

**Philadelphia Live Arts Festival and Philly Fringe
2010 Haverford Internship Program
Blog Management Internship**

Organizational Background

The Philadelphia Live Arts Festival and Philly Fringe is an annual performing arts Festival taking place each and every September for sixteen days in venues throughout the city of Philadelphia. The 14th annual Festival will take place from September 3 - 18, 2010.

The Philadelphia Fringe Festival was founded in 1997, and has experienced steady growth over the past 12 years, transitioning from a neighborhood event to a nationally recognized multi-disciplinary festival. Since 1997, the Festival has expanded from 5 to 16 days, with total attendance increasing from 12,000 in the first year to upwards of 35,000 in 2009. The 60 artists groups in 1997 increased to nearly 200 in 2009, with more than 1,000 artists participating annually.

In 2004, the Festival repositioned its two programming segments into two concurrent festivals: **The Live Arts Festival** which features curated local, national, and international performing arts events, and the **Philly Fringe** which provides opportunities for any artist, independent of a selection process, to self-produce their work.

The 2010 Live Arts Festival will feature original works from such Philadelphia-based artists as Pig Iron Theatre Company, Nichole Canuso Dance Company, Charlotte Ford, and New York City-based experimental theater company, Elevator Repair Service.

The Learning and Working Environment

Festival staff members work collaboratively in a friendly, dynamic, and fast-paced office atmosphere. The organization relies on a year-round staff of nine full-time employees to manage the majority of the Festival's administrative needs. However, during the summer months leading up to the Festival, the organization expands to include seven interns, a Volunteer Coordinator, a Box Office Manager, three Technical Directors, dozens of stage technicians and Box Office Staff, as well as hundreds of volunteers who serve as ticket sellers, House Managers, and security.

During the weeks and months leading up to the Festival, the work environment is high-paced, stimulating, and engaging, with a constant flux of activity. Festival events take place throughout the city of Philadelphia, and managing travelling artist groups, venue maintenance, and customer satisfaction requires constant cooperation between all staff members. The internship will offer insight into all administrative aspects of a non-profit arts organization, as well as broad exposure to the Philadelphia arts community, and the international contemporary arts scene.

Context of the Project

As we prepare for the 14th annual Festival in the current economic environment, we recognize a need to not only grow our audiences, but also to improve communications with our existing constituency. We want to increase cultivation and engagement efforts in order to ensure continued investment in the Festival by ticket buyers, donors, volunteers, and artists. The need for an intern to assist the Blog Manager in broadening the Festival Blog is twofold:

- In 2009, the Festival hired Nick Gilewicz to completely overhaul the previous iteration of the organization's Festival-time Blog, previously maintained by the Information Manager. The Blog

previously featured positive posts about Festival shows, interviews with artists, and information on Festival activities. The initial rendition of the Blog offered limited interactive opportunities for web-users, thus the Blog experienced modest web-traffic. Through Nick Gilewicz's leadership, the quality and scope of the Festival blog was greatly expanded. To take the blog to the next level in terms of scope of content, additional writing and interviewing support is needed. For 2010 under Gilewicz's continued oversight, with the assistance of a dedicated blog intern, we see the potential for significantly increased engagement with audiences through a more interactive and accessible Blog-space.

- The Festival was one of ten area arts organizations to be awarded a four-year Wallace Excellence Award to support efforts to increase college student involvement with the Festival. Student communities rely heavily on technology-based communication via social networking sites like MySpace, Facebook, and Twitter. We see the Blog as an important entry point for students and would like to expand the Festival presence in these electronic-based communities in order to better connect with this demographic.

The Intern Project Summary

The Blog Management Intern will work directly with Festival Blog Manager Nick Gilewicz and the Festival Information Manager Josh McIlvain, along with Marketing Director Robin Barnes. The Blog Manager will serve as the Intern's direct supervisor. The role of the Blog Management Intern will be to:

- Research and develop new strategies to increase Blog visitation.
- Working with the Marketing Department to develop a posting plan for the 2010 Festival Blog.
- Work with the Programming Director to develop content for the Blog, including artists' stories, interviews, and video applications.
- Connect with Festival artists and attending rehearsals of shows to learn about artists' work for Blog content.
- Write creative content for at least 5 Blog entries per week.
- Develop a Festival-Time posting roster from Festival contacts including students, Festival supporters, volunteers, and other Festival staff.
- Solicit Festival artists and design teams to make contributions to the Blog.
- Track other Festival activities such as the Opening Night event, the Outreach Coordinator's student events, construction of one of the unusual performance spaces, or the Festival Bar set-up.

The Internship will primarily take place during the normal business week, Monday through Friday, at the Festival Administrative Office, 919 N 5th St, in Northern Liberties. Occasional evening and weekend hours will be required based on artist and event schedules for interviews and event coverage.

Project Details

Weeks 1-10 (dates are flexible)

Week 1 – Research and Development

- The Intern will become fully immersed in 2010 artist and show information available to-date, reading all past 2010 E-Newsletters and meeting with the Blog Manager, Information Manager, and Marketing Director to review plan for upcoming months' communications.
- The Intern will begin researching potential Blog postings, and create a plan for implementation with the Blog Manager and Information Manager.

- The Intern will begin making personal introductions with artists/companies, and set up dates and times to interview artists/companies about their projects.
- The Intern will work with Information Manager and Blog Manger to devise a rough posting schedule for the Blog from Week 1 through the end of Festival.

Weeks 2-3 – Blog Set-up and Writing

- The Intern will begin meeting with artists and, when possible, their design teams to cull interesting stories, imagery, and other details for the Blog.
- The Intern will begin implementing Blog updates to increase usability.
- The Intern will work with the Community Outreach Coordinator to connect with potential Blog contributors.
- The Intern will work with the Information Manager and Blog Manager to finalize a posting schedule for the Blog from weeks 2-3 through end of the Festival.
- The Intern will post at least 5 stories/features on the Festival Blog about current Festival events/happenings, behind-the-scenes artist stories, and other pertinent news.

Weeks 4-5 – Maintain and Enhance Blog

- Continue meeting with artists and create at least 5 Blog posts.
- Continue working to improve Blog, increase usability, and encourage interactive activity.
- Begin lining up guest writers for “Festival time”. These writers will be asked to see 1-2 Live Arts Festival and/or Philly Fringe performances and to then return, within 24 hours, a written reaction to the show for posting on the Blog.
- Work with Community Outreach Coordinator to build up content on Festival Facebook and Twitter pages.
- Attend rehearsals of local performances as possible.
- Build Festival’s Flickr and YouTube site with new photos and videos as they become available from artists. Work with Marketing Director to edit videos as needed.

Weeks 6-7 – Blog Management

- Continue meeting with artists and when possible, their design teams, to cull interesting stories, imagery, and other details for the Blog. Attend rehearsals of visiting international performers as possible.
- Confirm “Festival time” writers and arrange their complimentary tickets, etc.
- Continue working to improve usability of Blog based on informal feedback solicited from users.

Week 8–10 – Wrap Up and Evaluation

- Evaluate the success of the Blog so far, and create procedures for Festival staff to maintain activity through September.
- Post guest writer’s contributions to the Blog
- Respond to the Festival Opening Night event on September 4, 2010
- Post any new available Festival photos and videos on the Festival’s Blog, website, Flickr site, YouTube site, etc.
- Work with Marketing Director, Blog Manager, and Festival Publicist to highlight selected press coverage on the Blog and through other E-communications.

What will be Produced

At the end of the 10-week internship, the Blog Management Intern will have successfully supported the development and implementation of a new and improved version of the Festival Blog. The new Festival

Blog will offer our organization an innovative tool to engage with audiences, supporters, and artists, adding another layer of interaction to the Festival community. The Blog Management Intern will have created and managed content about Festival artists and activities, as well as developed a network of Blog contributors to carry on activity after the end of the Internship. The Blog will be both appealing and functional in design and content, helping to promote the 2010 Festival, as well as cultivate and engage Festival supporters.

Benefit of the Project

To the Intern: This internship will offer a Haverford Blog Management intern the opportunity to take a leadership role on a critical Festival project. Taking the the Festival Blog to a more sophisticated level will build teamwork skills, as well as offer the Intern creative license for Blog enhancements. Managing the content of the Blog will offer the Intern extensive experience in organizational writing and editing for marketing and creative purposes. The Intern will come away with solid examples of written and design work created on the Blog, on the Festival website, and on Festival Facebook, Twitter, and YouTube pages. Developing this important Festival communications tool will offer the Intern the chance to hone in on their technological and design skills. Additionally, this employment opportunity will enrich the Intern's professional network with Philadelphia-based artists and arts administrators, as well as international performing artists and their companies.

To the Organization: The employment of a Blog Management Intern will infuse the organization with new ideas and new perspectives about electronic communication. An employee devoted to the re-design and enhancement of the Blog will result in a more up-to-date, technologically savvy, interactive Blog that will appeal to audience members and inspire more involvement with the Festival. The new and improved Blog will increase awareness of the Festival with our current constituency, as well as with potential ticket buyers and students. The Blog will stimulate interaction between audiences, artists, staff, volunteers, and donors and support the overall Festival community.

Essential Skills:

The ideal candidate will enjoy writing and have a strong command of grammar and style; be a current or former humanities major (preferably English) who has experience working on student newspapers, literary magazines, or other publications; have familiarity with using database systems, such as Microsoft Access; and be comfortable navigating websites and using search engines. Preferred candidates will have some familiarity with Philadelphia and its arts and cultural organizations.

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