

# Virginia Film Festival

## Internship Program for University of Virginia Students



The Virginia Film Festival (VAFF) 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 VAFF Internships are focused on the development and training of future talent to advance leadership in the arts, film, non-profit, and entertainment fields. VAFF 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.

2021 Internships are available in the following key areas:

- Programming (Summer through Fall)
- Production & Guest Services (Fall only)
- Publicity & Marketing (Fall only)
- Special Projects Intern (Fall only)

### Requirements and Structure

The VAFF Internship program requires 5-10 hours per week from late-August through November in support of the preparation, execution, and wrap-up of the 2021 Virginia Film Festival, with the exception of the Programming Internship which will take place from mid-June through November. Interns must be available to work during regular business hours (Monday-Friday between 9:00 AM-5:00 PM). Internship hours will take place virtually until in-person is permitted by UVA (TBD) with anticipated in-person work during Festival dates. The VAFF office is located at 617 West Main Street.

**Special Note: The Virginia Film Festival will be held October 27-31, 2021.** The weeks preceding the Festival are exciting and demanding. Interns are asked to clear personal schedules as much as possible from October 18-November 3 for additional hours and unplanned work during these weeks. Interns are expected to be “on-call” during the 5 days of the Festival. It is not expected that interns miss regularly scheduled classes but to practice good judgment in time management with academics and other professional responsibilities. Advanced planning for these dates is needed in accepting the internship position. The VAFF team will work with interns to request any required approval to work 20+ hours per week during this time.

### Networking and Mentorship

The VAFF Internship program offers students learning and mentorship from professionals in the field. Interns will be supported weekly with supervision by the VAFF leadership: [virginiafilmfestival.org/staff](http://virginiafilmfestival.org/staff). Interns will also receive support from VAFF staff to help them connect and network with industry guests, Advisory Board members, and former staff and interns.

### Payment

The VAFF Internships pay \$10.50/hour.

### Application

We are now accepting applications for the 2021 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 2021 VAFF Internships are due to Erica Barnes, eb4va@virginia.edu **on Wednesday, April 28 at Noon**. "2021 VAFF Internship Application [Last Name]" should be your email subject. Please provide:

- Résumé
- Cover letter detailing your position(s) of interest from the four key areas and reason for your selection(s). If you are applying for more than one position, you only need to submit one cover letter.
- Supplemental materials –
  - 1- Visit the VAFF's Archives page here: [virginiafilmfestival.org/archives/](http://virginiafilmfestival.org/archives/) and read a variety of individual film descriptions from past years. Get a sense of the preferred length, tone, style, and purpose of our descriptive film blurbs, and draft your own blurb for the following: A 30th anniversary screening of *The Addams Family*, 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 or discussion from the 2020 VAFF program and identify three local businesses, non-profits, or community organizations as well as three UVA departments, programs, or student groups (we are looking for 6 groups total) that you could target to promote this film. Tell us briefly why you chose each group.
  - 3- Optional – If you have relevant work samples you would like to share with us that demonstrate skills relevant to the area you are interested in applying, please provide up to two links or attachments for our review (ex. edited video, graphic design sample, social media sample, writing sample, etc.)

**Programming Intern** – This position will report to the Program Manager. A strong interest in and knowledge of the film industry is necessary for this position as are strong writing and analytical skills. Applicants should have a collaborative spirit and enthusiasm for curating the VAFF experience for the Charlottesville community. ***An ideal candidate would be able to start working in mid-June, to support film submission screening and guest invitation drafts. Work over the summer months can be completed remotely.***

Programming Intern duties include, but are not limited to:

- Screen films submitted through the VAFF's Call for Entries; produce summaries of screened films for programming staff; and recommend films for consideration based on quality and local ties.
- Assist in maintaining a comprehensive database of potential films, guests, and discussants.
- Research current films on the national and international film festival circuit as well as relevant industry guests.
- Attend calls with industry contacts and distributors, and produce meeting minutes as needed.
- Support the planning and coordination of VAFF guest and discussant invitations.
- Research and draft invitations to talent and industry members to attend the Festival.
- Research and draft invitations to academic and other non-industry members to participate in the VAFF.
- Coordinate with staff and other interns to write, edit, and produce web and print program copy.
- Assist in creating a week-of program schedule for Festival Scholars Program with Lead Scholar, VAFF Scholars Program Intern, Outreach Coordinator, and VAFF's Programmer.
- Liaise between staff, talent, and industry members during the Festival, as needed.

**Production Intern** – This position will report to the Operations Manager. A strong interest in and connection to the fields of arts administration and film exhibition is necessary for an applicant for this position.

Production duties include, but are not limited to:

- Support the coordination of all film trafficking, venue logistics, and screening presentation for both virtual and in-person films.

- Maintain a comprehensive database of accepted film and screening information. Organize inventory of film exhibition copies in office.
- Acquire, organize, and maintain records for press kits and publicity materials for accepted films.
- Assist in the drafting of operational/technical scripts for venues and house managers.
- Assist in managing and tracking the shipping and print traffic of film copies in the weeks leading up to, days of, and week after the Festival.
- Assist in the distribution of film prints, exhibition equipment, signage, and logistic materials to venues.
- Assist in the editing and uploading pre-recorded interviews for the virtual platform.
- Test physical and digital film copies to ensure files are not corrupted before handing off to the venue or uploading to the virtual platform.
- Coordinate with staff and other interns to write, edit, and produce web and print program copy.
- Liaise between tech crew, staff, talent, and industry members during the Festival, as needed.
- Assist in preparing venues for special events and Festival screenings.

**Publicity & Marketing** – This position will report to the Managing Director. Qualified candidates should have the following: an interest in being an enthusiastic ambassador for the VAFF to the UVA and local communities; strong communication and people skills; experience interacting with a cross section of the public; experience promoting events; and an interest in building community engagement with cultural events.

**Publicity & Marketing Intern duties include, but are not limited to:**

- Create and implement targeted outreach marketing campaigns to the UVA and local communities in collaboration with the PR & Marketing team.
- Write a variety of promotional pieces, such as email newsletters, social media, film synopsis, guest bios, and other promotional copy.
- Assist in maintaining the Festival’s website: upload photos, content, schedule, ticketing info, etc.
- Assist PR & Marketing team in organizing press conferences, credentials, and other media communications.
- Help identify strategies for VAFF to engage inclusively with the UVA and local communities, and support the implementation of these strategies with the aim to grow community and student awareness, engagement, and attendance at Festival events.
- Help to identify areas of industry guest engagement broadly across UVA classrooms, programs, departments, and student groups.
- Help to plan, organize, and manage pre-Festival community outreach events.
- Maintain database and communications regarding programs, contacts, and outreach efforts.
- Create promotional materials such as flyers, handbills, banners, etc.

**Special Projects Intern** – This position will report to the Business Manager & Outreach Coordinator and is both a research and project implementation position with a focus on Community Outreach and Educational Programs. Qualified candidates should have a strong interest in the fields of arts administration, equity, and/or youth development; have excellent research and communication skills, and the ability to work independently.

**Special Projects Intern duties include, but are not limited to:**

- Assist with the planning and implementation of Community Outreach initiatives with a focus on Diversity, Equity, and Inclusion; including research and support efforts to create more opportunities for meaningful engagement within the University and Charlottesville/Albemarle area, cultivate relationships with key stakeholders and partners, and assist in planning and coordinating community events and meetings.

- Support the Festival’s accessibility efforts including editing closed captioning of recorded discussions, website updates to communicate accessibility offerings, and outreach to community stakeholders.
- Assist in planning, organizing, and managing VAFF Youth Education programs by leading outreach and recruitment efforts, managing enrollment/registration, and leading communications with all stakeholders.
- Research and develop program recommendations for Youth Education opportunities to increase the Festival’s meaningful impact on local educators, underserved youth, and area families.
- Lead promotions and communications around Arts\$ Program and free student tickets/passes to VAFF events.
- Lend support to other VAFF areas including publicity and marketing, fundraising, programming, and production as needed.

## **About the Virginia Film Festival**

The Virginia Film Festival stands as one of the most significant regional film festivals in America. Entering its 34th 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 VAFF 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: Annette Bening, Will Forte, Ethan Hawke, Werner Herzog, Allen Hughes, Ashley Judd, Wanuri Kahiu, Spike Lee, William H. Macy, Shirley MacLaine, Leslie Odom Jr., Meg Ryan, Richard Roundtree, Oliver Stone, and Liv Ullmann.

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 the Division of Diversity, Equity, and Inclusivity.

Virginia Film Festival website: [virginiafilmfestival.org](http://virginiafilmfestival.org)

More about internships: [career.virginia.edu/internships](http://career.virginia.edu/internships)