The **CAPITOL** *Theatre*

Showtime CMS

Instruction Manual

As of Monday, March 9, 2020
Showtime updates made after this date will not be included in the instruction manual.

Help!

You've read the entire instruction manual three times and you're still stumped! Click on the Help button in Showtime to be taken to the Support portal or email help@carbonhouse.com.

IMAGE SIZES GUIDE

CODE	NAME	DIMENSIONS
A	Event Images through feed	640px by 427px
B	All Thumbnails	280px by 180px
C	All Slideshows - Alternate event image - News image - Static Page Images	1020px by 550px
D	Spotlight Images	280px by 180px
E	Lightboxes - Seating Charts - Homepage Overlay - Gallery Images	1000px by 750px*
F	Homepage Promotion	560px by 360px

*Recommended dimensions. Can be any size needed.

Optimize your images. Recommendation is 72 DPI.

EVENTS

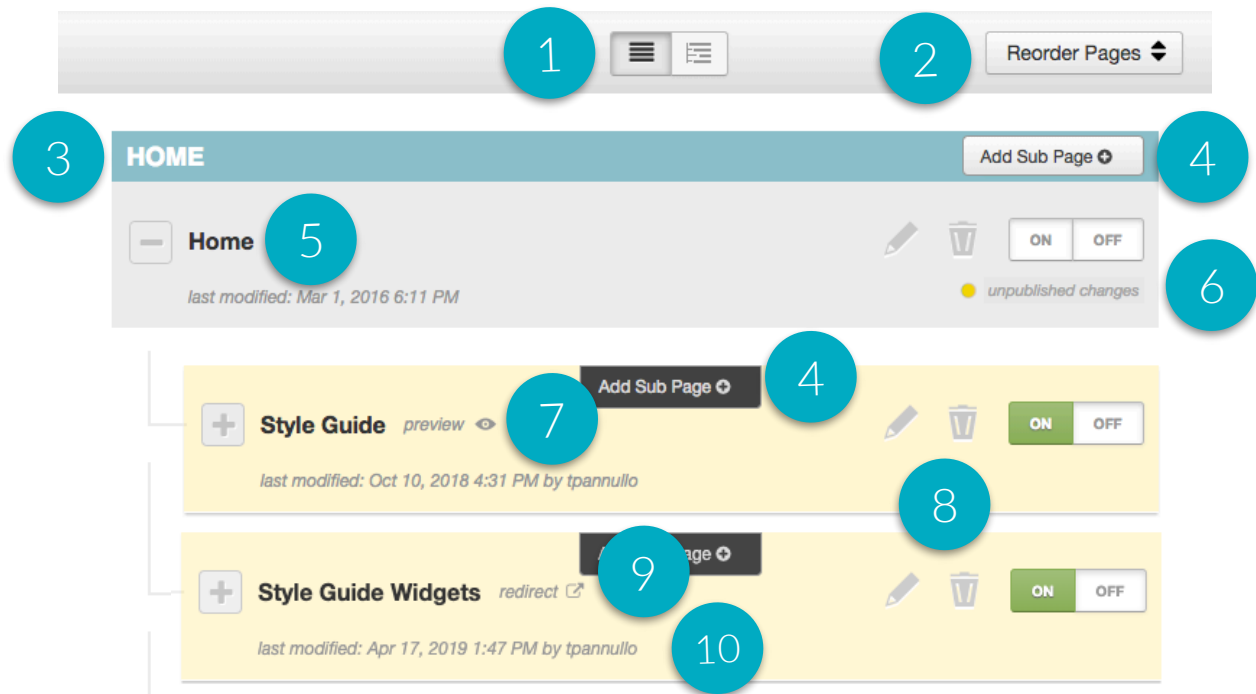# EVENTS

COMING SOON!

WEBSITE

PAGES

📍 /showtime/pages

Overview

The Pages module is where you will control all of the static content on the site. Please refer to your Style Guide in Showtime for detailed instructions on how to attain specific styles for your site.

1. Expand or collapse the subpages to easily search.

2. Reorder Pages: Click this and drag and drop the pages into the desired order.

3. Blue Pages: Main Navigation items

4. Add Subpage: Create new pages anywhere

5. Page Titles

6. Unpublished Changes: Indicates changes that were saved but not published.

7. Preview: Allows you to preview your changes before they go live.

8. Edit, Trash, Status:

   - Edit: Make changes to an existing page
   - Trash: Delete an existing page
   - Publish On and Off: Turn the page on and off. Pages that are turned off no longer show in the navigation.

9. Redirect: Indicates if a page is set to redirect elsewhere, on hover.

10. Last Modified: Date/Time stamp of last modification.

PAGES

Settings

Page settings can be accessed on any page by clicking the gear icon.

Title: The page name in Showtime, browser tab, default meta title

Navigation Title: How it displays in the navigation

Hide in Navigation: Toggle on if you do not want the page to show in the navigation

Redirect: Toggle on to redirect the page to another location. A new field will appear where you can enter the URL of the redirect.

Page Layout: Default is set automatically.

Custom URL: Override the URI of the page.

Password: Enter a password to protect the page on the front end. Passwords are case sensitive and not encrypted on the back end so you cannot lock yourself out of a page.

Display On Date/Time: Set a page to display on the site at a specific date and time in the future.
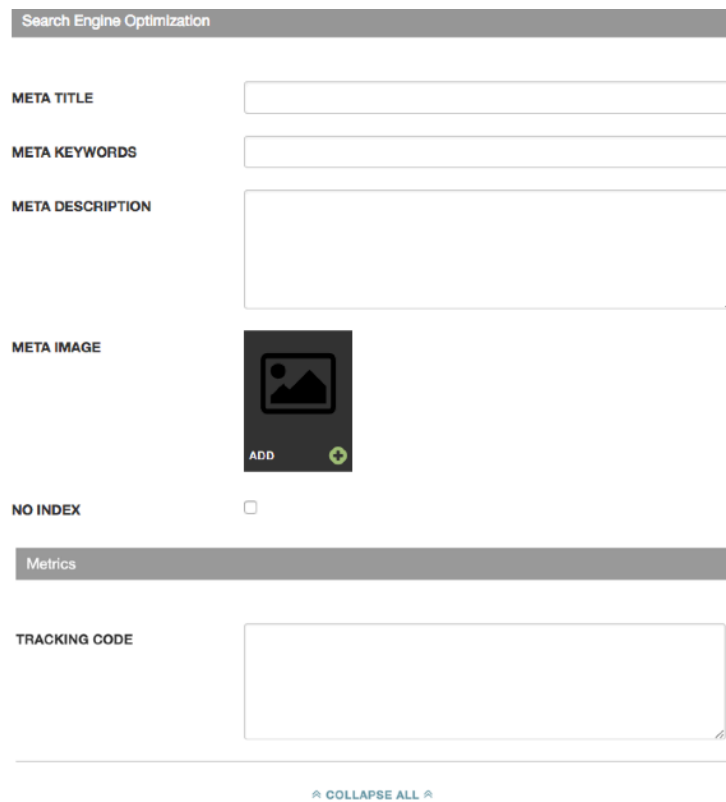
PAGES

Settings

Meta Title, Keywords, and Descriptions: Be sure to fill in your meta data to help Google search your site effectively.

Meta Image: The system will automatically pull a picture from the page, but if you want to change the default image, enter an alternate image here. This would be used for social sharing.

No Index: Toggle this on if you want search engines to ignore this page in their search results.
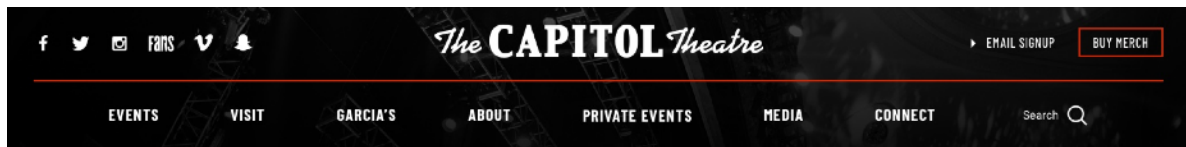

Tracking Code: Optional field that allows you to place a tracking pixel only on that particular page. If you have tracking code you want added to all pages, send it to the help desk and we can add it quickly for you.

Collapse All: Shows automatically at the top of the page even when Settings menu is closed. Allows user to collapse all content items for easy reordering.

PAGES

Slideshows

Add slideshows to any page. Slideshows can support video and images. Be sure to caption your images.

PAGES

Spotlight Lists - List View

Spotlight lists are a great way to link to subpages. They are functional, but also add dimension to your pages and make them more engaging.

D

Spotlight with Image, Link, and Description

You can include bulleted and numbered lists within a spotlight and even a **link** within the text.

In this format, the image, text, and more information button will be clickable.

MORE INFO

Spotlight Lists - Grid View

D

Grid Example #1

In this format, the image, text, and more information button will be clickable.
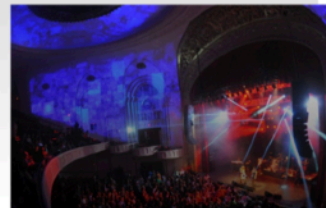
MORE INFO

Grid Example #2

If you don't include a link, the button will not show and the image and title will not be clickable.

MORE INFO

Grid Example #3, no link

Sample Grid View
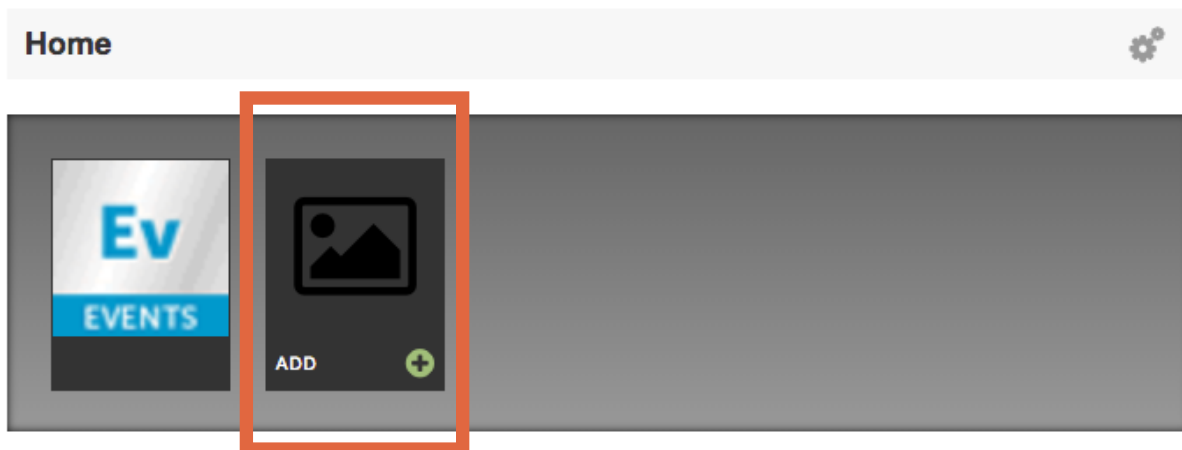
PAGES

Adding a Homepage Non-Event Slide

Display a non-event related slide in the Primary Promotion spot / Slideshow on the homepage.

Example Use Cases:
• Opening Night
• Contests
• Season On Sale
• Important Show On Sale

Go to the Home page in Showtime. In the slideshow that displays at the top of the page, click on the Add button to open the media gallery and select the promotional image you would like to use.

Be sure to add a caption and/or link to the asset.

Once you've added your image to the slideshow, drag and drop it into the first position, ahead of the Events placeholder so it will display first.
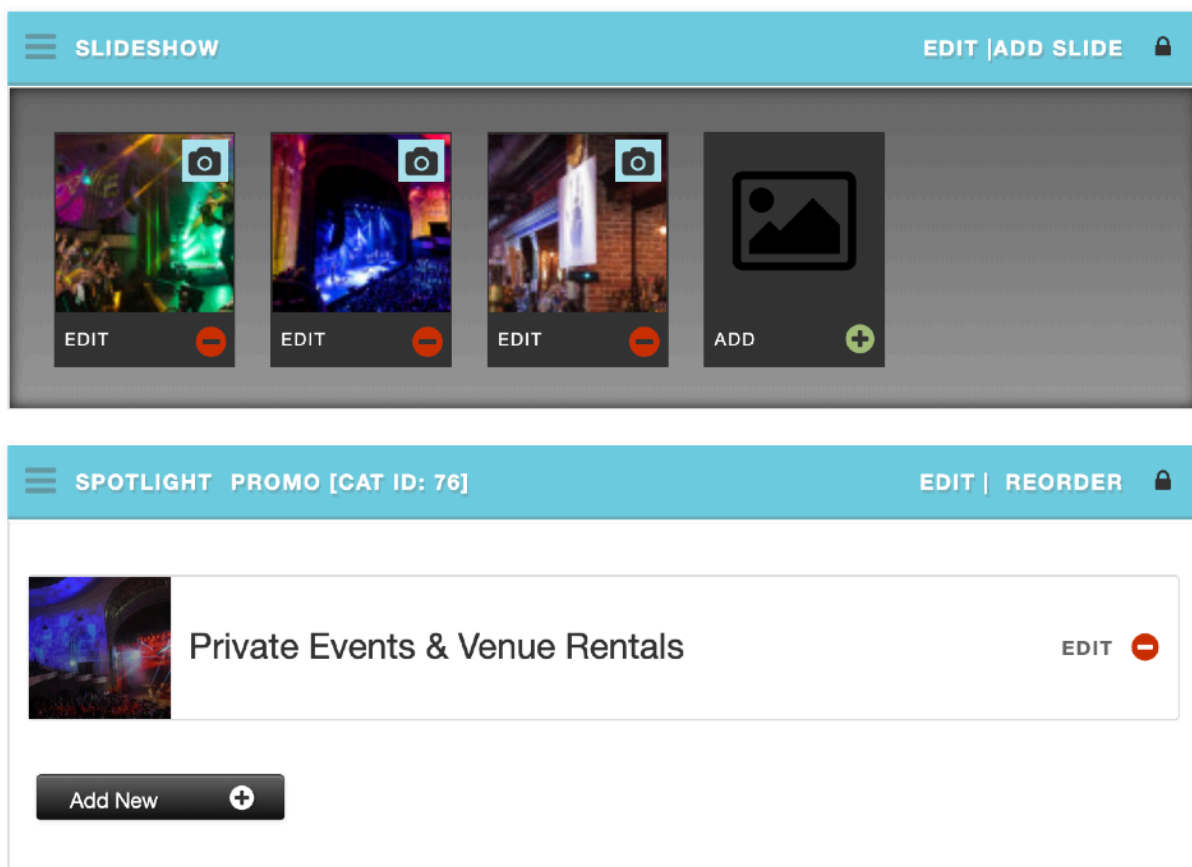
PAGES

Managing Homepage Promotions and Slideshow

The homepage promotion space and slideshow are both managed on the Home page in Showtime.

Use the Add button on the slideshow to add new images/videos to the slideshow. Drag and drop to reorder.
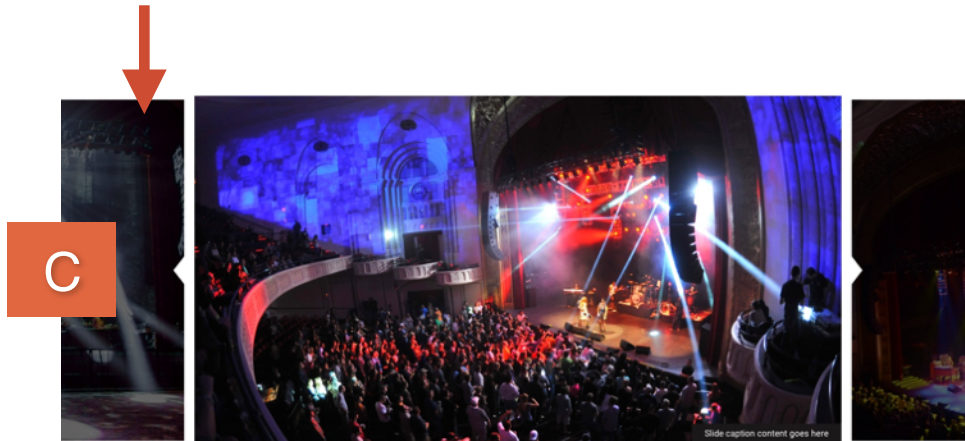

Update the Spotlight List item with a new promo whenever needed. This promotional space supports images, title, text, and link. The system will automatically add a gradient behind the text for optimal contrast.

PAGES

Front End Reference - Homepage Promotions and Slideshow

SLIDESHOW

C

Slide caption content goes here

UPCOMING EVENTS

AUG 14 / WEDNESDAY
Live Nation Presents
Rob Thomas: Chip Tooth Tour
Max Frost
The Capitol Theatre — ▸ MORE INFO — BUY TICKETS

AUG 24 / THURSDAY
Last Podcast On The Left
with hosts Ben Kissel, Marcus Parks and Henry Zebrowski
Garcia's at The Capitol Theatre — ▸ MORE INFO — BUY TICKETS

OCT 02 / FRIDAY
Turn Back the Cap: 1970s ft. The Disco Nights
The Capitol Theatre — ▸ MORE INFO — BUY TICKETS

OCT 06 / TUESDAY
Larry King & Everybody Who Was Anybody For the Past 50 Years
Featuring a Conversation About Live Music with Larry and Capitol Theatre Owner Peter Shapiro
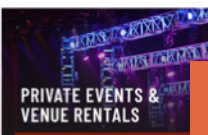The Capitol Theatre — ▸ MORE INFO — BUY TICKETS

OCT 29 - 30
Live Nation Presents
Elvis Costello & The Imposters
2019 Tour
Garcia's at The Capitol Theatre — ▸ MORE INFO — BUY TICKETS

NOV 03 / THURSDAY
Benefiting Debra of America
One Night Only...Again!: Warren Haynes, John Medeski, George Porter Jr. & Joe Russo
The Capitol Theatre — ▸ MORE INFO — BUY TICKETS

THE SQUIRREL BLOG

AUG 10 / 2019
reCAP :: My Morning Jacket :: 2019.08.09

JUL 11 / 2019
The Capitol Theatre + Lagunitas Are Giving Away Tickets to Slash on WED, JUL 31

JUN 26 / 2019
The Capitol Theatre + Lagunitas Are Giving Away Tickets to Almost Queen w/ Black Dog on SAT, JUL 20

JUN 24 / 2019
Alex Cano Dives Deep Into His New LP, Every Rise of the Sun and Playing Pleasantville Music Festival

JUN 20 / 2019
Papa Mali Digs Into His Roots, Seeing George Porter Jr. for the First Time, and Playing with Bobby Vega

▸ ALL BLOG ARTICLES

PRIVATE EVENTS & VENUE RENTALS
Located 22 miles outside New York City in Port Chester, N.Y., is a rock palace fit for any occasion.
▸ LEARN MORE

F

PROMOTION

NEWS

📍 /showtime/news

Overview

Much like the Events, the News database is where all of your past and upcoming News articles are created and managed.

Summary

The tagline, if used, will display below the news article title on the News Detail Page. The teaser displays below the title on the News Listing Page.

Title: Enter title of article.

Add Tagline: Optional. Displays below title of article on News Detail Page.

Teaser: Displays on News Listing Page.

Attachment: Optional. Adds link to attachment on News Detail Page.

Description: Body of news article.
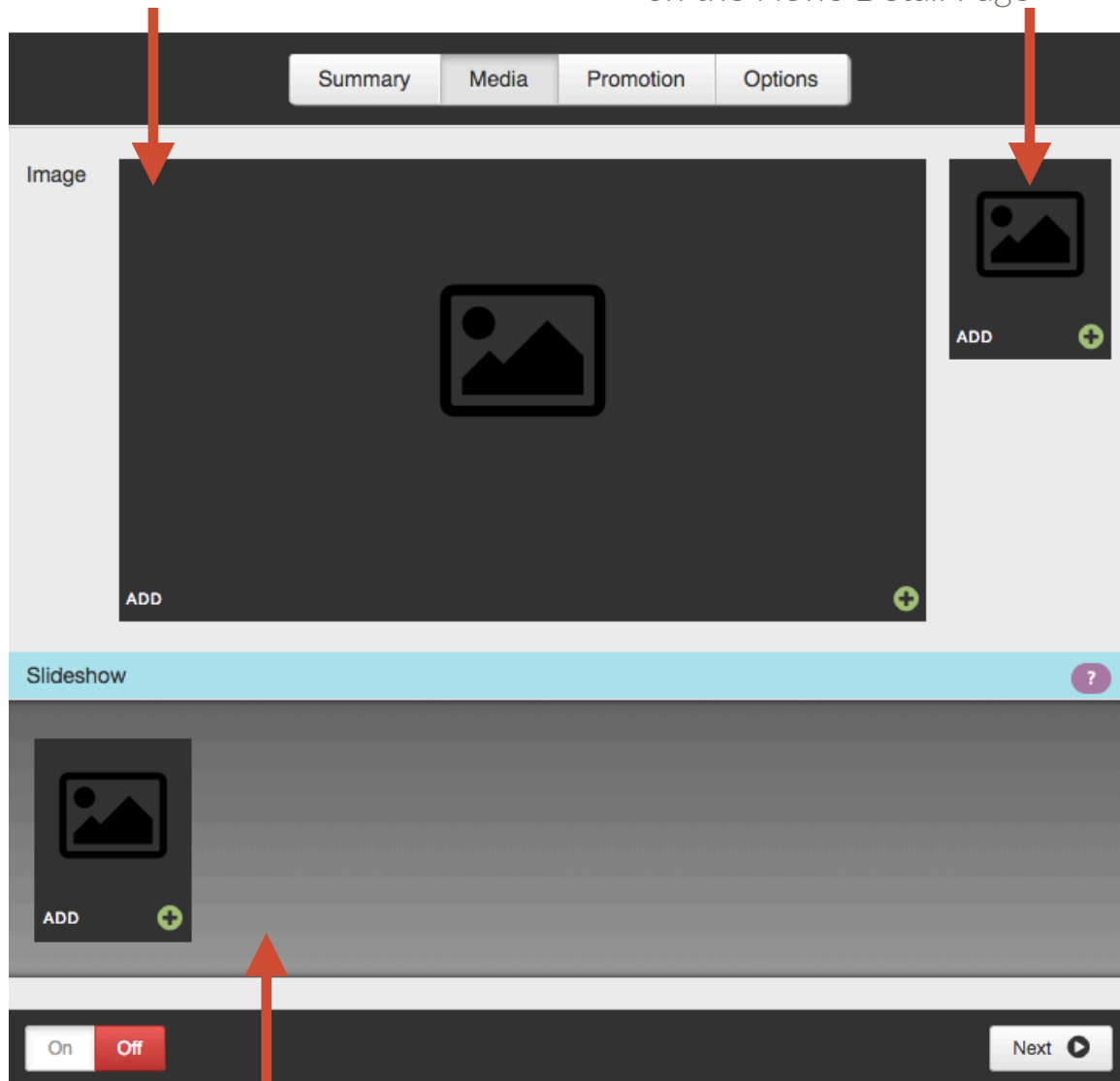
NEWS

Media

Main News Image:
Displays on News Detail Page

News Thumbnail:
Displays on News Listing Page and on the News Detail Page

Slideshow:
Overrides Main News Image on News Detail Page. Accepts both static images and video.

NEWS

Promotion

If used, tag the news article with the appropriate promotion type. If the news article is related to a specific event, choose an event from the Related Event drop down list to bring back a call to action on the news article for people to buy tickets.

Options

If the Display On date and time is set to the future, the news item will not show on the site or be searchable until that date and time has past.

Custom URI: Generated automatically by the news title. Use this field to override it, if desired.

Password: Type in a password to password protect the news article.

Category: Choose a category.

Meta Data: Be sure to fill in your meta data. Keywords and descriptions are used to help Google search your site effectively.

Tracking Code: Optional field that allows you to place a tracking pixel only on that particular news item.

NEWS

Front End Reference - News Listing Page

Front End Reference - News Detail Page

VISITOR GUIDE

/showtime/visitor-guide

Managing Concierge Items

The Visitor Guide module is the database for all of the concierge items on the site. By adding them here, you'll be able to bring back a listing of these items on any page of the site.

Title: Enter title

Description: Add a description of the item

Category: Choose a category

Link: Enter the link

Thumbnail: Upload an image to the be displayed next to the item

VISITOR GUIDE

Location

Enter the address and click "Map It." The address will fill into the fields below and will convert to latitude and longitude.

Optional Fields:
- Phone Number
- Fax
- Email

Turn the item On to display in the listing. Individual Visitor Guide items can be turned off at any time to unpublish them from the site.

VISITOR GUIDE

Front End Reference - Visitor Guide
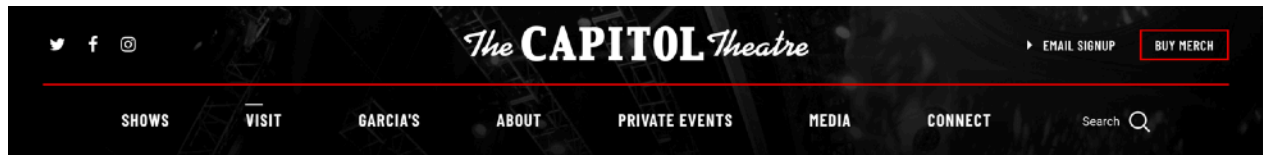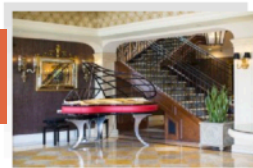
VENUE

Summary

Title: Venue name

Seating: Add seating chart specifically for this venue (only used if displaying Venue Detail Pages)

Phone Numbers: Add phone numbers for venue and box office on the venue detail page (if used) and in the footer.

Description: Add a description to display on the venue detail page (only used if displaying Venue Detail Pages)

Directions: Add directions to display on the venue detail page (if used)

Box Office Hours: Adjusts the hours as displayed in the footer.

VENUE

Location

Enter the address in the Full Address field and click Map It. A map will appear with a pin at that location. Drag and drop the pin to change the location and latitude and longitude, which will edit the location for GPS. The address fields below the map are for display purposes only and control how the address reads in your footer.
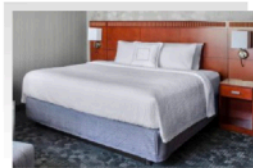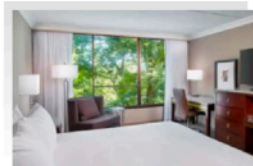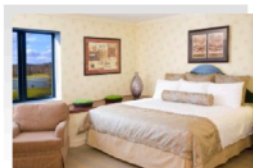
	Summary	Location	Media	Options

FULL ADDRESS

,	Map It

Enter input above and click map it to show on map

ADDRESS

ROUTE

CITY

STATE

ZIP

LAT

LONG

On **Off**   Next ▶

VENUE

Media

Only used if displaying Venue Detail Pages

Main Venue Image:
Displays on Venue Detail Page

Venue Thumbnail:
Displays on Venue Listing Page

Slideshow:
Overrides Main Venue Image on Venue Detail Page. Accepts both static images and video.

VENUE

Options

Custom URI: The default URI is based on the venue name. This field allows you to override the default URI.

Meta Data: Add meta keywords and descriptions to enhance SEO.

GALLERIES

Summary

Title: Enter Gallery title

Slug: Created based on the title. Only used if gallery detail pages have been activated*

Description: Enter Gallery description (add-on feature)

Date: Assign a date for the gallery (only the date appears, the time does not)

GALLERIES

Media

Thumb: Assign a thumbnail to represent the gallery on the Gallery Listing Page.

Media: Add images to the gallery. These images will pop up into a lightbox when the thumbnail or button is clicked.
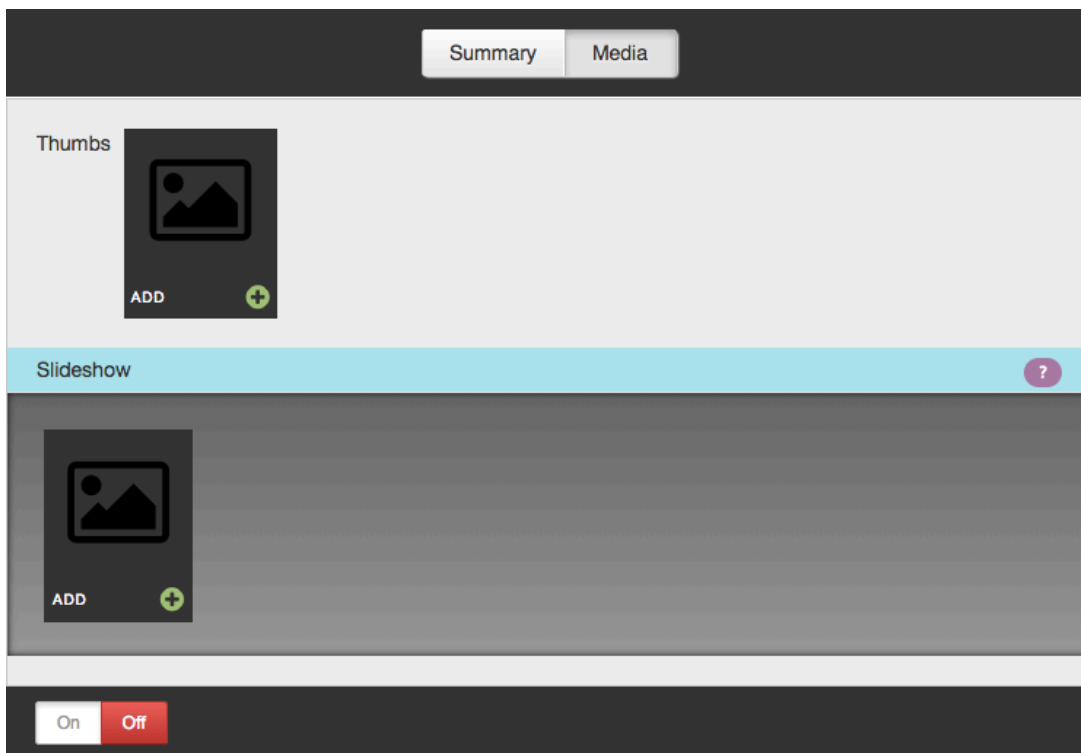
GALLERIES

Front End Reference - Gallery Listing Page

(To be added)

GALLERIES

Front End Reference - Gallery Lightbox

(To be added)

SEATING CHARTS

/showtime/seating_charts

Managing Seating Charts

- Click Add to add a new seating chart, drag and drop to reorder.
- On each Seating Chart, give it a title and a caption. The caption displays on the front end.
- Add a link to a PDF version of the seating chart so users can easily download the seating chart.
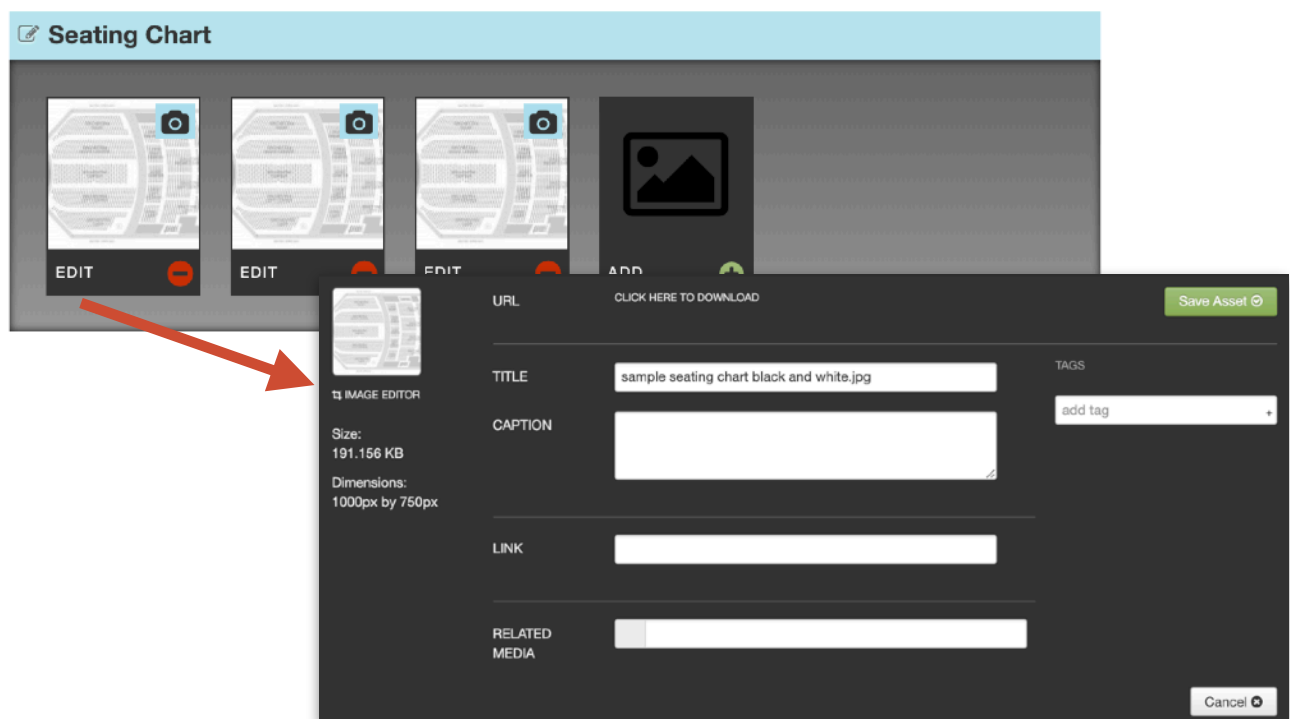
SEATING CHARTS

Front End Reference - Seating Charts
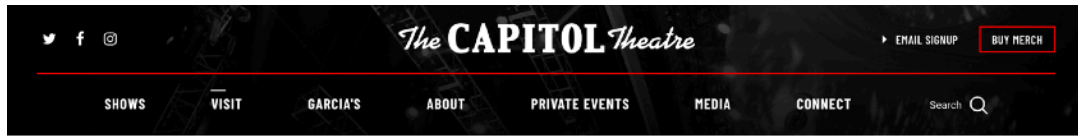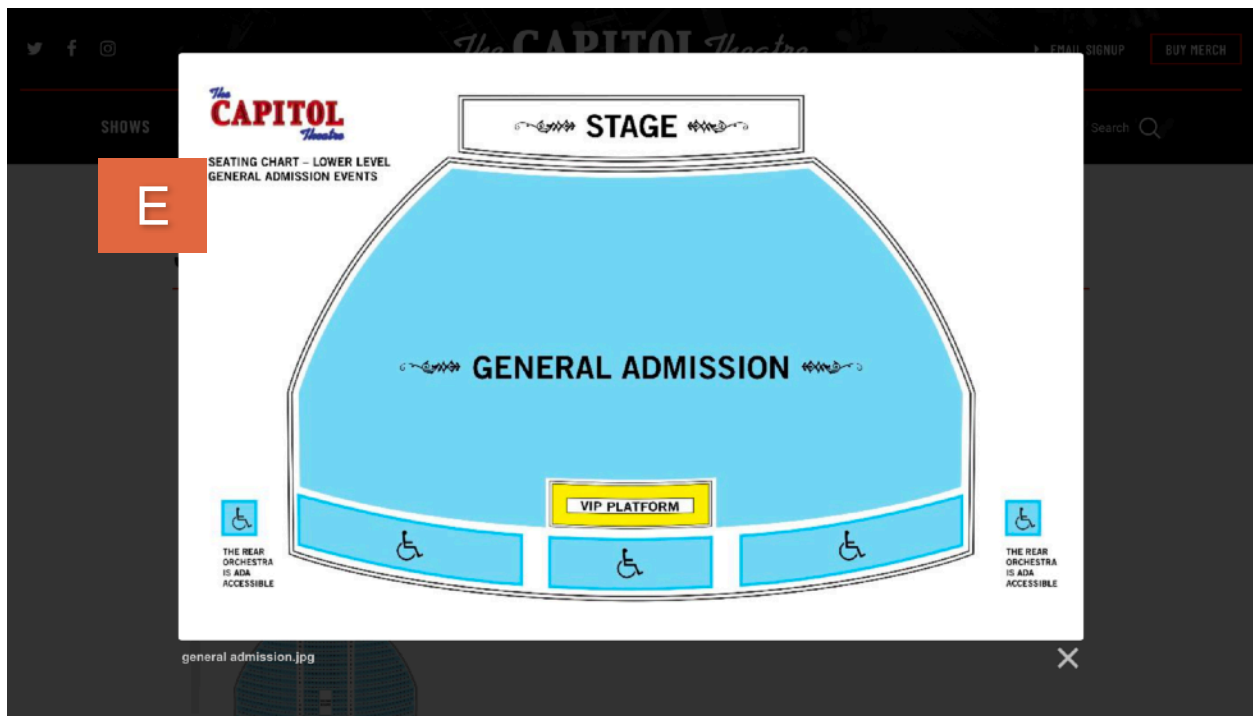
ALERTS

Text Alerts

Text Alerts are a great way to alert patrons to on sales, important news items, or other announcements, such as inclement weather alerts.

In Showtime, navigate to the Alerts module and click on the Add Alert button in the top right corner.

Title: Displays within the alert itself.

Alert Type: Choose Alert for Text Alerts

*__Alert Location__: Choose where you would like the alert to be displayed.

Additional fields will display based on your selection.

Start and End Date: Schedule when you would like the alert to appear.

Link: Add a URL to make the alert clickable.

Button Title: If you add a link, assign appropriate text for the call to action.

Description: Enter additional details.
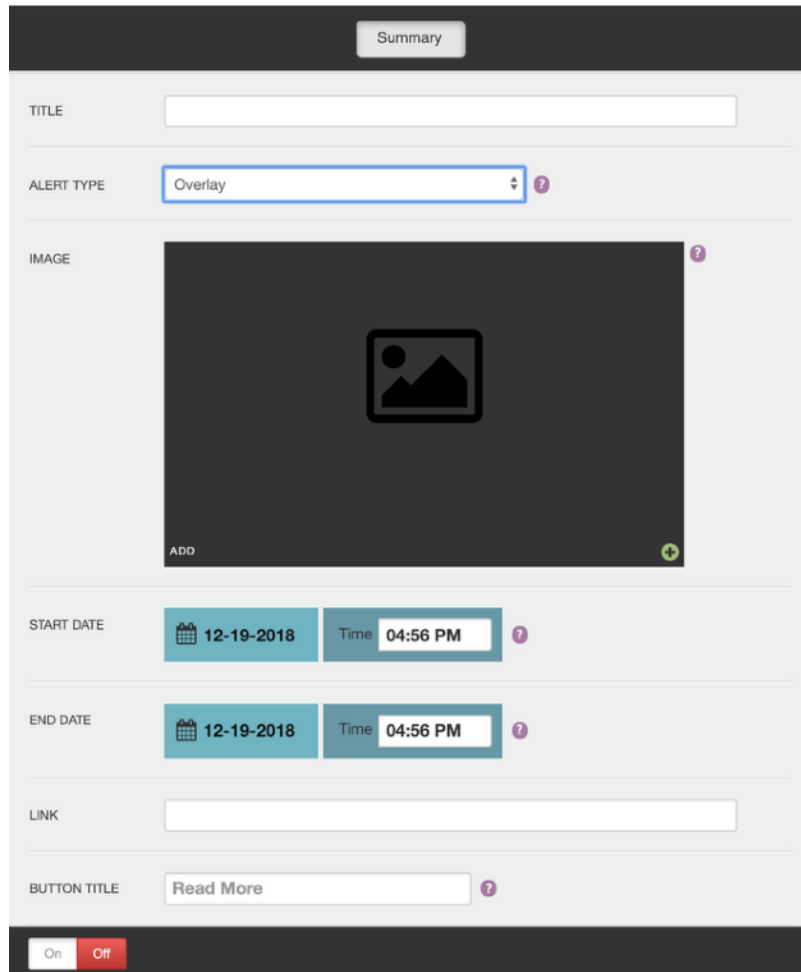
*Add on feature. Default is the homepage, but we offer the ability to add text alerts to Event Detail Pages, Venue Detail Pages, Concierge items, and interior Pages. Contact Client Services for more information.

ALERTS

Overlay

Overlays, or splash pages, are a visually dramatic way to bring attention to patrons about exciting things happening at your venue.

Selecting Overlay for the Alert Type will reveal a new field for Image.

Title: Does not display on the front end.

Alert Type: Choose Overlay

Image: Click on the Add button to chose an image from your media gallery or to upload a new image.

*__Alert Location__: Choose where you would like the alert to be displayed.

Additional fields will display on your section.

Start and End Date: Schedule when you would like the alert to appear.

Link: Add a URL to make the alert clickable.

**__Button Title__: If you add a link, assign appropriate text for the call to action.

*Add on feature. Default is the homepage, but we offer the ability to add text alerts to Event Detail Pages, Venue Detail Pages, Concierge items, and interior Pages.

**Add on feature. Overlay normally does not include a button.

ALERTS

Front End Reference - Homepage Overlay
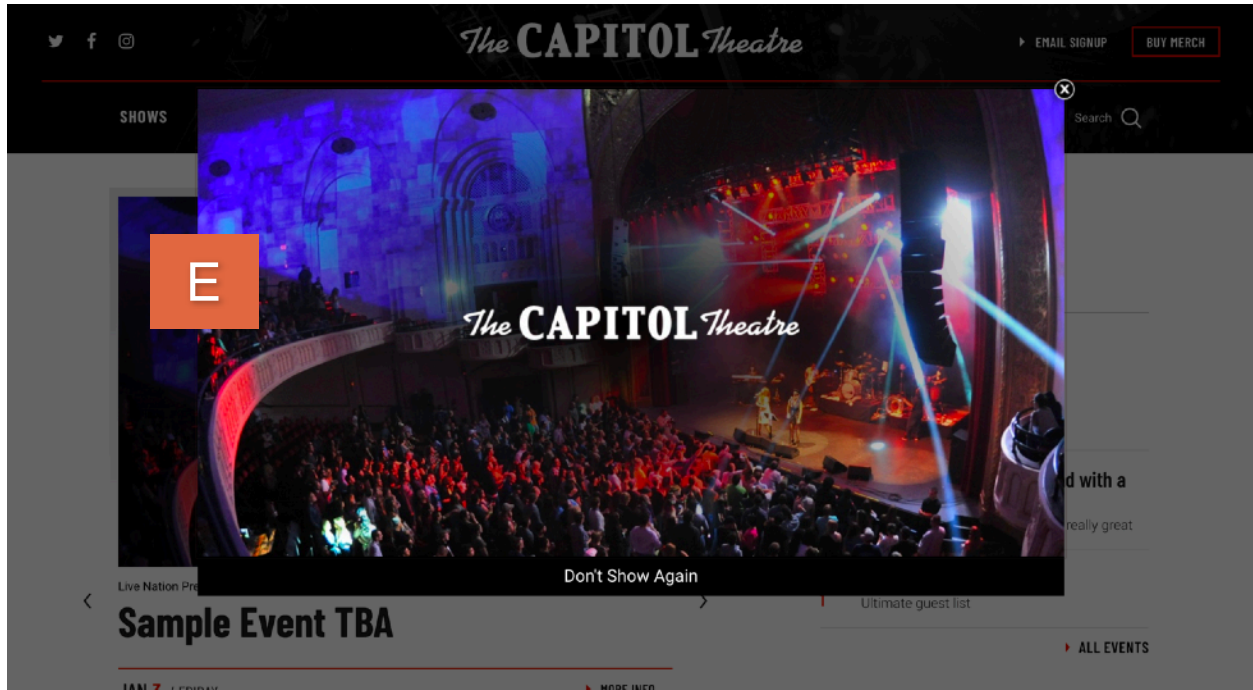
Front End Reference - Text Alert

FRIENDLY URLS

/showtime/friendly_urls

Overview

You're sending out an ad with a discount code for an upcoming event and you'd like a short and easy to remember URL to include on the ad to direct people to that event. For this example, we'll say the code is "SAVE" and you'd like it to link to your event detail page, in this case the URL will be http://www.venue.com/events/detail/eventname.

Setting up Friendly URLs

Click on the Friendly URLs module.

TITLE: Enter your friendly URL. Using our example above, you would enter "SAVE" here, which would create the new URL of www.venue.com/SAVE.

URL: Enter the URL for the page to which the friendly will redirect. In this case, it would be "events/detail/eventname" since we are linking to an internal page within the site. If you were linking to an external site, you would need to include the entire URL here "http://www.venue.com/events/detail/eventname."

Click Save.

TITLE	save	?
URL	/events/detail/event_name	?

You're done! Now, if anyone enters www.venue.com/SAVE they will automatically be redirected to your event detail page and buy tickets!

MEDIA

MEDIA

Summary

All of the assets on your site are listed in the media gallery. You can click on the Media button from anywhere on the site and it will automatically display as an overlay on top of the page you are on so you will not lose your work.
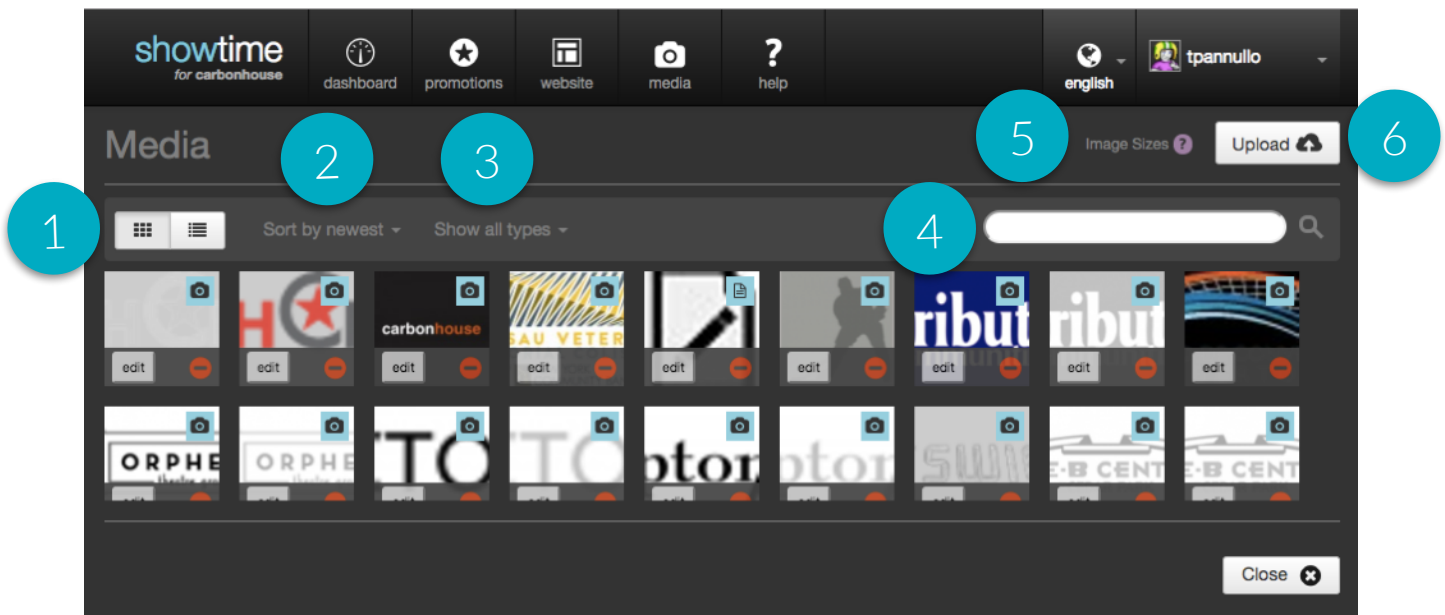
Filtering

1. **View**: The default is grid view, but you can sort by list view as well. On list view, the name of the file is displayed. On grid view, the name is available on hover.

2. **Sort**: The media gallery defaults to being sorted by newest, meaning the most recently uploaded assets will show first. You can also sort by the file name alphabetically or by the oldest item.

3. **Type**: The default setting is to show all types, but you can sort by file type to show only one type of asset: images, videos, audio, or documents.

4. **Search**: Use the search field to find the exact item you're looking for by typing some or all of the file name.

MEDIA

Image Sizes

5. **Image Sizes**: Click here to view the image sizes used on your website. The sizes will appear on an overlay on top of the media gallery. Click the Close button to go back to the gallery.

6. **Upload**: Click here to add new files or videos

Uploading New Assets

To upload new assets to the media gallery, go to the Media button in the navigation and click on the Upload button. You will have two options: File(s) or YouTube.

- Files(s): Images, documents, or audio files

- YouTube: Videos
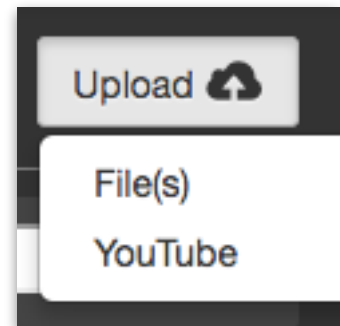
Files

If you choose File(s), you will be brought to the Filepicker, which gives you multiple ways to find the assets you would like to bring into the site.

1. Social feeds and shared drives

2. Dragging files from your computer

3. Selecting files from your computer
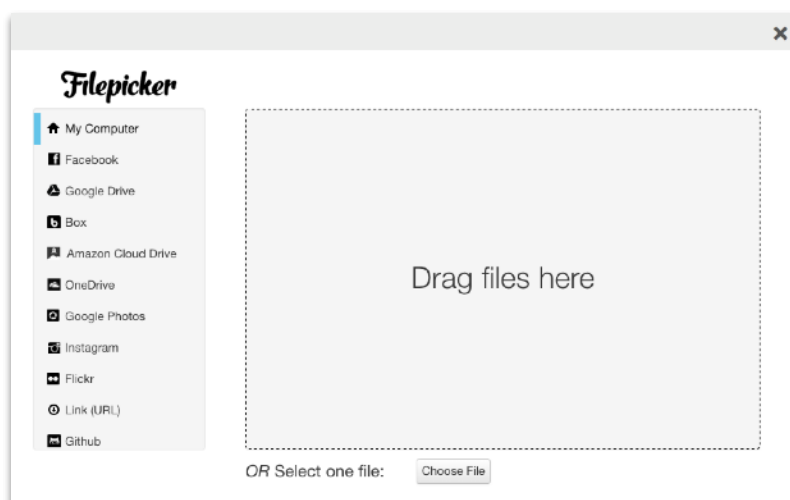
MEDIA

Video

1. Upload your video to YouTube or Vimeo

2. Copy the link to the video

3. In the Showtime media gallery, click on the Upload button and choose "YouTube"

4. Paste the URL you just copied from YouTube/Vimeo into the field labeled "URL."

5. Related Image: You MUST assign a related image to each video. It appears in place of the video when added to slideshows. The system will automatically add a play button on top of the image.

Video isn't playing? Check to see if the link contains "&feature." If so, remove &feature and everything that comes after it. The link will still work, but it removes any of that additional tagging. YouTube tends to tack on.

Related Media: Upload your related media first before you upload the video. Type the name of the related media item in the Related Media field and it will auto-populate with matches.

MEDIA

Settings

Once you have uploaded your assets, the system will display them at the top under Recently Added Media to highlight them for you in case you are going to use them right away.
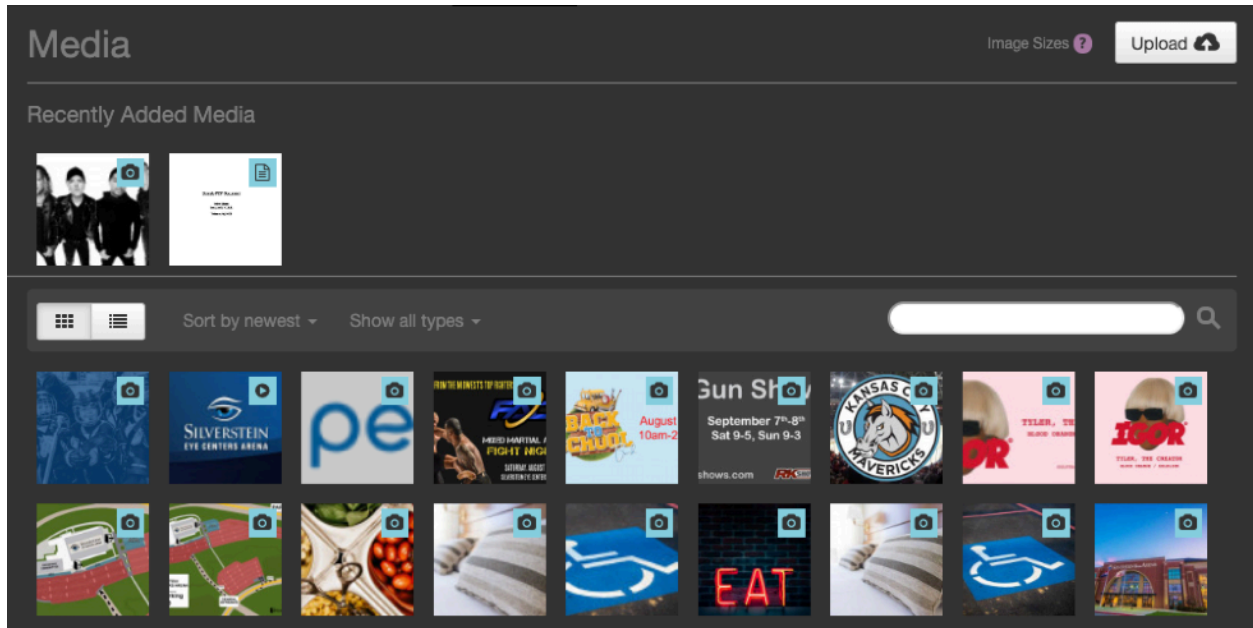
Click on any item to reveal additional details including size and dimensions and to reveal the edit and trash buttons.
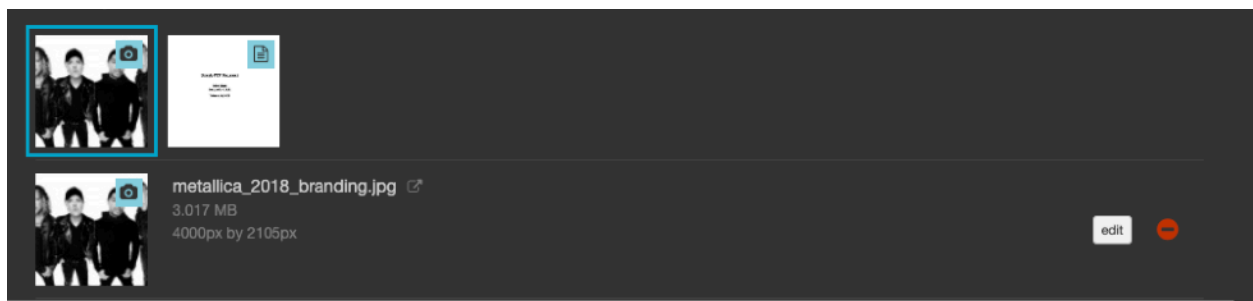
The Edit button will take you to the settings for that particular media item.

If you click on the Trash button it will ask you if you are sure before deleting it.

MEDIA

Settings

1. **Image Editor**: Quick tool to crop, resize, and general alterations

2. **URL**: Link for the asset on the servers

3. **Title**: Image file name and alt text for accessibility

4. **Tags**: Use tags to help you find your assets in the media gallery.

5. **Image Size Warning**: Displays if an asset it larger than 1mb.

6. **Caption**: Description that appears on top of the image in slideshows

7. **Size and Dimensions**: Image specifications

8. **Link**: Add link to make asset clickable in slideshows.

9. **Related Media**: Used for placeholder image on Videos

MEDIA

Sizing Images

Use the image editor to crop your images to the exact specifications for your site. Here are some helpful tips:

- **Saving Changes**: If you make changes using the image editor, the system will not override the original image. A new image will be created.

- **Cropping**: The larger your original image, the more options you'll have. The smaller the original image, the less options you'll have.

> The bigger your images, the longer your page will take to load. It is imperative that you make sure everyone on your team is sizing your images correctly and optimizing them for the website.

SETTINGS

SETTINGS

Manage Users Overview

Anyone who is a site administrator or is a site editor with permission to create new users can add and manage users.

User Settings

Users can be managed by any site administrator. When you sign into Showtime, your username will appear in the top right corner with a little arrow just to the right of it. If you click on your username, a menu will drop down with the options:

- Edit Profile: Click this to edit your own account settings

- Manage Users: Click this to change or delete existing users or to add new users

- Log Out: Click this to log out of your account
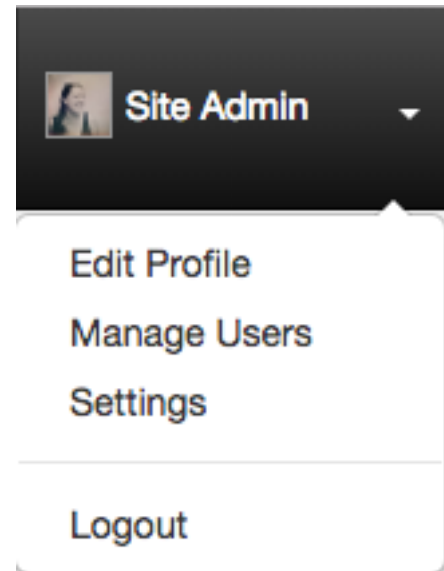
Editing and Deleting Existing Users

When you click on the Manage Users button, a new screen will appear with a list of current users. To search for an existing user, you can either type the person's name or scroll through the list on screen to find the user.

- To edit an existing user's account, click on the EDIT button next to the person's name to open their permissions settings.

- To delete an existing user, click on the TRASH button.

SETTINGS

Adding New Users

When you click on the Manage Users button, a new screen will appear with a list of current users under the highest permission level (Site Administrators).

Click on the Add User button in the top right to grant access to a new user. Once you click the Add User button, you will be asked to fill in the following fields:

- First and Last Name: Enter the new user's first and last name.

- Email: Enter the new user's email address.

- Username: Choose a new username. They will be able to change their username if so desired.

- Password: Choose a password and encourage the new user to change the password the first time they log in.

Now you have to assign the user permissions. First, start by selecting which role you want them to have. There are two choices:

Site Admin: Full permission to access, read, and edit any section of the site, including manage other users as mentioned above.

Site Editor: Have specific access granted by the admin. This can include managing other users as well, but only if they've been assigned that permission level.

If you are granting Site Admin permission, there is nothing more you need to do. The user will automatically get access to everything. If you are granting Site Editor permission, you have to assign them permission to at least one item before the system will let you save.

Click the save button. The user will now be able to access Showtime with only the permissions you've granted.