

New 42nd Street Inc./ New Victory Theater High School 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 high school students (ages 16 and up), 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 high school and over 16 years of age to be considered for the Apprenticeship Program!**

• **Summer 2012 - 7 weeks** From Wednesday July 9 to Friday, August 17, 2012
Application Deadline: Friday, May 18, 2012

High school students are expected to work 20 hours a week between the hours of 10am and 6pm, Monday Through Friday. The exact schedule will be created during the interview process. Apprentices will receive an hourly wage.

All applicants should have a strong interest in theater and nonprofit administration, as well as some familiarity with computers.

High School Apprenticeships are offered in the following departments: **Education, Marketing, Production Management, Public Relations/Social Media, New Victory Operations, and Studio Operations.**

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, as well as to hear from special guests (such as visiting artists or other employees of The New Victory and The New 42nd Street).

For more information contact:

The New Victory Theater - Education Department
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Phone: (646) 223-3095 Fax: (646) 562-0188
apprenticeprogram@new42.org

THE NEW VICTORY THEATER
High School Apprenticeship Application – 2012

Name _____ Date of Birth _____

Address _____

Home Phone () _____ Cell Phone () _____

E-mail Address _____ Fax Number () _____

Parent/Guardian Contact Name: _____

Relationship to You _____

Home phone () _____ Work phone () _____

School _____ Grade Level _____

Address _____

Teacher/Counselor/Departmental Advisor Name _____

Phone () _____ Fax () _____

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

_____ Education	_____ Marketing
_____ New Victory Operations	_____ Production Management
_____ Public Relations/Social Media	_____ Studio 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? _____

In a one-page TYPED essay, please answer the following questions concerning your interest in becoming an Apprentice, and what your future plans are:

- 1) Why are you interested in becoming a New Victory Apprentice?
- 2) What qualities will you bring to your Apprenticeship?
- 3) Tell us about your special interests and skills (even those outside theater).
- 4) What do you see yourself doing in five years?

THE NEW VICTORY THEATER
High School Apprenticeship Application
 Teacher Recommendation

Name _____

School _____ Department _____

Address _____

Work Phone (____) _____ Fax Number (____) _____

Home Phone (____) _____ E-mail Address _____

Please give us some information about the student you are recommending for an Apprenticeship:

Student Name _____

How long have you known this student? _____

In what capacity? _____

What can you tell us about the student's academic skills? (Please include GPA if known to you.) _____

What about extracurricular interests and skills? _____

Please rate the student in the following areas:

	excellent	good	average	fair	poor
verbal communication skills					
written communication skills					
interpersonal skills					
ability to work independently					
computer literacy					

Other comments you would like to make to support this student's application for an Apprenticeship at The New Victory Theater: _____

(please attach additional sheets as needed)

The following are brief descriptions of High School Apprenticeships offered at The New Victory Theater and with The New 42nd Street, Inc.:

EDUCATION

The New Victory Education Department is responsible for the implementation of several educational programs that are designed to supplement and enhance the productions of the New Vic season. These programs include: New Vic School time Performance series, New Vic School/After School Membership, New Vic In-the-Classroom and New Vic Studio Workshops. The Education Apprentice(s) will be responsible for assisting the Education staff as needed with program planning and logistics. Specific duties include, but are not limited to, the following:

- Researching and organizing archival educational materials (School Tools)
- Supporting Teacher Institutes, a professional development session for teachers
- Supporting the *New Vic Studio: Workshops for Kids and Teens*,
- Maintaining the database of workshop supplies for various programs.

NEW VICTORY THEATER OPERATIONS

The New Victory Operations Department is responsible for the day to day operations of the theater. The Operations Department not only negotiates contracts with visiting artists and organizations to be presented during the theater's season, but also serves as a liaison between all other departments, making sure schedules, events, workshops and performances are properly scheduled. Operations Apprentices will be involved in all facets of the department, assisting with the general management of a season at The New Victory. Apprentices will work closely with the Operations Department staff on projects such as:

- Working with New Victory affiliates and other prospective groups on all aspects of their presentation at the theater.
- Assisting with general management of the theater, including, but not limited to: inter-departmental communication, distribution of the season's schedule of activities, organization, and minor facilities management
- Company management activities surrounding productions at the theater.
- Assisting with the planning and execution of special events.

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 limited, 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.

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
 - 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

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.

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.