

2020

UC Theatre: An Internship Guide Book

Monica Motta

University of the Pacific, m_motta@u.pacific.edu

Monica Motta (2020) is pursuing a degree in Music Industry Studies.

This article was written as part of the curriculum for the Bachelor of Music in Music Management and the Bachelor of Science in Music Industry Studies at University of the Pacific. Each student conducted research based on his or her own areas of interest and study.

To learn more about the program, visit: go.pacific.edu/musicindustry

Follow this and additional works at: <https://scholarlycommons.pacific.edu/backstage-pass>



Part of the [Arts Management Commons](#), [Music Education Commons](#), and the [Other Music Commons](#)

Recommended Citation

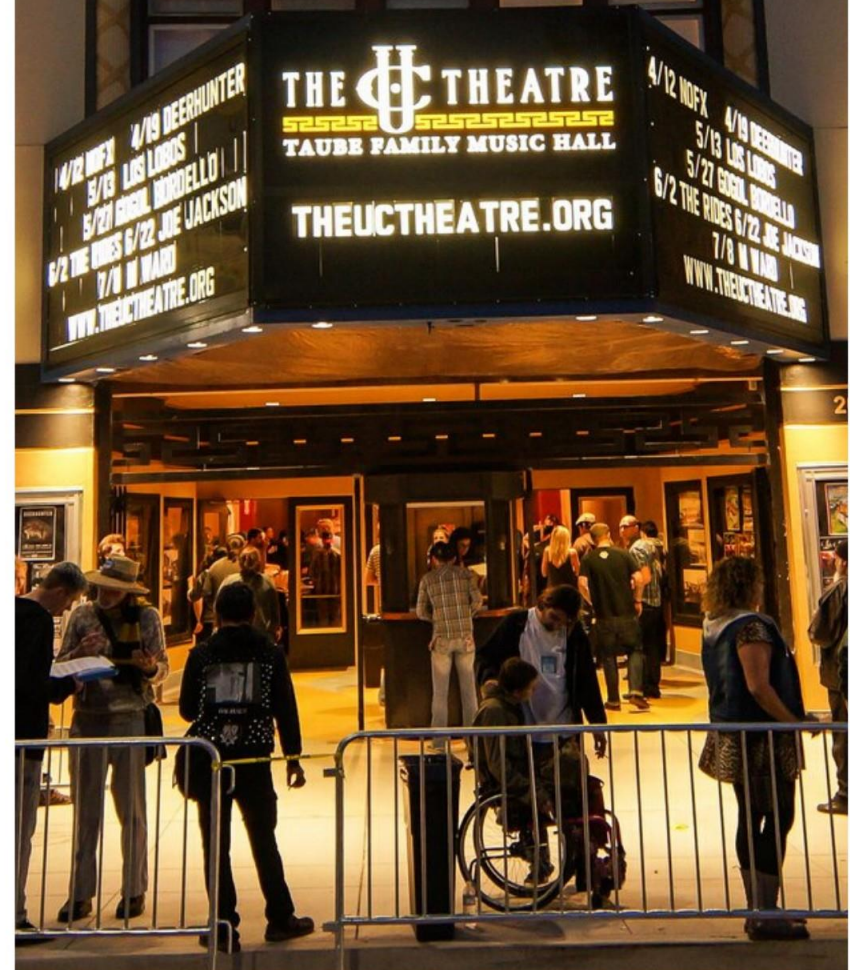
Motta, Monica (2020) "UC Theatre: An Internship Guide Book," *Backstage Pass*: Vol. 3 : Iss. 1 , Article 7.

Available at: <https://scholarlycommons.pacific.edu/backstage-pass/vol3/iss1/7>

This Curiosity Project is brought to you for free and open access by the Conservatory of Music at Scholarly Commons. It has been accepted for inclusion in Backstage Pass by an authorized editor of Scholarly Commons. For more information, please contact mjibney@pacific.edu.



An Internship Guide Book





Statement of Purpose

Hello, my name is Monica Motta and I am doing this to fulfill a requirement to graduate for my degree in Music Industry Studies at the University of the Pacific. This is intended to help current and future interns at The UC Theatre. This could also help other concert venues that have internships programs. I wanted to create a clear and concise handbook that talks about the foundation information of a venue and how concerts are put on. This will help people that are interested in learning and having a future career in the live music industry.



Table of Contents

History	3
Mission Statement	5
Overview of Concert Career Pathways	5
Workshops	6
Shadow Shifts	7
Paid Internship	9
Different Departments	10
Talent Buying	10
Marketing	10
Production	11
Front of House	12
Education	13
Development	13
Testimonies	14
Contact Information	15
Glossary	16

History



1917

The UC Theatre opened on June 30, 1917, as a first run movie theater and is among the oldest and most historically significant theaters in Berkeley. The theatre was named after but had no relation to, the University of California, Berkeley. For more than 25 years, Berkeley and East Bay film lovers enjoyed domestic and foreign film classics on the UC screen, often as double or triple features. The UC Theatre was designated as a City of Berkeley landmark in 2002. The UC Theatre held the record for the longest-running sequence of midnight Rocky Horror Picture Show screenings, ending in January 1999 after 22 years.

3

Orchestras frequently performed to accompany silent films. Linwood Dunn gave a talk about the special effects used in King Kong at that film's screening. The lights flickered off in March 2001, when Landmark decided to close The UC Theatre rather than invest the hundreds of thousands needed for a required seismic upgrade. In 2013, The Berkeley Music Group was formed as a nonprofit organization with the mission to renovate and operate The UC Theater as a live music venue. It reopened its doors on April 7, 2016!



1930



2016

4

Mission Statement

Our mission is to present a vibrant and diverse range of live performances to advance the understanding and appreciation of music, culture, and education in the Bay Area.

What is the Internship Program?

The Concert Career Pathways is a nine-month program for young people ages 17-25 that combines workshops and paid internships. Participants will learn the best practices in production management, event coordination, stagehand, floor staff, live sound engineering, lighting design, event budgeting, box office operations, marketing, social media promotion, booking and more.

Workshops Series

(beginning of August- mid August)

This is the first 2 weeks of the program, where you get introduced to the different departments at The UC Theatre, which include:

- Concert Promotion
- Marketing
- Front of House
- Production
- Development
- Talent Buying



Workshops are co-facilitated with industry professionals and provide a foundation in multiple aspects of concert promotion, such as Marketing, Front of House Operations, Production, and Show Budget and Finances. In these workshops, you learn the basics of what these departments do and you meet the staff that will be guiding and working with you!

Shadow Shifts

(mid August- mid October)

After the workshop series, you transition into your shadow shifts where you are required to shadow The UC Theatre staff from each department. This to get an understanding of the position and to get further into how the theatre runs. Shadow shifts are split into mandatory and electives you are required to complete. Shifts range from 2-6 hours long.



The first 40 hours are mandatory core shadow shifts that include:

- Marketing (8 hours total):
 - Digital Marketing (2 hours)
 - Graphic Design (2 hours)
 - Grassroots Promotions:
 - Street Team (2 hours)
 - In-house Promo (2 hours)



- Education (2 hours total)
- Development (2 hours total)
- Production Observation (2-4 hours total)
- Front of house Operations (24 hours total):
 - Floor Staff (6 hours)
 - Customer Service (6 hours)
 - Merch/Info Table (6 hours)
 - Coat Check (6 hours)



The last 10 hours are elective shadow shifts that are outside the core shifts, they are:

- Any additional core shifts
- Backstage Hospitality
- Box Office
- Multimedia
- Bar Operations
- General Manager Show Shadow
- General Manager Admin Shadow

Paid Internship

(mid October - mid May)

You have the opportunity to become a paid intern at The UC Theatre.

Once you have successfully completed the workshop series and shadow shifts, you will be able to work alongside top industry professionals for 8-14 hours per week or 20 shows cycle of events at The UC Theatre of the 75-100 plus annual shows. The UC Theatre staff mentors all program participants.



You have the option to have up to 2 different internship positions that give you a

hands-on experience. To get a paid internship position you need be successful, and to work hard to prove that you want to work in the industry during your shadow shifts.

Departments

Talent Buying

To put on a concert, you need to start with getting the artist and that starts with talent buying.

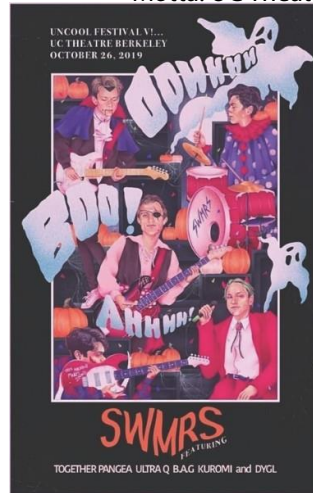
Talent buyers are the people who book bands for venues. They negotiate all the deals for booking shows and actively scout talent to book. They have direct communication with booking agents and artist management. Making it important to distribute all show information to the relevant departments.



Marketing

After the artist is booked, it is marketing's job to promote and announce the show.

The marketing team notifies and engages the public about the shows at The UC Theatre. Using ticket sales data, the marketing team allocates resources to increase ticket sales. Some of the positions in marketing are Digital Marketing, Graphic Design, Street Team, and In-house Promo.



Production

Next, is the production's job to work on the day of the show. They load-in before the show and load-out after the show, of the equipment needed to build the stage and support the artist with anything they need. The Production Manager will ensure the artist has everything they need before the show day.

The production team handles all technical and hospitality needs for the performance and the artist. This includes sounds, lights, equipment rentals, food, and any other artist's needs.



The team also manages the technical schedule of the performance. Some of the other positions in production are Production Manager, Backstage Manager, Lighting Designer, Sound Engineers, Runner, and Stagehand.

Front of House (FOH)

Then the front of house is prominent during the show. It is the part of a music venue that is open to the public. They prep the house, open the box office, and keep the audience safe.



Front of House manages the customer experience and ensure public safety and customer satisfaction. Front of House team also manages emergency situations at the venue. Some of the positions in the Front of House team are Coat Check, Floor Staff, Customer Service, Merch/Info table, Box Office.

Education

The education department is home base. They oversee all the educational programming at the venue. This where you schedule all your shifts and check-in to make sure you are doing well. They work with The UC Theatre staff with facilitating workshops, intern placement, and supervision. They also create and maintain relationships with industry professionals.



Development

Development is very important to The UC Theatre because we are a non-profit. They create and maintain relationships with donors and customers to have a long-term value. They manage digital and print marketing for fundraising campaigns.

Testimony

"I've enjoyed being exposed to so many different roles in the industry because I now have a more complete understanding of how it all works at every stage of the way." -Naomi



"Seven months into this program and four months in my internship, I feel that I am finally beginning to understand not only the industry and how it operates, but also where I see my place in it as an industry member." -David

"For me, being a part of this program provided me with reassurance to know that pursuing a career within this industry is possible and that it's okay to follow your passions instead of choosing something that may be more practical." - Marissa



"I am so grateful to be a part of the Concert Career Pathways Program. Having working professionals available to shadow, answer questions, and provide guidance has been invaluable." - Bry



Contact Information

Address:

Berkeley Music Group, The UC
Theatre, 2036 University Ave,
Berkeley, CA 94704

Phone Number:
(510) 356-4000

Education Information:

education@theuctheatre.org

General Information:

information@theuctheatre.org

Glossary

Positions

Backstage Manager: - Responsible for the backstage decor, refreshments, meals, transportation, and anything else the band might request. They make the band feel comfortable.

Box Office – Responsible for tickets that are sold to the public for admission to an event.

Digital Marketing – Responsible for creating sponsored/promoted posts, doing artist research, and all social media.

Floor Staff – Responsible for making the venue safe during a show by rotating through various positions in the venue, they scan tickets, and they help set up and clean up the venue.

Front of House (FOH) Engineer - Responsible for mixing the sound the audience hears.

Graphic Design. – Responsible for creating basic design principles, some examples are promotional posters, digital ads, and all show posters.

In-house Promo - Responsible for hanging and arranging promotional material within the venue as well as changing the marquee.

Lighting Designer – Responsible for the lighting during the show.

Merch/Info Table – Responsible for representing the educational program, helping with the band merchandise, and making a mid-show announcement about the program.

Monitor Engineer - Responsible for the monitors on the stage, works with the band.

Production Manager - Responsible for communicating with the artist team to determine all requirements in logistics, technical production, stage plots, backline, and hospitality. They oversee all production staff and manages the schedule of load-in, sound checks, and showtime.

Runner – Assists the Backstage Manager in fulfilling the rider and running errands for the artists.

Stagehand - Responsible for a large amount of behind-the-scenes and backstage labor in settings where performances take place. Their work includes setting up the scenery, lights, sound, rigging, and special effects for a production.

Street Team – Responsible for hanging up promotional material in Berkeley and or handing out promotional materials at events.

Talent buyers – Responsible for negotiating all the deals for booking shows and actively scout talent to book.

Terms

Ad Break – The date when event advertising begins, could be the same date that the event is announced.

Announcement - The day and often the time when an event first announces an artist's upcoming appearance.

Backline – Additional show rentals on top of the house nut; affects the breakeven point.

Checking Avails – The process of researching an artist's availability to play an event on a specific date.

Hospitality Rider – A document that lays out the hospitality requests of an artist.

House Nut – The flat amount of money that the venue quotes as show expenses for making deals and settling talent.

Merch SP-lit- The agreed-upon percentages of merchandise sales revenue from an event taken by the venue and given to an artist.

Placing Holds – The process of reserving tentative dates on a venue's event calendar and reserving tentative dates on an artist's calendar.

Stage Plot – Diagram outlining an artist's preferred stage set-up for their show.

Settlement – The process in which artist management and venue management agree on how much the artist is to be paid according to the deal/contract.