

# COMMUNICATION RECOMMENDATIONS FOR THE NUYORICAN POETS CAFE

*BASED ON MY 2014 ANALYSIS OF THE  
INTERNAL OPERATIONAL, PERSONAL, AND  
EXTERNAL OPERATIONAL COMMUNICATIONS*

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## TABLE OF CONTENTS

TABLE OF CONTENTS .....	2
TABLE OF FIGURES .....	2
EXECUTIVE SUMMARY .....	3
COMMUNICATION PROBLEMS AND THE ANALYSIS.....	5
Objective of Communications Improvement.....	5
Research Limitations .....	5
Research Techniques .....	5
Report Preview .....	6
SWOT ANALYSIS OF THE NUYORICAN'S FORMS OF COMMUNICATION .....	6
Internal Operational Communications .....	6
Personal Communications.....	7
External Operational Communications .....	7
Event Promotions.....	7
The Official Website .....	9
Social Media.....	11
Public Relations.....	12
INDUSTRY COMPETITIVE ANALYSIS.....	13
Bowery Arts + Science.....	13
Theatre 80.....	15
The Pyramid Club.....	17
CONCLUSION AND RECOMMENDATIONS .....	18
BIBLIOGRAPHY .....	19

## TABLE OF FIGURES

Figure 1 - Nuyorican Calendar.....	9
Figure 2 - Nuyorican Screen Shot .....	10
Figure 3 - Nuyorican Specs Image1 .....	10
Figure 4 - Nuyorican Specs Image2 .....	10
Figure 5 - Nuyorican Specs Image3 .....	11
Figure 6 - The Bowery Poetry Club.....	14
Figure 7 - Theatre 80 Stage Shot.....	16
Figure 8 - The Pyramid Club's Promotional Flyer.....	18

## EXECUTIVE SUMMARY

The recommendations that result from this analysis are for the Nuyorican Poets Cafe to make the following changes to their communications methods:

- Implement a formal network of internal communication.
- Have weekly staff meetings.
- Start promoting all of the Nuyorican's event listings, including the new acts, without charging the producers/acts for the service.
- Hire an in-house public relations specialist that can:
  - Create and maintain email-marketing campaigns
  - Handle customer relations
  - Improve the Nuyorican's social media presence by creating:
    - A minimum of one post per day
    - Non-automated posts
    - Social media specific posts
    - An interactive blog that will Engage the Nuyorican's audience
- Have the Nuyorican Poets Cafe's official website completely redesigned and then updated regularly. It should be cleaner, more organized, and implement modern promotional technology, such as:
  - Videos
  - Photos
  - Music
- Create a consistent experience across all of the organizations Internet touch points
- Use physical flyer distribution
- Do a periodic Industry Competitive Analysis

Supporting these recommendations are the following findings and conclusions drawn from both primary and secondary research methods; where a SWOT Analysis of the Nuyorican's internal operational, personal, and external operational communications were analyzed; followed by an Industry Competitive Analysis of three primary competitors: Bowery Arts + Science, Theatre 80, and The Pyramid Club.

The Nuyorican Poets Cafe is jeopardizing its position as one of the country's most highly respected arts organizations by neglecting to implement a formal network of internal communication. This is negatively amplified by the lack of regularly scheduled staff meetings. The result is unclear instructions from top management that are open for interpretation.

The lack of promotional support performing artists receive from the Nuyorican Poets Cafe, is in direct contradiction with the organizations stated mission of:

“...providing a stage for artists traditionally under-represented in the mainstream media and culture.”

Based on the two interviews conducted, the Executive Director is the only one with access to the organizations social media profiles and public relations materials. According to the General Manager: “He’s the public figure of the Nuyorican, he’s what you see, but he’s not a true-representation of what the Nuyorican Poets Cafe is; he’s not in tune with the actual day-to-day, therefore, he doesn’t truly embody the Nuyorican culture.”

The Nuyorican Poets Cafe doesn’t have an in-tune, qualified, public relations specialists. This has resulted in an increase of unsatisfied customers and unanswered public expressions of disappointment. Furthermore, the Nuyorican’s social media presence is inconsistent and ineffective. Also, with 91 percent of US consumers using email, the Nuyorican can’t afford to continue neglecting the potential benefits of efficient email marketing campaigns.

The Nuyorican Poets Cafe’s main Internet presence is on its official website, which is unorganized and cluttered with too many elements on each page; this makes it not visually pleasing nor stimulating. Navigate from the Nuyorican’s stale website to its dormant social profiles, and you’ll find that it’s lacking a consistent tone, look and feel.

In order to communicate with its customers better than its competitors, the Nuyorican Poets Cafe must also implement a few of the successful tactics they’re using. This includes, updating its site, as previously mentioned, to a cleaner look, like that of the Bowery Art + Science’s site; or taking it a step further and using a more modern template, like that of Theatre 80’s website. A tactic that the Nuyorican should adopt from The Pyramid Club is the use of Promotional print flyers.

# COMMUNICATION RECOMMENDATIONS FOR THE NUYORICAN POETS CAFE

*BASED ON MY 2014 ANALYSIS OF THE INTERNAL  
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COMMUNICATIONS*

## COMMUNICATION PROBLEMS AND THE ANALYSIS

### Objective of Communications Improvement

The purpose of my analysis was to discover communication inefficiencies, and find remedies in order to improve the manner in which the Nuyorican communicates with its many publics – employees, artists, customers, and the general publics.

### Research Limitations

This study was primarily limited by the lack of transparency on behalf of the Nuyorican Poets Cafe – as well as the three primary competitors I reviewed – in regards to their internal operational communications. I requested copies of the Nuyorican's internal emails, as well as a sample of the daily reports, but never received them. As for the three primary competitors, they were either too busy, or failed to respond to my inquiries. Therefore, in their cases, I was unable to conduct any interviews or surveys.

### Research Techniques

Both primary and secondary research was used to gather and collect the information needed. This included two interviews: one with the Executive Director of the Nuyorican Poets Cafe, and one with the General Manager of the Nuyorican Poets Cafe. Questions were asked and scenarios presented, which required the interviewees to expose their communications methods. Each interview lasted for almost an hour. For this investigation, I also reflected on firsthand experience as a promoter/artist who has booked events at the Nuyorican Poets Cafe.

For detailed information on the secondary research used, please refer to the bibliography at the end of this report.

## Report Preview

In the following pages, the SWOT Analysis of the Nuyorican Poets Cafe's forms of communication will be presented. So will the Industry Competitive Analysis of three primary competitors: Bowery Arts + Science, Theatre 80, and The Pyramid Club. The questions I presented via the proposal memorandum (submitted on October 20, 2014) will also be addressed. This will be followed by a conclusion and recommendations based on my findings and analysis.

## SWOT ANALYSIS OF THE NUYORICAN'S FORMS OF COMMUNICATION

Though the Nuyorican Poets Cafe has been a cultural icon on New York's Lower East Side since 1973; improvements must be made in the manner in which it communicates with its many publics – employees, artists, customers, and the general publics. This is of the upmost importance if the Nuyorican Poets Cafe wishes to remain one of the country's most highly respected arts organizations for the next 40-plus years.

A SWOT Analysis was conducted to identify the Nuyorican's Strengths, Weaknesses, Opportunities, and Threats, in regards to their: (1) internal operational communications, (2) personal communications, and (3) external operational communications. This examination revealed the following results.

### Internal Operational Communications

As previously stated, this study was primarily limited by the lack of transparency in regards to the Nuyorican's internal operational communications. Nevertheless, my interview with Jason Quinones, the General Manager<sup>1</sup>, revealed a great many things. First, the Nuyorican Poets Cafe doesn't have a formal network of communication. He said: "There's no set way of receiving instructions or assignments." According to Jason, there are no memos; the staff usually communicates via: mouth-to-mouth, email, text, or a phone call. "It's very inter-personal", as he put it, "...honor ritual, based on reliability, everyone follows through."

Due to the fact that the Nuyorican Poet's Cafe is a small non-profit organization, this "honor system" may be acceptable, but its reliability is questionable. It's hard to hold an employee accountable when there are no records of the orders passed down from management. This leads us to the next problem with the Nuyorican's internal operational communications.

Though I never received the internal emails I requested, Jason expressed concern by stating: "[The] emails from the Executive Director usually need some interpreting, they're not clear enough." This is especially problematic since Daniel Gallant, the

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<sup>1</sup> Quinones, Jason. "Nuyorican's Forms of Communications." Personal interview. 31 Oct. 2014.

Executive Director, only visits the Nuyorican Poets Cafe once a week. Jason also admitted that he's usually busy, so the instructions he gives to his employees (in which ever form he can) are sometimes rushed. The only other tangible form of internal operational communication is something they call "Daily Reports"; which is an Excel sheet, with preprogrammed formulas that are submitted by House Managers breaking down daily event logistics. Unfortunately, I was unable to review one of these reports, therefore, I cannot comment on how efficient they are.

With the lack of a formal network of communication, and the fact that the Executive Director is barely on site, it's unbelievable that staff meetings are only held once every one-to-three months. Regular staff meetings are essential; they allow management to share information and training with all staff. This will improve the customer's experience (which we'll get to when we discuss the external operational communications).

### Personal Communications

The Nuyorican Poets Cafe is comprised of only 14 people; this includes: three Board of Directors (who are "like myths, they're like ghosts" according to Jason), the Executive Director, the General Manager, the Program Associate, three House Managers, the Poetry Program Curator, the Web Master, and three more employees who make up the Tech, Bar, and Maintenance staff. There's definitely a family dynamic, which I can vouch for having promoted events at the Nuyorican Poets Cafe – where I either hosted or performed. Jason, the General Director, confirmed this and added that "[they] regularly hangout outside of work." They go on two staff trips yearly, and though everyone speaks freely outside, inside the staff is, in Jason's words: "heavily respectful".

### External Operational Communications

Though internal operational and personal communications are vital; it's the public impression of an organization that can define the success or failure of the company in the long run. Unfortunately, this is where the Nuyorican Poets Cafe is weakest.

### Event Promotions

According to the organization's official website<sup>2</sup>: "The Nuyorican presents groundbreaking works of literature, music, theater, performance art, poetry slam, hip hop, visual art and champions established as well as rising artists from every background imaginable." This may be true, but the Nuyorican doesn't produce events. Therefore, it's the independent promoters, and the artists whom perform, that sustain the Nuyorican's reputation as one of the country's most highly respected arts organizations. Unfortunately, the way the Nuyorican Poets Cafe communicates with its contributors is subpar.

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<sup>2</sup> "Home - Nuyorican Poets Cafe." Nuyorican Poets Cafe. N.p., n.d. Web. 10 Nov. 2014. <<http://www.nuyorican.org/>>.

During his interview, Jason told me: "You can go to another spot but they don't offer the interpersonal relationship that we do. It's kind of like that old theory 'you don't want the robot, you want the mechanic', we're with you every step of the way, whether or not you know what you're doing." This is untrue. I've promoted, and either hosted or performed at, eight events (which were held at the Nuyorican) in the last two years; none of them were promoted by the Nuyorican Poets Cafe; though the official website states the following: "The Cafe sends its event listings to a wide mailing list, posts them online and distributes event calendars." On that very page, the previous quote is contradicted with the following statement: "The Nuyo sells advertising space on its calendar, website and in its monthly e-blasts." Charging the acts for promotion is counterproductive. One of the reasons acts (including myself) want to perform at the Nuyorican is because the venue is already established, and so it should have a following. You expect the Nuyorican Poets cafe to help spread the word to their patrons.

This lack of support is unprofessional. History and this investigation have uncovered that acts paying for the promotion would be wasting their money. Again, I've been working with the Nuyorican Poets Cafe for almost two years. In that time, I've yet to receive one email from the organization – whether promotional or informational. I'm positive that the General Manager has my email address, as he's my point of contact. Why hasn't it been entered into the system? When I began this study I manually signed up for the mailing list (with a different email address), and I still haven't received an email from the organization.

While gathering and collecting information for this report, I interviewed Daniel Gallant, the Executive Director of the Nuyoricans Poets Cafe.<sup>3</sup> He was very clear about "not" promoting new acts. He said: "I'm very selective about which events we promote online. We have a small budget for promotion, so we only promote the events that are already established." I tried explaining to him how this was a mistake, for it's the new ventures that need the Nuyorican's support. He disagreed and disregarded all the advice I gave him. During my meeting with Daniel, it was clear that his conservative views on how the Nuyorican is to be represented publicly is solid – he's unwilling to be swayed. This brings us back to the websites claim that event listings will be posted online. That's obviously not true, except for on their official site where the flyer is too small to be read and can't be enlarged.

Finally the event calendar, this is the only physical form of promotion the Nuyorican provides for their events. As you can see below, it's unattractive, and barely informative. Nothing about it is enticing.

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<sup>3</sup> Gallant, Daniel. "Nuyorican's Forms of Communications." Personal interview. 16 Oct. 2014.

# June 2014

The Cafe serves beer, wine, coffee, tea and soft drinks but no food. You must be over 21 with a valid ID to purchase alcoholic beverages.

There is **NO video or audio recording** of events without prior written permission from Cafe management.

The Cafe is wheelchair accessible, but we recommend that you call in advance so that we can accommodate you

236 East 3rd Street  
between Ave B & C  
New York, NY 10009  
info@nuyorican.org  
info 212.505.8183  
fax 212.505.5863  
www.nuyorican.org

Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
<b>1</b> 7pm/\$20 In-Da-Lab presents Rookie of the Year Vol.6	<b>2</b> 6:30pm/ \$10 Suggested Donation Hunka by Larissa Fast Horse 9pm/\$7 Open Mic Monday All Art Forms Welcome	<b>3</b> 7pm/\$8 adv/\$10 door Masrah Ensemble presents TRIANGLES	<b>4</b> 7pm/\$10 Unveiling Motion and Emotion 9:30pm/\$13/\$10 stud ID ALL THAT: Hip Hop, Poetry & Jazz	<b>5</b> Nuyorican Poets Cafe	<b>6</b> 7pm/\$10 Dark Matter Rage 10pm/\$13/ \$25 Adv. Friday Night Slam feat. Idriisa Simmonds	<b>7</b> 7pm/ \$12 adv/ \$15 at door Growing Up Daddy 9:30pm/\$50 Romeo's Banana Puddin' Jazz: 11th Anniversary Celebration/ Fundraiser	<div style="border: 1px solid black; padding: 5px;"> <p><b>The Big Mouth Bout "Blood and Guts Poetry"</b></p> <p>Not your average poetry competition. Two spoken word artists stepping into the ring go head-to-head in numerous rounds of lyrical warfare, with the winners moving up the ranks vying for a shot to become the Big Mouth Bout Champion.</p> <p>Governed like boxing, The Big Mouth Bout™ is about a referee, three qualified judges, a ranking system, a clanging bell and the audience, – all surrounding the squared circle aka THE RING. This is the Big Mouth Bout™ "Blood and Guts Poetry." EXPERIENCE THE MOVEMENT.</p> <p>Admission: \$12 advance and the \$15 at the door \$10 with Stud ID</p> <p>For ticket info, please visit: <a href="http://nuyorican.org">nuyorican.org</a></p> </div>						
<b>8</b> 1pm/ \$12 adv/ \$15 at door Growing Up Daddy 4pm/ Private Event	<b>9</b> 9pm/\$7 Open Mic Monday All Art Forms Welcome	<b>10</b> 9pm/\$10 Maria Manousaki 4tet	<b>11</b> 9pm/\$8 Wednesday Night Slam Open Hosted by Jive Poetic	<b>12</b> 7pm/ Private Event 9:30pm/\$10/\$7 Stud. ID Thursday Night Latin Jazz w/ Willie Martinez y La Familia Sextet	<b>13</b> 7pm/\$10 Rooftop Open Mic Hosted by Advocate of Words 10pm/\$13/ \$25 Adv. Friday Night Slam feat. Caroline Rothstein	<b>14</b> 7pm/\$10 stud ID/ \$12 adv/ \$15 at door The Big Mouth Bout "Blood and Guts Poetry" 10pm/ Private Event							
<b>15</b> Nuyorican Poets Cafe	<b>16</b> 7:30pm/\$10 Living Room Sessions with Jennifer Sanchez 9pm/\$7 Open Mic Monday All Art Forms Welcome	<b>17</b> 7pm/ \$7/\$5 stud ID Bruk Di Stage w/Jive Poetic 9pm/\$10 Sophisticated Ignorance	<b>18</b> 6pm/\$12adv/\$15 door Mariposa presents (Puerto Rico Nacio En Mi) 9pm/\$8 Wednesday Night Slam Open Hosted by Jive Poetic	<b>19</b> 9:30pm/ \$15/\$10 Stud. ID Thursday Night Salta with Hector Martignon	<b>20</b> 6:30pm/\$10 Latinos NYC presents Pride Poetry & Songs 10pm/\$13/ \$25 Adv. Friday Night Slam feat. Jorge Brito	<b>21</b> 7pm/\$10 stud ID/ \$12 adv/ \$15 at door The Big Mouth Bout 10pm/\$13/10 stud ID WORDS: Hip hop & Poetry Showcase & Open Mic							
<b>22</b> 7:30pm/\$10 Fresh Fruit Festival 9:30pm/\$10 A Star in the Making Concert	<b>23</b> 7pm/\$10 Fresh Fruit Festival-Calvacade of Fruits 9pm/\$7 Open Mic Monday All Art Forms Welcome	<b>24</b> 7pm/\$20 adv/\$25 door Crossing Verrazano by Anthony Fusco	<b>25</b> 7pm/\$20 adv/\$25 door Crossing Verrazano by Anthony Fusco 9pm/\$8 Wednesday Night Slam Open Hosted by Jive Poetic	<b>26</b> 9:30pm/\$10/\$7 stud ID Thursday Night Latin Jazz with Chembo Corniel	<b>27</b> 10pm/\$13/ \$25 Adv. Friday Night Slam feat. Eliel Lucero	<b>28</b> 8pm/\$20 adv/\$25 door Crossing Verrazano by Anthony Fusco 10pm/\$10 Urbintel presents VERSES							
<b>29</b> 9pm/\$15 The Spotlight Music Showcase: Hot 97 Edition	<b>30</b> 9pm/\$7 Open Mic Monday All Art Forms Welcome	<div style="display: flex; justify-content: space-around; align-items: center;"> <p>Find us online at: <a href="http://www.nuyorican.org">www.nuyorican.org</a> facebook.com/nuyoricanpoets, @nuyoricanpoets The Cafe would like to thank our sponsors: NYC Department of Cultural Affairs, NYSCA, Bloomberg Philanthropies, The New York City Council, Fund for the City of NY, the National Endowment for the Arts, New York Council of the Humanities, and the Manhattan Borough President's Office.</p> </div>											

Calendar subject to change - Visit [www.nuyorican.org](http://www.nuyorican.org) for the most up-to-date listings and ticket information

Figure 1 - Nuyorican Calendar

It's November 10, 2014 and this is the calendar posted on the official website. This leads us to the next topic: the official website.

### The Official Website

Your website is the centerpiece of a successful Internet marketing strategy. By not updating the Nuyorican's official website regularly, search engines determine that it isn't providing good information to searchers. The Nuyorican already has a brand that customers want to engage with. So by creating optimized content and building relevant links, the Nuyorican Poets Cafe's website can be viewed as an authority in the eyes of the search engine. Before we go any deeper, let's talk about the aesthetics.

The first thing noticeable on the website is the color. This orangey-yellow isn't inviting. Dark orange may represent deceit and distrust, while a dingy yellow may represent caution, sickness, and jealousy. Obviously this is not a good choice for the main color of the site, as it doesn't reflect the Nuyorican in a positive way. The site is also cluttered; it doesn't have a clean, organized feel, and there are too many elements on the pages. Plus, the navigation needs improvement.



Figure 2 - Nuyorican Screen Shot

According to various studies, you have less than eight seconds to present your visitor with the information they are looking for.<sup>4</sup> For instance, if an act is interested in booking the venue and wants to know the technical specifications and resources, naturally he/she will click “Booking & Rentals”, but the information will not be found on that page. It’s not until roaming through the site and finding No. 10 on the “FAQ” page that a reference to the technical specifications and resources can be found. There you’re directed to another link, which brings you to a page that contains the photos below but has no description and no mention of the specifications and resources.

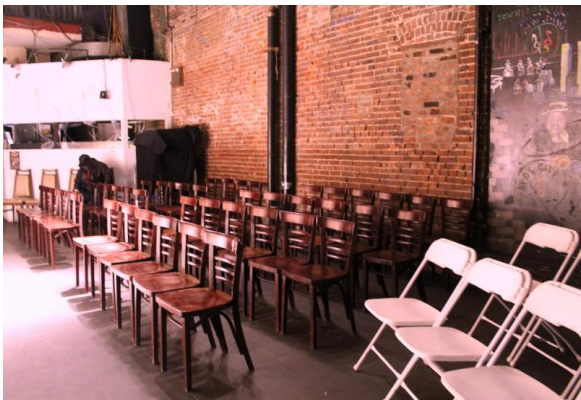


Figure 3 - Nuyorican Specs Image1

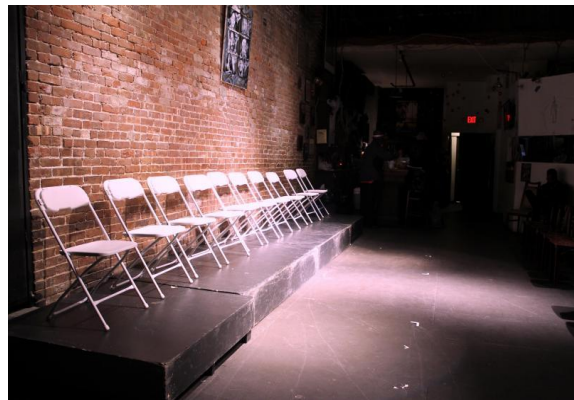


Figure 4 - Nuyorican Specs Image2

<sup>4</sup> Sills, Anthony. "How to Reduce Website Bounce Rate and Make Your First 10 Seconds Count." Smedio Business Ideas Worth Sharing. Smedio, n.d. Web. 10 Nov. 2014. <<http://www.smedio.com/bounce-rate-reduction/>>.



Figure 5 - Nuyorican Specs Image3

### Social Media

Though the Nuyorican Poets Cafe has social buttons on its official site, linking to the organizations social media platforms, they don't allow visitors to share the Nuyorican's content on their own personal profiles. When the social buttons are clicked, visitors are brought to the organization's social media platforms, and unfortunately, the Nuyorican doesn't have a consistent tone, look and feel across the Internet. The only thing that's consistent is the message that: the Nuyorican Poets cafe isn't harnessing the power of social media to expand the organizations digital reach.

Facebook<sup>5</sup> seems to be the only social media network that shows evidence of effort, and even that is miniscule. When I interviewed Daniel, the Executive Director, he informed me that they do invest in Facebook ads and analytics. This may be the only reason there's actually activity on that page. Even so, the posts are inconsistent; sometimes there's a day or two between posts. Other times, it may be well over a week before something's posted, and then there are days when there are multiple posts. At the very minimum, there should be one post made each day.

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<sup>5</sup> N.p., n.d. Web. 10 Nov. 2014. <<https://www.facebook.com/nuyoricanpoets>>.

The Nuyorican's Twitter<sup>6</sup> updates are automatically published from its Facebook page. Therefore, though it saves some time, it shares the inconsistency issues. It also lacks its own personality. Different social media sites favor different types and frequencies of content. On Twitter, not only should you post multiple times a day, but you should also try to engage your audience.

The Nuyorican Poets Cafe's Tumblr page<sup>7</sup> is its worst social media network. There hasn't been a new blog post since October 2013. Before that *one* post, it only made two posts in August of 2012. This blog is not inactive, it's pretty much non-existent. The Nuyorican should be blogging weekly, at the very minimum. Blogging is a valuable opportunity to drive traffic to the organizations site.

### Public Relations

A lot of the social media platforms previously discussed can be categorized as duties of the public relations team or specialist, especially the Nuyorican's personal blog. It's already evident that the organization is lacking in this department. Both Jason and Daniel confirmed that the Nuyorican Poets Cafe doesn't have a dedicated publicist or public relations rep. Daniel, the Executive Director, handles all of the organizations PR efforts. It may be because Daniel is spreading himself thin, but, whatever the reason, it reflects poorly on the management of communication between the Nuyorican Poets Cafe and its publics.

Aside from the social media issues mentioned above, the Nuyorican is missing out on the benefits of email marketing. Every day, 91 percent of US consumers use email, according to consulting firm McKinsey & Co.<sup>8</sup> Therefore, in terms of relationship building; email marketing done well can be extremely successful. Unfortunately, as I mentioned earlier, I've yet to receive any type of marketing emails in the two years that I've been working with the Nuyorican Poets cafe.

The Nuyorican needs to reassess the organization's system for managing its interactions with its current and future customers. Not only is it neglecting social media and email-marketing opportunities, customer feedback is also being ignored – and that's their most important public. If a potential customer goes online to inquire about the customer satisfaction rate of the Nuyorican Poets Cafe, they're sure to visit the organization's Yelp page.<sup>9</sup> What they'll find there is bad for business. Though the Nuyorican has a 4.5/5 star rating, the reviews are mostly negative.

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<sup>6</sup> N.p., n.d. Web. 10 Nov. 2014. < <https://twitter.com/NuyoricanPoets>>.

<sup>7</sup> N.p., n.d. Web. 10 Nov. 2014. < <http://nuyoricanpoets.tumblr.com/>>.

<sup>8</sup> Egan, John. "Ten Statistics That Underscore the Importance of Email Marketing - LeadsCon." LeadsCon. LeadsCon, 15 July 2014. Web. 11 Nov. 2014. <<http://www.leadscon.com/ten-statistics-underscore-importance-email-marketing/>>.

<sup>9</sup> "Nuyorican Poets Cafe." - East Village. N.p., n.d. Web. 10 Nov. 2014. <<http://www.yelp.com/biz/nuyorican-poets-cafe-new-york>>.

Half of the first 10 reviews recommended by Yelp are negative. Below you'll find some of the comments potential customers will read:

Lauren J. from Livermore, CA, posted the following on October 31, 2014:

*"...it does feel like a close family inside this cafe, which is a pretty nice the to find in NY."*

Lyne F. from Westbury, NY, posted the following on October 29, 2014:

*"This place sucks major ass on any customer service." She continued to by writing "We waited outside in the rain for over an hour for a 7pm show and at 7:30 pm no one EVER showed up. The doors remained locked and nothing was posted to the website stating the cafe would be closed."*

Karla K. from Moreno Valley, CA, posted the following on October 24, 2014:

*"...wait in line for over 30 minutes, even though we purchased VIP tickets w/early admittance." She then added: "...but at that point it kinda clicked in my head that "Open Mic" is really just a second thought.... F\*ck you if you aint the main attraction."*

All three comments were posted within the last month, and a public relations rep has yet to address any of them.

## INDUSTRY COMPETITIVE ANALYSIS

The Nuyorican Poets Cafe should be making every effort to communicate more efficiently with its customers, but this alone is not enough to guarantee success – the organization must communicate with its customers better than its competitors. Therefore, I conducted an Industry Competitive Analysis of three primary competitors: Bowery Arts + Science, Theatre 80, and The Pyramid Club.

### Bowery Arts + Science

Bowery Art + Science is one of the organizations that failed to respond to my telephone and email inquiries. Because of this, I visited the location address they have posted on the organizations official website.<sup>10</sup> To my surprise, what I found was an upscale restaurant and not the site of the image posted on the following page – which is what you'll find by doing a Google search of the venue. The "About" section of the organizations website states: "Bowery Arts + Science is a non-profit organization with a venue – Bowery Poetry – in downtown Manhattan." This is misleading and should be clarified. My visit revealed that Bowery Poetry is only held at that location on Sundays and Mondays. This is information that the website should make readily available on their site, so that potential customers don't waste time and money traveling there on any other day – as I did.

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<sup>10</sup> "Bowery Arts + Science." Bowery Arts + Science. N.p., n.d. Web. 10 Nov. 2014.  
<<http://www.boweryartsandscience.org/>>.



Figure 6 - The Bowery Poetry Club

Because of these circumstances, I was unable to gather any information about the organizations internal operational or personal communications methods.

Based on the fact that Bowery Art + Science didn't respond to my inquiries, I can deduce that their external operational communications is flawed. This was further confirmed when I subscribed to their email list at the beginning of my investigations, because I've yet to receive any type of marketing emails. Here the Nuyorican Poets Cafe and Bowery Art + Science fell short of expectations. Both claim to encourage cooperation and advancement of artists, but fail to communicate adequately.

Whether it's a monthly newsletter that comprises targeted information to nurture leads or a blog post, emails can provide an online resource for the publics of these two organizations, positioning them and any business as an expert in the field through the posting of regular, insightful and relevant emails. Another reason to use emails, particularly a drip email campaign, is to eliminate the communication gap. A drip email campaign sends, or "drips," a pre-written set of messages to subscribers over time. This helps the organization to be in continuous touch with their publics. Starting from the time they show interest in the organization.

In comparison to the Nuyorican Poets Cafe, the Bowery Art + Science website is much cleaner and has neatly organized landing pages. The use of a white background, which is the color most associated with trustworthiness, gives the site

an open and welcoming feeling. The navigation bar is simple and effective. It has a “home” button and is accompanied by a custom Google search bar on all of the site’s pages. These are all things that the Nuyorican’s official site is lacking. Bowery Art + Science’s website also has their event calendar static, so no matter which page you navigate to, you can always see the upcoming events – which is most important. Each event has an image (which is enlargeable, unlike the Nuyorican’s event listings) with promotional copy in the description.

As for social media and public relations, Bowery Art + Science is actually doing worse than the Nuyorican Poets Cafe. Though they post more frequently to their Twitter page<sup>11</sup> than the Nuyorican does, and their Facebook page<sup>12</sup> posts do not automatically generate their Twitter posts, there’s barely any public engagement. Plus Bowery Art + Science doesn’t even have a blog. Aside from the previous benefit of driving traffic to the organizations site, here another five important benefits of having a blog for your business: Blogs can boost Search Engine Optimization. Like email campaigns, blogs develop relationships with potential and existing customers, as well as, establish your business as an industry leader. Blog posting allows you to show a personal side of your business, which helps connect people to your brand. Blog posting can also help build your social media presence, because they create opportunities for sharing the link to your blog post. This is free marketing and it will further validate the Nuyorican Poets Cafe as a credible organization.

Like the Nuyorican’s Yelp page, half of the first 10 reviews recommended by Yelp on the Bowery Art + Science page<sup>13</sup> are negative, and there’s been no response on behalf of the organization.

## Theatre 80

I visited Theatre 80, but the female at the front desk was unable to accommodate my request for an interview. She was very nice though and directed me to the promotional materials and website for further information. Again, like Bowery Art + Science, and The Pyramid Club (which we’ll discuss next), I was unable to gather any information about Theatre 80’s internal operational, or personal communications methods.

Theatre 80 seems to have great customer service, this I experienced firsthand, and it’s evident via the organizations Yelp<sup>14</sup> reviews. Though there are few, they’re all positive reviews. Fortunately for the Nuyorican Poets Cafe, Theatre 80 barely has any online presence. The organization’s Twitter page<sup>15</sup> hasn’t made a post since

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<sup>11</sup> N.p., n.d. Web. 10 Nov. 2014. < <https://twitter.com/bowerypoetry>>.

<sup>12</sup> N.p., n.d. Web. 10 Nov. 2014. <<https://www.facebook.com/Bowerypoetry>>.

<sup>13</sup> "Bowery Poetry Club." - NoHo. N.p., n.d. Web. 10 Nov. 2014. <<http://www.yelp.com/biz/bowery-poetry-club-new-york>>.

<sup>14</sup> "Theatre 80 St Marks." - East Village. N.p., n.d. Web. 10 Nov. 2014. <<http://www.yelp.com/biz/theatre-80-st-marks-new-york>>.

<sup>15</sup> N.p., n.d. Web. 10 Nov. 2014. < <https://twitter.com/Theatre80>>.

April of 2013. The Facebook page is more active, but there's barely any engagement. Plus, Theatre 80 doesn't have a blog or an email list. This is good news for the Nuyorican as we've discussed the benefits of both extensively in this report.

Like Bowery Art + Science, Theatre 80 has a better official website than that of the Nuyorican Poets Cafe. Theatre 80's site is the most modern of all the sites I researched for this report. First, there's a large hero area, which is the "intro" area on the home landing page. This site uses a great shot of the theatre with the name centered in the middle. If pictures are worth a thousand words, the Nuyorican Poets cafe can take note of Theatre 80's approach. Theatre 80 also uses a format that's very popular this year. The Long Scrolling Site layout, is good because the site visitor just scrolls down to see the rest of the home page. Because the layout changes up throughout, the page doesn't get boring. Another place where Theatre 80 out shines the Nuyorican Poets Cafe's site is in the organization. The site is clear and easy to navigate. For instance, if a potential customer is interested in renting the venue, all the information is one click away. Just click "Rentals" on the navigation bar and not only will you see this great shot of the stage:



Figure 7 - Theatre 80 Stage Shot

You'll also find the basic theatre specs, and a statement confirming that a more detailed inventory is available upon request:

Seating: 161 fixed seats (seating plot may be sent upon request)  
Stage Dimensions: 42W x 18D x 13 to the grid

Lighting: Itemized inventory may be sent separately upon request  
Audio: Itemized inventory may be sent separately upon request

## The Pyramid Club

As I stated earlier, I was unable to gather any information about the The Pyramid Club's internal operational or personal communications methods. I did visit the venue but they were a little unorganized, and the only employee made available to me was the bouncer who said: "The Pyramid Club is privately owned. The staff is small and mainly communicate via mouth-to-mouth and text." This sounds similar to the Nuyorican Poets inter-personal style of communication.

The Pyramid Club's online presence is as bad as that of Theater 80's. Their Twitter page<sup>16</sup> hasn't made a post since March, and though their Facebook page<sup>17</sup> is a little more active, there's barely any engagement. The Pyramid Club also has chosen not to have a blog or an email list.

As for the business' official website<sup>18</sup>, it feels outdated but they've implemented modern promotional technology better than that of all the sites I researched for this report, including that of the Nuyorican Poets cafe's. The sites landing page has a video on auto-play, so you're immediately given visuals and sounds of what to expect at The Pyramid Club. The Nuyorican doesn't have any videos on its site. Videos induce people to stay longer on websites, because more people prefer watching videos compared to textual-based content. Plus, people remember videos. Another important element that The Pyramid Club incorporates, which the Nuyorican's site is in need of, is a photo gallery. Media theorist John Berger once said: "...seeing comes before words." Like videos, the amount of information a photo displays in a glance outweighs the amount of information that is read in the same amount of time.

The Pyramid Club also utilizes flyer distribution; this is another promotional tool that the Nuyorican Poets Cafe should implement. The Internet gets crowded quickly, and with technology changing almost immediately, your online marketing efforts today may be completely outdated by next week. This leaves a lot of room for traditional types of advertising like flyer distribution. The Pyramid Club seems to know that a flyer allows for a lot of creativity. Unlike with social media, with a flyer, you don't have to worry about saying everything within a limited number of characters. If the Nuyorican were to make a flyer of their regularly scheduled

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<sup>16</sup> N.p., n.d. Web. 10 Nov. 2014. < <https://twitter.com/ThePyramidClub>>.

<sup>17</sup> N.p., n.d. Web. 10 Nov. 2014. < <https://www.facebook.com/pages/The-Pyramid-Club-NYC/334500704294>>.

<sup>18</sup> "The Pyramid Club." The Pyramid Club. N.p., n.d. Web. 10 Nov. 2014. <<http://www.thepyramidclub.com/>>.

events, like The Pyramid Club has done (see flyer below), a combination of visual artistry and strong, concise copy can reach a lot of people.



Figure 8 - The Pyramid Club's Promotional Flyer

## CONCLUSION AND RECOMMENDATIONS

While addressing the questions I presented in my proposal memorandum, and after conducting a SWOT Analysis and an Industry Competitive Analysis, it's clear that the Nuyorican Poets Cafe needs improvements in the way it communicates with its many publics – employees, artists, customers, and the general publics. Though the organization's internal operational, personal, and external operational communications seem to outperform that of the three primary competitors researched – Bowery Arts + Science, Theatre 80, and The Pyramid Club – there are a few tactics they are using, that the Nuyorican can apply to its forms of communications.

Furthermore, the following recommendations should be considered, and implemented, if the Nuyorican Poets Cafe desires to continue being viewed as a cultural icon on New York's Lower East Side, and a highly respected arts organization in this country:

- Implement a formal network of internal communication.
- Have weekly staff meetings.

- Start promoting all of the Nuyorican's event listings, including the new acts, without charging the producers/acts for the service.
- Hire an in-house public relations specialist that can:
  - Create and maintain email-marketing campaigns
  - Handle customer relations
  - Improve the Nuyorican's social media presence by creating:
    - A minimum of one post per day
    - Non-automated posts
    - Social media specific posts
    - An interactive blog that will Engage the Nuyorican's audience
- Have the Nuyorican Poets Cafe's official website completely redesigned and then updated regularly. It should be cleaner, more organized, and implement modern promotional technology, such as:
  - Videos
  - Photos
  - Music
- Create a consistent experience across all of the organizations Internet touch points
- Use physical flyer distribution
- Do a periodic Industry Competitive Analysis

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