vimeo. We do not accept any other video service links or embed code at this time. To add video to your profile simply copy and paste the share link provided by these services. See screenshot examples on the next page.

YouTube share link example:



Vimeo share link example:



ADDING AUDIO:

To add audio to your profile we accept audio "embed" code from various services, including SoundCloud, Zing, CD Baby, and audio URLs with the ".mp3" file extension. See sample embed code on the next page.

SOUNDCLOUD sample:

```
<iframe width=100% height=166 scrolling=no frameborder=no src=https://w.soundcloud.com/player/?url=https%3A//api.soundcloud.com/tracks/119685767&color=ff5500></iframe>
```

ZING sample:

```
<iframe width=600 height=168 src=http://mp3.zing.vn/embed/song/ZW6ZFADUframeborder=0 allowfullscreen=true></iframe>
```

MP3 file extension sample:

<http://www.stephaniequinn.com/Music/Rondeau.mp3>

CD BABY sample:

```
<iframe title="Store Widget" src="http://www.cdbaby.com/widgets/store/store.aspx?id=CsfSGWXefhFmksmRIJNx9A%3d%3d&type=ByCustomer&c1=0x000000&c2=0xE0E0E0&c3=0xCCCCCC&c4=0x666666&c5=0x333333&c6=0xFFFFFFFF&c7=0xFFFFFFFF" width="100%" height="575px" frameborder="0" scrolling="no"></iframe>
```

Once you've saved your audio embed code or links your profile's audio section should appear something like one of the following four examples on the next page:

AUDIO



SoundCloud sample

zachmusic
Ignite The Soul

3:27

1,262

Zing sample

Biết Không Em - Chi Dân

00:05 | 04:13

128K Zing mp3

Biết Không Em - Chi Dân

MP3 sample

CD Baby sample

Store Items: 0

Yuletide (2010)
The Choral Project

Ring in the season with this festive collection of holiday favorites. A cappella highlights include Healey Willan's resplendent motet "Hodie Christus Natus Est," Ralph Va...

Buy MP3 \$9.99

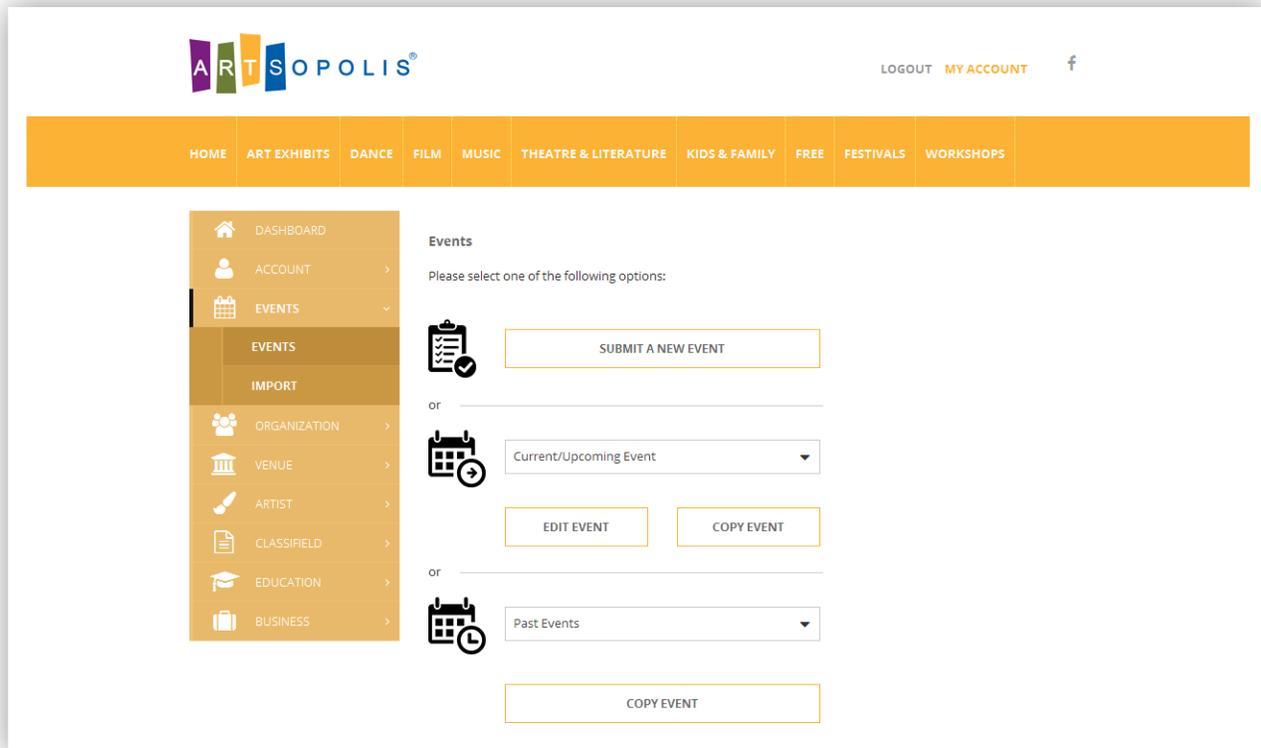
Buy CD \$18.00

| Title | Price |
|---|------------|
| Hodie Christus Natus Est | MP3 \$0.99 |
| Carol of the Drum | MP3 \$0.99 |
| Nova, nova ave fit ex eva | MP3 \$0.99 |
| A Medley of Carols - Deck the Hall, Ding Dong Merrily on High, Carol of the Bells | MP3 \$0.99 |
| The Wassail Song | MP3 \$0.99 |
| Landlord, Fill the Flowing Bowl | MP3 \$0.99 |

Powered by [Share](#)

POSTING EVENTS:

You can post an unlimited number of events to your account. Event postings should include at least one photo or graphic. You can also include additional gallery images and videos (YouTube or Vimeo). As with other listings, your submitted events will be reviewed. Once approved, they will be uploaded to our website for public viewing.



During the event submission process you can select the presenting organization and venue from drop menus that will save you time from having to re-enter that information each time you post a new event. You can also add “secondary” organizations if the event is being co-presented with another group.

You will also be asked to provide the individual date and start time info for your event. This is a critical piece as this information is used both in our search function and our sharing of event listings with other community partners.

Once posted, you can log back in to edit your listings if you need to add/edit/delete any information from the listing, including adding additional images and video.

Please **do not** use ALL CAPS in your titles or listings – thank you! Also – a title is not the place for a description – keep your titles short and sweet! You can give more info in your description and add promo copy to the Summary field.

POSTING CLASSIFIEDS:

You may post opportunities within the cultural community to our Classifieds Directory that fit within the following categories: Auditions, Calls for Artists, Jobs, Items for Sale/Free or Rent/Share, and Volunteer opportunities. If your listing does not fit into one of these categories, we also offer a “Miscellaneous” category.

The screenshot shows the 'Add Classified' form on the ARTSOPOLIS website. The form is divided into several sections:

- Navigation:** A top navigation bar with links for HOME, ART EXHIBITS, DANCE, FILM, MUSIC, THEATRE & LITERATURE, KIDS & FAMILY, FREE, FESTIVALS, and WORKSHOPS. A secondary navigation bar on the left includes DASHBOARD, ACCOUNT, EVENTS, ORGANIZATION, VENUE, ARTIST, CLASSIFIED (selected), ADD CLASSIFIED, PUBLISHED CLASSIFIEDS, EDUCATION, and BUSINESS.
- Add Classified Section:**
 - Classified Name (*)
 - Registered Organization/Business (dropdown menu)
 - Other Organization/Business
 - Address
 - City (*) and Select State (dropdown menu)
 - Email (*)
 - Website URL
 - Phone and Fax
 - Expiration date (date your classified will be removed from website) (*) with a calendar icon
 - Rich text editor with formatting options (B, I, link, unlink, list, ul, indent, outdent, undo, redo, help).
- CLASSIFIED TYPE:** A section with checkboxes for:
 - Auditions
 - Call for Artists
 - For Rent / Share
 - For Sale / Free
 - Grants
 - Jobs
 - Miscellaneous
 - Volunteer
- CONTACT INFO:** Fields for Contact name (*), Contact email (*), and Contact phone.
- IMAGES:** A section with tabs for PRIMARY IMAGE and GALLERY, and a large empty text area for image URLs.

Classified listings should be relevant to the “arts and cultural” community. Listings that promote opportunities and items available outside of “arts and culture” may not be accepted.

QUESTIONS? COMMENTS?

For questions or comments, please contact: npusupport@nowplayingutah.com