

# FRINGE ARTS

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## **FringeArts 2024 Haverford Internship Program 2024 Philadelphia Fringe Festival Publication Internship Description**

### **Organizational Background**

FringeArts is a non-profit arts organization that was founded in 1997 as the [Philadelphia Fringe Festival](#), with the intention of providing opportunities for contemporary performing artists to connect with audiences in an exciting social environment. The first Festival took over Philadelphia's Old City for five days, and featured 60 performing groups that presented their work in theaters, nightclubs, galleries, alleys, abandoned buildings and at least one parked car.

Today, [FringeArts](#) is Philadelphia's home for contemporary performance, presenting progressive, world-class art that expands the imagination and boldly defies expectations. FringeArts seeks to elevate Philadelphia as a primary nexus for cultural conversation by exposing audiences to genre-defying performances and installations by accomplished and emerging innovators from the Greater Philadelphia region and around the world.

Each September, the organization presents the annual Fringe Festival, a 4-week celebration that fills the city's neighborhoods with more than 1,000 performances by national, international and Philadelphia-based artists of all disciplines. Year-round, FringeArts presents an equally compelling line up of performances including, but not limited to the Blue Heaven Comedy Festival and the Hand to Hand Circus Festival at its state-of-the-art venue on the Delaware River Waterfront—a renovated historic pumping station.

### **Context of the Project**

The Publication Intern will provide critical support to the Marketing Team as we embark on the Fringe Festival Guide publication process for both print and web launch. Independent Fringe Festival artists must register by June 2024, and the bulk of the guide work springs into gear quickly following this date to prepare for an early August lineup announcement, web launch, and guide arrival.

The Guide is the Festival's most valuable marketing tool, a newspaper-like publication that offers 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. Its publication is a massive collaborative undertaking and is crucial to the success of the Festival. Each year, 20–30K Guides are printed and distributed throughout the city.

In 2021, FringeArts introduced a new registration platform, Eventotron, for independent artists to register to participate in the Fringe Festival. This platform has helped streamline the information gathering and editing process on our end, and is critical to our guide and web creation process, serving as the content database for both. The Publication Intern will be an Eventotron power user, ensuring all artist information is submitted on time and in the appropriate format.

By virtue of their role, this intern will be most familiar with the shows taking place in the festival, and will work closely with the Marketing Team to develop both a marketing and editorial strategy

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to help audiences effectively navigate the hundreds of shows in the festival in our emails, social media, box office communications, and on the blog.

## **The Intern Project Summary**

The Publication Intern will assist the Marketing team in addition to the Fringe Festival Manager. The Marketing Director will serve as the Intern's direct supervisor. The role of the The Publication Intern will be to:

- (1) Manage and fact check information for the Fringe Festival Guide, ensuring that event times, venues, artist names, and show descriptions are accurate and adhere to the Fringe Festival Style Guide. The Publication Intern will support the Marketing Team in overseeing these details, proofreading the Guide for errors, and acting as fact checker, managing communications and edits with all participating artists.
- (2) Help build Fringe Festival event webpages, route them by all participating artists, and make sure all edits are made in a timely manner.
- (3) Assist in the strategy and development of blog and social media content in conjunction with the Marketing Team.

The Internship will take place during the normal business week, Monday through Friday, at the FringeArts Administrative Office, 140 N Columbus Blvd, or remotely as stipulated by current local health guidelines. 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.

## **Experiences/Benefits Offered**

The editing and production phases of the Guide publication will provide critical experience for a student who is interested in data management, communications, or editing. The Fringe Festival Guide is comparable in form, style, and design to a newspaper, 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 Publication Intern will be instrumental to this process.

The Intern's work on the Fringe Festival Guide—mapping venues, fact checking for artist groups, etc.—will also serve to familiarize them 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.

By the end of their tenure, the intern will have learned how to create a publication from beginning concepts to printed copy, taking part in both content and editorial production. They will learn how to manage large amounts of crucial data, interact with artists across multiple disciplines, and effectively propose edits and communicate changes with the different members of the Guide publication team. Since the Guide connects to all shows in the Fringe Festival, interns gain a unique insight into the Festival and its artists, and have the unique opportunity to develop editorial content for the blog and social media.

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The Publication Intern will also acquire a solid understanding of basic HTML and website navigation on Wordpress, as well as the process behind and importance of creative clear, concise, organized web content.

Past interns in this role over the last few summers have been very happy with their experience working at one of the premiere arts festivals in the world. Seth Boyce (Summer 2019) shared, "I really liked working on the Festival guide and felt very satisfied with its completion."

## **Eligibility & Qualifications:**

The ideal candidate will be extremely organized and have familiarity with the Google Office Suite. They should have a strong command of grammar and style, an eye for good design, and exceptional attention to detail. They should be comfortable on the phone and excited about communicating with artists and venues around the city. They should be comfortable navigating websites and using search engines, and interested in learning basic html and CSS, if not familiar already. Preferred candidates will have some familiarity with Philadelphia and its arts and cultural organizations, and an interest in performing arts generally.

## **To Apply**

Please email cover letter, resume, a list of three references, and college transcript to [Internship@fringearts.com](mailto:Internship@fringearts.com). An optional writing sample will also be accepted. Include internship title in email subject line and in cover letter. Applications accepted on a rolling basis. Please note that we're a dog-friendly office.

### ***Contact for the Organization is:***

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