

FringeArts
2021 Haverford Internship Program
Digital Platform and Streaming Artist Support 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 2021.

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.

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 2021, 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 Digital Platform and Streaming Artist Support Intern will provide critical support to the Independent Artist Programs Manager as we embark on the 2021 Fringe Festival.

In 2020, The Fringe Festival experienced a major shift in the way that independent artists participate. Self-producing artists accustomed to performing in small venues and theatres shifted their performances and artwork to digital platforms. In anticipation of a partially digital festival in 2021, the Intern will support the Independent Artist Program Manager to make sure artists are aware of their streaming and digital platform options in order to create a smooth running festival and attractive audience experience for those performances that remain online.

This role also helps oversee digital Independent Artist participation and performances, including artist support, presentations on digital platforms, and coordination with Marketing and Audience Services to create a seamless participatory experience.

The Intern Project Summary

The Intern will assist the Independent Artist Programs Manager (IAPM). The IAPM will serve as the Intern's direct supervisor. The role of the Intern will be to:

- (1) Work with Independent Artist Programs Manager to create informational guides about the use of digital and streaming platforms for their shows.
- (2) Directly support artists creating digital performances and join IAPM in office hours to answer artist questions.
- (3) Assist with adding digital performance pages to the FringeArts website

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.)

July 1 – September 10

The Digital Platform and Streaming Artist Support Intern will provide critical support to the IAPM directly after the Independent Artist registration period (May 1 -July 1) during the information collection period leading up to the Fringe Festival. During this period, the Intern will provide support to the Independent ARTists as they discover how to stream their performances and present their digital artwork online.

Additionally, the Digital Platform and Streaming Artist Support intern will work with the Marketing Manager to help build artist web pages for audiences to access the digital performances. Any necessary website design/HTML skills will be taught during the second half of the internship.

The Intern will also work with the Audience Services manager to help create a seamless ticketing experience for audiences accessing digital performances.

Experiences / Benefits Offered

By the end of their tenure, the intern will have learned how to create educational resources and presentations for artists that will ultimately result in the 2021 Fringe Festival.

Since the Independent Artist Programs Manager oversees all Independent Artist shows (typically around 150 shows) in the Fringe Festival, interns gain a unique insight into the Festival and its artists.

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.

Providing support to the Independent Artists will require the Intern to develop familiarity with the independent portion of the Festival programming and context.

This is a new internship position created to respond to the current need for streaming and digital platform support to Independent Artists.

Essential Skills:

The ideal candidate will have experience with digital streaming and meeting platforms such as YouTube Live, Facebook Live, Zoom, etc. The Intern will also be a strong presenter and writer, able to lead artists in the use of these platforms and thoughtfully answer any artist questions. Familiarity with Google Suites is a must. Familiarity with Wordpress or other website design platforms is a plus.

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:

Amy Kurzban
General Manager
140 N Columbus Blvd (at Race St)
Philadelphia, PA 19106
Tel: 914.282.5239
amy@FringeArts.com