

Virginia Film Festival

Internship Program for University of Virginia Students



The Virginia Film Festival Internship program gives current, full-time University of Virginia undergraduate students hands-on experience in all aspects of planning and implementing a premier regional festival. The VFF Internships are focused on the development and training of future talent to advance leadership in the arts, film, non-profit, and entertainment fields. VFF Interns will gain unique experience in all aspects of planning for and implementation of one of the largest and most significant cultural events in the mid-Atlantic region through intensive training and project-based work.

Fall 2017 internships are available in five key areas:

- Programming + Production (2 positions)
- Publicity + Marketing (1 position)
- Outreach + Education (2 positions)
- Fundraising (2 positions)
- Adrenaline Film Project (2 positions)

Junior and senior intern positions are offered in each of the five key areas, allowing first-time interns to return in a second or third year, tasked with higher levels of responsibility and mentored directly to develop leadership skills. The senior intern position descriptions will be developed on a case by case basis each year.

Requirements and Structure

The VFF Internship program requires 10-15 hours per week from late-August to mid-December in support of the preparation, execution, and wrap up of the 2017 Virginia Film Festival. Interns must be available to work at the Festival office a minimum of 10 hours per week during regular business hours (Monday-Friday between 9:00 AM – 5:00 PM). Specific office hours will be scheduled and circulated in August. Attendance is required at all weekly staff meetings.

Students are encouraged to register for the 1-credit **UNST 2820** course to supplement their internship experience and professional skill development.

Special Note: The 30th Anniversary of the Virginia Film Festival will be November 9-12, 2017. The weeks preceding the Festival are exciting and demanding. Interns are asked to clear personal schedules as much as possible from October 30 – November 15 for additional hours and unplanned work during these weeks. Interns are expected to be “on-call” the entire 4 days of the Festival. It is not expected that interns miss regularly scheduled classes but to practice good judgement in time management with academics and other professional responsibilities. Advanced planning for these dates is needed in accepting the internship position. The VFF team will work with interns to request approval from deans to work 20+ hours per week during this time.

Internship Deliverables

In addition to successfully executing the position responsibilities within one of the five areas above, VFF Interns will be required to produce the following pieces of work that contribute to the Festival’s production

and strategic direction. These deliverables provide Interns with real world application for future career opportunities in the creative arts and beyond.

1- VFF Strategic Opportunity - Team Case Study

Interns will work in a group or alone to identify an area of growth for the VFF (e.g., a new program or initiative, a change in programming or focus, a reworking of existing processes, a new fundraising campaign, etc.) and craft a strategic plan around suggested implementation, communication, marketing, fundraising, etc.

2- Post-Production Handbook

Interns will produce a post-production handbook outlining the overall work flow and project-based deliverables they produced for the VFF during their internship. These should include planning, logistics, marketing, strategy, and day of production notes, as well as analysis of the successes, failures, and growth opportunities within each area of focus.

Networking and Mentorship

The VFF Internship program offers students learning and mentorship from professionals in the field. Interns will be supported weekly with supervision by the VFF senior staff and faculty:

<http://virginiafilmfestival.org/whoweare/>. Interns will also receive personalized support from VFF and UVA Career Services staff to help them connect and network with peers, UVA Alumni, VFF industry guests, VFF advisory board members, former VFF interns, and local and national leaders in the arts, entertainment, and film industries. There will be opportunities during the Festival for direct networking with VFF advisory board members and industry professionals.

Payment

The VFF Internships pay \$10/hour. Returning interns may be eligible for a higher rate.

Application and Recruiting Timeline

We are now accepting applications for the fall 2017 Internship program. Qualified candidates will possess excellent verbal and written communication skills, and the ability to organize and execute tasks in a fast-paced environment. Applicants must be detail oriented, self-motivated, flexible, and be able to work in a team situation.

Applications for 2017 VFF Internships are due to bh3xa@virginia.edu by **Friday, April 28**. You may apply for more than one internship position, and "2017 VFF Internship Application" should be your email subject. Please provide:

- Resume
- Cover letter detailing your position of interest from the five key areas and reason for your selection
- Supplemental materials – please submit 3 out the follow 6 choices with your application:

- 1- Visit the VFF's Archives page (<http://virginiafilmfestival.org/archives/>) and read the listings and descriptions of individual films from past programs. Get a sense of the length, tone, style, and purpose of this verbiage, and draft a descriptive blurb for the following:

A 75th Anniversary screening of *Citizen Kane*, presented in partnership with the Library of Congress. Also suggest what you think would be a successful screening slot and venue for such an event, and explain your reasoning.

- 2- Choose one film from the 2016 VFF program and write three social media posts announcing this event (one for Twitter, one for Facebook, and one for Instagram) to promote the screening. Find a list of our 2016 films here: <http://virginiafilmfestival.org/festival-year/2016/>. Be creative in your film selection! We like to see creative ways to promote our lesser-known films.
- 3- Choose a second film from the 2016 VFF program and identify 3-5 local business, non-profits, or community organizations that you could target to promote each film. Tell us briefly why you chose each.
- 4- Write a press release to announce the fictitious scenario below:

The Virginia Film Festival has announced Jessica Lange as a special guest, coming to the VFF for a 25th anniversary screening of *Cape Fear* at The Paramount Theater on Saturday, November 11 at 7:00 PM. She will give a brief introduction to the film then be interviewed at its conclusion by noted film critic Leonard Maltin. The release should include a quote from VFF Director Jody Kielbasa, a brief synopsis of the film, and a short biographical paragraph on Lange and her career.

- 5- The Festival plans to screen a sidebar series of films focused on sustainable agriculture and the local food movement. You need to raise \$2,500 to bring in a renowned documentary filmmaker to lead discussions around these films. What three companies/organizations/grant opportunities would you solicit to help underwrite these costs, and why? Please provide two local examples and one national example.
- 6- The Festival receives a gift of \$1,000 from a local community member who has been attending the Festival for many years but has never made a donation. Write a short (2-3 paragraphs, 2-4 sentences per paragraph, no more than 1 page) acknowledgement letter thanking them for their contribution. Be sure to highlight why their philanthropic support is important.

For returning interns, a letter of interest and updated resume can be submitted in lieu of a formal application. The letter of interest should include reflective comments on your experience and growth during and since your VFF position, what specific positions you would like to be considered for now, and why you feel you are uniquely qualified to serve in this position.

2017 Position Descriptions

Programming + Production (Intern Positions #1 and #2) These two positions will report to the Festival Programmer and Production Coordinator. A strong interest in and connection to the fields of arts administration and film exhibition is necessary for an applicant for this position.

Duties include but are not limited to:

- Research and write invitations to talent and industry members to attend the Festival.
- Research and write invitations to academic and other non-industry members to participate in the VFF.
- Maintain a comprehensive database of industry guest and discussant contact information.
- Assist in the creation of badges and welcome packages for our guest and industry check-in.
- Draft schedules and itineraries for Festival industry guests and discussants.
- Maintain inventory of screeners and film exhibition copies in office.
- Acquire and organize press kits and publicity materials for accepted films. Maintain a complete archive of such materials for use in Festival office, and distribute publicity materials as needed.
- Coordinate with -staff and other interns to produce copy material for the VFF website and the printed Festival Program.
- Assist in drafting of operational/technical scripts for venues and house managers for events.
- Assist in managing the shipping and print traffic of videos, 35mm films, and hard drives in the weeks leading up to, days of, and week after the Festival. Monitor tracking of shipments and packages to avoid delay on either end of delivery.
- Assist to coordinate distribution of film prints, exhibition equipment, and logistic materials to venues.
- Liaise between crew, staff, talent, and industry members during the Festival, as needed.
- Assist in preparing venues for special events and Festival screenings

Publicity + Marketing (Intern Position #3) This position will report to the VFF's Managing Director. A strong interest in the fields of Arts Administration and marketing for arts events is necessary for an applicant for this position. Experience promoting events and graphic design skills are a plus!

Duties include but are not limited to:

- Create and implement a targeted local community and student outreach campaigns
- Write and send email newsletters
- Create and implement social media campaign using Facebook, Instagram, Twitter, etc
- Research, write, and proof copy for film synopsis, guest bios, and other promotional copy
- Assist in maintaining the Festival's website: upload photos, content, schedule, ticketing info, etc
- Assist in student and community volunteer recruitment and training efforts
- Assist Publicist in organizing press conferences, press credentials, and other press communications and managing the production and distribution of press badges, kits, images, posters, and screeners of films
- Create promotional materials such as flyers, handbills, banners, etc
- Assist in collecting box office data and producing ticket sales and attendance reports
- Maintain publicity archives

Outreach + Education (Intern Position #4 and #5) These two positions will report to the Outreach Coordinator. Qualified candidates have the ability to organize and execute detailed plans for large public events, the ability to use production tools to create publicity in print and digital materials, strong people skills for interacting with a cross section of the public, and skills in film production and projection.

O&E Intern with a School Screening and Young Filmmakers Academy focus:

- Organizes and coordinates the School Screening to serve students from local public and private schools. Duties include: maintain database of participants, communicate regularly with participating schools about curriculum and schedules, develop recognition plans for participants, and serve as a liaison with panelists.
- Coordinates Young Filmmaker Academy. Duties include: schedule screenings, organize and produce recognition materials for participants, develop publicity materials for schools, and host events on Family Day.
- Develop, initiate, and deliver programming for ongoing support for schools and teachers participating in Young Filmmaker Academy. Support may include mini lessons, field experiences, technical troubleshooting, and hands on editing with students.

O&E Intern with Community Outreach and Family Day focus:

- Plan, organize, and manage pre-festival community outreach events.
- Recruit UVA faculty, student groups, and community arts leaders to deliver performances and workshops during Family Day; coordinates all location, schedule, and support equipment needs.
- Plan, organize, and manage Family Day Arts Workshops. Duties include: select locations and set schedule, create promotional materials, market workshops to local parents and teachers, manage enrollment, communicate with all stakeholders (instructors, parents, and participants), etc.
- Plan, organize, and manage Family Day events, including but not limited to workshop registration, interactive arts festival entertainment, food vendors, performances, etc.

Both O&E Interns:

- Manage program email accounts and communication
- Maintain website with current and promotional information about upcoming events and programming
- Maintain comprehensive database for programs, partners, and participants
- Document events and publicity, collect participant data, survey attendees, and compile data

Fundraising (Intern Positions #6 and #7) These two positions will report directly to the Assistant Director of University Arts Development. Qualified candidates will possess excellent verbal and written communication skills, the ability to organize and execute tasks pertaining to the development agenda, experience with data systems and Excel, and strong customer service skills.

Duties include but are not limited to:

- Assisting with general administrative tasks such as the coordination of gift acknowledgement letters, annual fund solicitation emails and letters, event invitations and RSVP tracking, delivery of sponsor and donor benefits, and recording gift receipts.
- Assisting in event planning and communication plans for donor-centric events, including but not limited to special screenings, receptions, our fall Advisory Board meeting, and our Press Announcement and Launch Party
- Directly interacting and communicating with sponsors and donors up to and during the Festival
- Researching and cultivating potential donors and corporate sponsors based on criteria and information provided by the Assistant Director of University Arts Development and Festival Director
- Acting as a personal concierge for high-level donors, sponsors, and Virginia Film Festival Advisory Board members leading up to and during the Festival
- Preparing individual donor and corporate sponsor benefit packets
- Working in the UVA donor database system (Advance) to update donor profiles and conduct donor prospect research

- Tracking benefits for corporate sponsors and individual donors in Access database
- Liaising between the Assistant Director of University Arts Development and Festival Director in fundraising matters

Adrenaline Film Project (Intern Positions #8 and #9) These two positions will report to the Festival Programmer and VFF's Managing Director. Qualified candidates will have a strong interest in filmmaking and video production and the ability to organize and execute public events. Strong technical skills with film video projection equipment are a plus.

Duties include but are not limited to:

- Organize and manage all logistical and event planning aspects of Adrenaline Film Project.
- Create, distribute, receive, and track applications; update and maintain the Adrenaline website; Promote Adrenaline applications and events through local, state, and regional channels
- Serve as AFP project leads in communicating regularly with AFP mentors & support staff; VFF staff; and prospective & accepted teams
- Plan and coordinate schedules for the full project & the public screening
- Prepare team packages, release forms, rules, schedules, trainings, and regulations
- Organize and manage public screening and award ceremony logistics, including ballots, prizes, certificates, etc.

About the Virginia Film Festival

The Virginia Film Festival stands as one of the most significant regional film festivals in America. Entering its 30th year, this program of the University of Virginia is widely celebrated by audiences and industry professionals alike for offering a dynamic and multi-layered exploration of film as an art form and cultural cornerstone.

Each fall, the VFF combines one of the strongest, deepest, and most diverse programs in the industry with an array of remarkable guests from across the entertainment industry – a list that has recently included: Shirley MacLaine, Werner Herzog, Liv Ullmann, Colin Firth, Will Forte, Meg Ryan, Hal Holbrook, Ashley Judd, Richard Roundtree, and Oliver Stone.

The Virginia Film Festival's unique UVA connections and partnerships are key to the dynamic discourse it inspires between acclaimed industry and cultural experts and audience members. These include regular series presented in conjunction with the Library of Congress, UVA's Center for Politics, Miller Center for Public Affairs, and Office of Diversity and Equity.

Virginia Film Festival website: <http://virginiafilmfestival.org/>

What is an Internship: <https://career.virginia.edu/internships/prepare/internships>