



New 42nd Street Inc./ New Victory Theater College or Graduate Apprenticeships

The New Victory Theater is dedicated to training young people in all aspects of theater, and the New Victory Theater Apprentice Program is just one example of that commitment. Available to college and graduate students, apprenticeships give participants an opportunity to experience all of the elements involved in the administration of a nonprofit theater.

Apprenticeships are divided into three terms. You **MUST** be enrolled in college or graduate school to be considered for the Apprenticeship Program!

Summer 2012 - 12 weeks

Wednesday May 30 to Friday, August 17, 2012

Application Deadline: Wednesday, April 20, 2011

During each term Apprentices work 20 hours per week. Candidates should have some degree of flexibility in your schedule. The New Victory will gladly coordinate with your college or university to make all the necessary arrangements if your school provides credit.

All applicants should have a strong interest in the performing arts and nonprofit administration. While individual scheduling requirements will be accommodated as much as possible, applicants should have some flexibility in their availability.

College or Graduate level Apprenticeships are offered in the following departments: **Development, Education, Finance, Marketing, Media Production/Videography, Public Relations/Social Media, Theater Operations, Studio Operations, Production, and Programming.**

In addition to their experience within a specific department, apprentices will also gain insights about many other areas of nonprofit theater. Weekly meetings give apprentices a chance to share what they are learning with one another, and to hear from many employees of The New Victory and The New 42nd Street in order to gain a comprehensive overview of how a non-profit cultural institution works.

For more information contact:

The New Victory Theater - Education Department
229 W. 42nd Street, 8th Floor New York, NY 10036-7299

Phone: (646) 223-3095 Fax: (646) 562-0188

apprenticeprogram@new42.org

** To accommodate students who would like to plan for their Fall semester apprenticeship prior to the summer, certain departments will interview and hire candidates in May so that students can make arrangements. For more information, please contact the Education department.*

**NEW 42 STREET INC/THE NEW VICTORY THEATER
Apprenticeship Application**

Are you applying for the (check one) _____ Summer _____ Fall _____ Spring

Are you interested in being considered for an *Early Placement Fall Apprenticeship*? _____

Name _____ Date of Birth _____

Address _____

Preferred Phone () _____ Addl. Phone () _____

E-mail _____ Fax Number () _____

School _____ Major _____

Year in School _____

Address _____

Teacher/Counselor/ Departmental Advisor Name _____

With (1) as your first choice, please rank your preferences of the following departmental
Apprenticeships:

_____ Development	_____ Education	_____ Finance
_____ Marketing	_____ Media Production	_____ Production
_____ Programming	_____ Public Relations/Social Media	
_____ Studio Operations	_____ Theater Operations	

Are you related to or do you know anyone currently employed at The New Victory Theater or the New 42nd Street?

How did you hear about the New Victory Theater Apprenticeship Program?

PLEASE ATTACH THE FOLLOWING TO THIS APPLICATION:

1. A personal statement detailing your interest in The New Victory Theater/ The New 42nd Street, what you believe you can contribute to the mission of the organization and how you see an Apprenticeship contributing to your future goals.
2. An up-to-date copy of your resume.

Incomplete applications will NOT be considered. Please make sure to include all attachments!

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The following are brief descriptions of College or Graduate level Apprenticeships offered at The New Victory Theater and with The New 42nd Street, Inc.:

DEVELOPMENT

The Development Department raises contributed income to support the nonprofit projects of The New 42nd Street: The New Victory Theater and The New 42nd Street Studios. The Development Apprentice will help plan special events, oversee the Friends individual giving program, identify new funding sources and assist with assembling grant materials. Applicants should be creative and detail-oriented with strong writing skills. The Apprentice collaborates on projects such as:

- Helping to plan large- and small-scale special events, including receptions for Friends of the Theater, the Family Benefit and/or the Gala. Includes:
 - Coordination of invitation design and mailing
 - Event design and set-up
 - Brainstorming and organizing children's activities
 - Soliciting in-kind donations and working on the day of events
- Researching information on prospective donors
- Working with other departments to gather accurate show-related details to be used for grant and corporate sponsorship proposals
- Developing and finalizing donor correspondence

EDUCATION

The Education Department works with kids, teachers and families to watch, learn, play and engage in the performing arts. Apprentices in the Education Department will have the opportunity to participate in the planning and maintaining of various New Victory Educational Programs, such as:

- Providing program support for all New Vic Education Programs by working alongside staff, teaching artists, classroom teachers, and students
- Researching and developing educational materials (New Victory School Tool™ research guides) to correspond with the productions being presented at the theater.
- Assisting with the coordination, box office, house management and talkbacks for the School Time Performance Series.
- Supporting the coordination and implementation of the New Vic in the Classroom and New Vic Studio Workshop Programs.
- Conducting research on partner schools and community organizations that participate in the New Victory Education Partnership.
- Attending Teaching Artist training sessions.
- Attending and supporting Teacher Institutes and other professional development opportunities for teachers.

FINANCE

The Finance Department is responsible for finance and human resources for The New 42nd Street and its projects, including vendor payments and relations, payroll and benefits administration, external financial reporting, and internal financial analysis, budgeting and controls. As the department provides services for all departments in the organization, Apprentice projects may include:

- Participating in preparation of financial analyses
- Prepping accounting tasks and performing reconciliations
- Tracking paid time-off and assisting with other benefits-related tasks
- Providing overall departmental support as needed

MARKETING

Applicants should have an interest in Marketing at a large not-for-profit cultural institution. Successful applicants will have basic computer and writing skills and good interpersonal abilities, as well as an interest or experience in marketing.

Apprentices in the Marketing Department will assist in all aspects of marketing, including advertising, community building and campaign analysis, such as:

- Assisting with positioning of shows to appeal to New Victory Membership and single ticket buyers, including print and online advertising campaigns
- Collaborating on the planning and execution of special events
- Maintaining community outreach efforts

Specific tasks that will be assigned to Marketing apprentices may include:

- Advertising and Promotion
 - “Brainstorm” with Marketing staff for advertising and promotional ideas
 - Participate in department and interdepartmental meetings to develop concepts, copy and graphics for promotional materials
 - Collaborate with Public Relations/Social Media Apprentice to communicate upcoming ads, features, reviews and other promotions to other departments
- Audience Development/Community Outreach and Special Events
 - Research community partners and liaisons for upcoming productions
 - Profile new online platforms for audience development and report on potential benefits to The New Victory and the New 42nd Street
 - Help establish and maintain partnerships and other sponsorship-based relationships with area businesses
 - Work with Marketing staff and others on conceptualization and execution of New Victory Theater and New 42nd Street special events, including off-site workshops, performances and street fairs

- Help host special events
- Manage event giveaways and mailing list sign-ups
- Review successes of events and make recommendations for future improvements
- Campaign Analysis
 - Review sales data and analyze buying trends
 - Compile results of and report on effectiveness of online, print and multi-media marketing and promotional campaigns
 - Track, tabulate and report results of audience surveys

MEDIA PRODUCTION/VIDEO EDITING

Working with the Manager of Media Production, the apprentice will gain exposure to all aspects of media production, from pre-production and shooting to editing and encoding while exploring how digital media can support the educational mission of an arts organization and non-profit.

- Honing production skills while filming and photographing the work of The New Victory Theater on 42nd Street and in schools across the city.
- Assisting with projects that include performance and programmatic videography; production of broadcast and digital video content; archiving, research and more.
- Exposure to the ongoing collaboration between Media Production, Marketing, Public Relations and other departments.
- Possible independent projects to be given based on experience and interests.

Knowledge of digital video and digital photography required. Flexible hours and experience with Final Cut Pro, basic animation or Motion 2 preferred. Applicants should have an interest in documentary, new media strategies, and non profits.

NEW VICTORY THEATER OPERATIONS

Applicants should have an interest in General Management at a large not-for-profit cultural institution. Successful applicants will have some math skills and good interpersonal skills.

The apprentice in Operations will work with the Director of Operations, the Company Manager, and the Operations Associate to become familiar with the full breadth of theater operations:

- Company Management
 - Hospitality for visiting companies (research, writing, copying, mailing)
 - Opening night gifts and event planning
 - Contract fulfillment (reading the standard theater contract and becoming familiar with the issues)
- Artist Management
 - Learn about negotiation of artist contracts (discussion, copying, filing, mailing)

- Administration
 - Office policies and procedures (phones, fax, photocopying, email, interoffice mail)
 - Finance - how budgets are created and tracked
 - Inter-office relations with the variety of departments that serve the theater.
- Design Project: Assist with the creation and implementation of a series of show-related exhibits in the Lower Lobby space

Apprentice's time will be divided among supervised and independent projects that allow the apprentice to leave his or her own mark.

PRODUCTION

Note: Not always offered in the summer term.

An Apprenticeship in the Production Department is a unique opportunity to gain insight into the many aspects of the production process. Production Apprentices will divide their time between work in the office and backstage at the theater (it is also possible for students to concentrate on one of these two areas according to individual preference). Production Apprentices will gain experience in:

- Production office - the technical and scheduling concerns of getting a production up and running, and the daily tasks of managing a Production department.
- Technical work - working with the crew on live productions, from load-in to load-out, including assisting in the specific duties of different departments, including: lighting, sound, carpentry, props and wardrobe.

PROGRAMMING

The Programming Department is responsible for identifying artists/organizations to be presented during the New Victory Theater season. Programming Apprentices will be involved in all facets of the department, participating in the development and implementation of a season program. Apprentices will work closely with the Programming Assistant on projects such as:

- Attending, discussing and reviewing productions.
- Scheduling and programming a season, and developing concepts for future seasons.
- Researching specific shows in the season for additional, pertinent background information and liaising with other departments to make sure everyone has access to that information.
- Planning and implementing show-related lobby displays for several shows in the season.
- Working with New Victory affiliates and other prospective groups on all aspects of their presentation at the theater.

PUBLIC RELATIONS/SOCIAL MEDIA

Applicants should have an interest in Public Relations at a large not-for-profit cultural institution.. Successful applicants will have basic computer skills and good interpersonal skills, as well as an interest or experience in marketing or public relations. Assist in all aspects of publicity and community outreach initiatives used to promote The New Victory Theater and its shows. Apprentices will also have the opportunity to add to their writing portfolio. Projects include:

- Communicating with listings editors regarding upcoming productions.
- Drafting press materials (media alerts, pitches, etc.) for an upcoming show or event.
- Shadowing on-site or off-site broadcast opportunities (television/radio).
- Developing end-of-show marketing and press reports.
- Monitoring monthly, weekly and daily press outlets for recent media breaks.
- Tracking relevant trends and monitoring activity on social networking and media sharing sites.
- Assisting with the creation of online content (for Facebook, Flickr, Twitter, etc.)
- Fact-checking and proofing documents for grammar and consistent messaging
- Assisting in the planning of special events, especially NV4us.

STUDIO OPERATIONS

The Operations Department of the New 42nd Street Studios is responsible for the day-to-day operations and long-term planning of 14 rehearsal studios and a blackbox theater (The Duke on 42nd Street). Apprentices in this department will be involved in all aspects of the Studio building operations, and will work closely with the staff on projects such as:

- Production: assisting with maintenance of theatrical technical equipment; assisting with load-ins and load-outs for the Studios and The Duke; learning some basic theatrical lighting design and technical skills with hands-on experience during special events.
- Administration: helping to maintain current records of studio rentals, department expenses, and equipment; general telephone and clerical work (apprentices will be instructed on proper use of all office equipment); helping with preparation for special events; ongoing research to ensure that the Studios are meeting the needs of the performing arts companies in the building; some interaction with performing artists and stage managers.