Organizational Background
FringeArts is a non-profit arts organization and venue in Old City, Philadelphia that presents cutting-edge performing arts through a variety of platforms: the Blue Heaven Comedy Festival, Hand to Hand Circus Festival, and the Philadelphia Fringe Festival. FringeArts’ experiences are entertaining, intellectually challenging, provocative, and moving. The 27th annual Fringe Festival will take place September 7–24, 2023.

FringeArts was founded in 1997 as the Fringe Festival, modeled after the Edinburgh Fringe Festival, and other festivals around the world. It 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 multiple weeks with total attendance increasing from 12,000 in the first year to upwards of 30,000 in 2019. Over 150 local and visiting artists participate every year, most as independent self-producers, and 10-15 presented by FringeArts. 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 up to 50 people, and a volunteer crew of 60+. We currently operate in a hybrid work environment, with most staff members working out of the office ~2 days a week and remotely the rest of the time, though staff tend to come into the office more frequently leading up to the Fringe Festival. The Publication Intern should plan on coming into the office at least 2x a week.

The Philadelphia Fringe Festival takes place during the month of September, and the months leading up to it are filled with fast-paced, stimulating, and engaging work, with a constant flux of activity. Festival events take place throughout the city of Philadelphia and on various online platforms. Managing traveling artist groups, venue maintenance, show access links, and customer and audience satisfaction requires constant cooperation between all staff members. The internship will offer insight into all administrative aspects of a non-profit arts organization, what it takes to present a large-scale festival, as well as broad exposure to the Philadelphia arts community, and the international contemporary arts scene.
**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 and web launch. Independent Fringe Festival artists must register by June 15, 2023, and the bulk of the guide work springs into gear quickly following this date to prepare for an August 1 lineup announcement, web launch, and guide arrival.

The Guide is the Festival’s most valuable marketing tool, a magazine-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. 2023 will be the first year we use Eventotron as the content management system for the festival website, and the Publication Intern will play a crucial role in troubleshooting and testing the new site.

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 and Creative Content Intern to develop both a marketing and editorial strategy 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 Information Management Intern will assist the Marketing team and Independent Artist Program Manager. The Marketing Director 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 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 and Creative Content Intern.
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 12th – July 21st)**

The Information Management Intern will provide critical support to the Marketing Team and Independent Artist Programs Manager during the weeks leading up to the Fringe Festival Guide print date (around mid-July), as the Marketing Director 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 proofreading and communication with all participating artists. The Publication Intern will work to manage and record these changes, and assist in writing and general proofreading of all content.

**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 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 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.

**Weeks 7-10 (July 24 – Aug 25)**

When the Guide process is complete, the Intern’s primary responsibility will pivot to preparing the Fringe Festival website to go live and announcement of the Fringe Festival on August 1. 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. 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. 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.

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.”

**Essential Skills:**
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.

**Contact for the Organization is:**
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