

**Philadelphia Live Arts Festival and Philly Fringe
2011 Haverford Internship Program
Information Management Intern Job Description**

Organizational Background

The Philadelphia Live Arts Festival and Philly Fringe is an annual performing arts Festival taking place every September for sixteen days in venues throughout the city of Philadelphia. The 15th annual Festival will take place from September 2 - 17, 2011.

The Philadelphia Fringe Festival was founded in 1997, and has experienced steady growth over the past 14 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 36,000 in 2010. The 60 artists groups in 1997 increased to around 200 in 2010, 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 2011 Live Arts Festival will feature work from such Philadelphia-based companies as Pig Iron Theatre Company and Headlong Dance Theatre along with a comedic piece by U.K.'s Improbable Theatre, a work by Bowerbird and Xavier LeRoy, and an outrageous magical production by Geoff Sobelle, Trey Lyford, and Steve Cuiffo. A complete list of the 2011 Festival programming will be available on our website, www.livearts-fringe.org, in April.

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 ten 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. These additions to the Festival staff make this large annual event possible.

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

In 2008, the Festival hired its first full-time Information Manager to oversee the content and production of the 120-page Festival Program Guide and the Festival Blog. As a result, we were able to develop an efficient process for this huge annual undertaking within a workable timeline

which resulted in a more accurate and well-organized Guide and content-rich Blog. The Information Manager is now a key position for the organization, overseeing the flow of information from artists, staff, and designers to create an exciting, accurate, and easy-to-use Guide and engaging Blog.

Josh McIlvain will return to the Live Arts Festival as the Festival's Information Manager for another season in March 2011. McIlvain will oversee every detail of the publication of the 2011 Festival Guide. The Guide is the Festival's most valuable marketing tool, offering in-depth show descriptions, ad space, photographs, and Festival information including a calendar of events, indices and maps, as well as sponsor and supporter credits. Over 40,000 Guides are printed annually and distributed throughout the City.

In 2007, 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 Facebook and Twitter. We see the Blog as an important entry point for students and would like to continue expanding the Festival presence in these electronic-based communities. The 2008 rendition of the Blog offered limited interactive opportunities for web-users, thus the Blog experienced modest web-traffic. In 2009, we hired a dedicated staff member, Nick Gilewicz, to manage and develop compelling and attractive content for our Blog. Gilewicz returned in 2010 to oversee all Blog activities, including artist interviews, show featurettes, video content, and interactive tools. We anticipate that Gilewicz will be returning for a third season to manage the 2011 Blog.

The Information Management Internship will provide critical support to the Information Manager and the Blog Manager in 2011, as we embark on the Guide publication process and work to expand the Festival presence online through the Festival website, Blog, Facebook, Twitter, YouTube, and Flickr.

The Intern Project Summary

The Information Management Intern will assist the Information Manager and the Blog Manager. The Information Manager will serve as the Intern's direct supervisor. The role of the Information Management Intern will be to:

- (1) Manage and fact check information for the Festival Guide, ensuring that every change to times, venues, artist names, "blurbs" (descriptions of the shows), and so forth are accurately recorded on the website and in the Guide. The Information Management Intern will support Festival Information Manager Josh McIlvain in overseeing these details, proof reading the Guide for errors, and acting as fact checker.
- (2) Contribute to the Festival Blog, working closely with Nick Gilewicz, Blog Manager, and seek out content opportunities including artist interviews, show responses, event information, and more.

The Internship will take place during the normal business week, Monday through Friday, at the Festival Administrative Office, 919 N 5th St, in Northern Liberties. Although we can be flexible, we prefer work hours to be between 10:00 a.m. to 6:00 p.m. Some flexibility may be required the week of the guide print deadline.

Project Details

Weeks 1-5 (May 31st – July 5th)

The Information Management Intern will provide critical support to the Information Manager during the weeks leading up to the Guide print date (July 1), as the Information Manager coordinates funding, marketing, advertising, programming, box office, and artistic information in a efficient and cohesive manner. The weeks leading up to the Guide going to print are often busy and fast-paced, with numerous last-minute changes to performance schedules, venues, and content adding up and requiring constant proof-reading. The Information Management Intern will work to manage and record these changes in all relevant databases, and assist the Information Manager in general proof-reading of all content.

Additionally, the Information Management intern will work with the Blog Manager to develop content plans, and contribute posts to the Festival Blog. Any necessary website design/HTML skills will be taught during the second half of the internship.

Experiences / Benefits Offered

The editing and production phases of the guide production will provide critical experience for a student who is interested print editing, writing, or publishing. The Festival Guide is comparable in form, style, and design to a magazine, a document in which many ideas and details must be combined. We rely heavily on an efficient system for making changes and communicating these both internally and to our designer; the Information Management Intern will be instrumental to this process.

The Intern's work on the Festival Guide – mapping venues, fact checking for artist groups, etc.—will also serve to familiarize him or her with the city of Philadelphia and its arts and cultural organizations. This kind of comprehensive knowledge base would provide an ideal preparation for future work in cultural, non-profit, or tourism marketing industries in Philadelphia.

Contributions to the Festival Blog will provide the Intern with the opportunity to network closely with the Festival's local and international artists, as well as develop their own voice as a writer for the Festival.

Weeks 6-10 (July 6th – August 9th)

When the Guide process is complete, the Intern's primary responsibility will be to maintain and enhance the Festival's online presence under the guidance of the Information Manager and Blog Manager, in collaboration with other Festival interns and staff. Content will continue to develop, even after the Guide goes to print, and the website and Blog will serve as the Festival's most up-to-date resources from July through September. This will require the intern to stay plugged in to new information on the events in the Festival, and to post information, reviews, new videos, and other items as they occur, as well as brainstorm with the Information Manager on tactics for enhancing the Festival online presence.

Experiences / Benefits Offered

Depending on his or her online abilities coming into the internship, the Information Management Intern will acquire a solid understanding of basic HTML and website navigation. The Intern will

also obtain an understanding of how small and mid-size organizations depend on electronic, web-based resources to connect with their audiences and supporters.

This project also provides a unique opportunity for emerging writers. The internship will offer not only practical experience in nonprofit marketing, but the opportunity to establish an online personality and voice and to experiment with different writing styles in a creative environment. The Intern will leave with broadened interviewing skills, feature writing experience, and blog clips to serve as writing samples for future positions.

Generating content for the Blog will require the Intern to develop familiarity with all of the Festival programming and context. The Intern will have opportunities to attend rehearsals of Festival shows, interview artists, and create personalized responses to Festival experiences from his/her point of view. Through Blog posts and information on social networking sites, the intern will serve an important role as a young representative of our organization.

Information Management Interns over the last few summers have been very happy with their experience working at one of the premiere arts festivals in the world. Mara Miller, summer 2009 Information Management Intern, expressed her gratitude and told us, "This internship honestly set the trajectory for where I am now and where I see myself going. I was totally spoiled by Live Arts because it was such a great combo of professional and creative work."

Essential Skills:

The ideal candidate will enjoy writing and have a strong command of grammar and style; be a current or former humanities major 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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