

# FRINGE ARTS

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## **FringeArts 2022 Haverford Internship Program Marketing Information Management Intern Description**

### **Organizational Background**

FringeArts presents the world's most cutting-edge, high-quality artists, amplifying the vibrancy of Philadelphia as a renowned cultural destination and an unparalleled place to live, work, and visit. FringeArts' experiences are entertaining, intellectually challenging, provocative, and moving. FringeArts commissions, develops, and presents a range of high-quality performing arts, through a variety of platforms: the Blue Heaven Comedy Festival, Hand to Hand Circus Festival, our annual Fringe Festival, our Scratch Night Series, and our Late Night Series. The 25th annual Fringe Festival will take place September 9th-October 3rd 2022.

FringeArts was founded in 1997 as the Fringe Festival and has transitioned from one neighborhood event to a nationally recognized multidisciplinary festival in September and an equally compelling year-round line up of programming highlighting contemporary art across various fields. Since 1997, the Festival has expanded from 5 days to 4 weeks with total attendance increasing from 12,000 in the first year to upwards of 30,000 in 2019. The 60 artists groups in 1997 increased to around 200 in 2019, with more than 100 performances over 4 weeks. Learn more about the organization and our programming at [FringeArts.com](http://FringeArts.com).

### **The Learning and Working Environment**

FringeArts staff members work collaboratively in a friendly, open, dynamic, and fast-paced office atmosphere. The organization typically relies on a year-round staff with about 15 full-time employees, a seasonal staff of 100, and a volunteer crew of 200. In 2022, we are working remotely until further notice with a smaller full-time team and limited seasonal/volunteer staff.

During the weeks and months leading up to the Fringe Festival, the work is fast-paced, stimulating, and engaging, with a constant flux of activity. Festival events take place throughout the city of Philadelphia or on various online platforms, and managing travelling artist groups, venue maintenance, show access links 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**

The Marketing Information Management Intern will provide critical support to the Marketing Team as we embark on the Fringe Festival Guide publication process and work to expand the Festival presence online through the Festival website and FringeArts Blog.

In 2008, FringeArts hired its first full-time Information Manager to oversee the content and production of the 140-page Fringe Festival Program Guide and the FringeArts Blog. As a result,

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we have developed 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 Guide will be taking on a different format in 2022, as it did with in 2020 and 2021 in response to the change in content and programming, and it will be managed internally by the Marketing Manager and Marketing & Communications Director.

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. Each year, 30,000 Guides are printed and distributed throughout the city.

This role also helps oversee all Blog activities, including artist interviews, show featurettes, video content, and interactive tools. We see the Blog as an important entry point for students and would like to continue expanding FringeArts presence in electronic-based communities.

## **The Intern Project Summary**

The Information Management Intern will assist the Marketing Manager. The Marketing 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 Fringe Festival Guide, ensuring that every change to times, venues, artist names, and show descriptions are accurately recorded on the website and in the Guide. The Information Management Intern will support the Marketing Manager in overseeing these details, proof-reading the Guide for errors, and acting as fact checker.
- (2) Contribute to the FringeArts Blog, working closely with the Marketing Manager, and seek out content opportunities including artist interviews, show responses, genre roundups, and more.

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.

## **Project Details**

*(10 weeks total: starting and end dates are flexible by a week or so.)*

### **Weeks 1-6 (June 7th – July 16th)**

The Information Management Intern will provide critical support to the Marketing Manager during the weeks leading up to the Fringe Festival Guide print date (around mid-July), as the Marketing Manager coordinates funding, marketing, advertising, programming, box office, and artistic information. 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

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manage and record these changes, and assist the Marketing Manager in writing and general proof-reading of all content.

Additionally, the Information Management intern will work with the Marketing Manager to develop content plans, and contribute posts to the FringeArts 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 in editing, writing, or publishing. The Fringe 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 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.

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

## **Weeks 7-10 (July 19 – Aug 13)**

When the Guide process is complete, the Intern's primary responsibility will be to maintain and enhance the Fringe Festival's online presence under the guidance of the Information Manager in collaboration with other Festival interns and staff. Content will continue to develop, even after the Guide goes to print, and the website, app, and blog will serve as the Fringe 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 Marketing Manager on tactics for enhancing the Festival online presence.

## **Experiences / Benefits Offered**

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. Since the Guide connects to all shows in the Fringe Festival, interns gain a unique insight into the Festival and its artists.

This project also provides a unique opportunity for emerging writers. The internship will offer not only practical experience in non-profit marketing, but the opportunity to practice arts journalism on its blog. The Intern will leave with broadened interviewing skills, feature writing experience, and blog clips to serve as writing samples for future positions.

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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 on Wordpress. 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.

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 Fringe Festival shows, interview artists, and create personalized responses to Festival experiences from their point of view. Through Blog posts and information on social media, 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. Seth Boyce, summer 2019 Information Management Intern, shared, "I really liked working on the Festival guide and felt very satisfied with its completion."

## **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 and Google Suites; and be comfortable navigating websites and using search engines. Preferred candidates will have some familiarity with Philadelphia and its arts and cultural organizations, and an interest in performing arts generally.

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

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