

OFF BEAT MUSIC FESTIVAL ROLES

1. Pre-Production

a. Event Planning Crew

- i. **Event Planner (2):** Responsible for making sure all details of the festival are executed correctly. This position will require constant communication with Mary and Oscar. This position also coordinates heavily with booking on talent, the art directors, and any other booths at the festival.
- ii. **Booker: (2)** Responsible for seeking out and communicating with a diverse range of talent for the festival. This includes writing emails, making phone calls, and coordinating closely with the event planner on determining the lineup of the acts, and any other artist.
- iii. **Creative Director: (2)** Responsible for working directly beside the event planner to create the big-picture vision of the show. This person will generate the overall design concept of the collaborative student-made sculpture that will be displayed at the festival. This person will also coordinate the interior design of the event- where things go etc. This person will also work closely with the art crew for execution of their ideas.

b. Marketing/Advertising

- i. **Social Media (2):** Responsible for creating and updating and gain followers on Instagram, Twitter, and possibly website. Heavy coordination with publicist in regards to captions and posts.
 - ii. **Publicist/Copywriters (4):** Responsible for sending press releases to local publications (San Diego Reader, City Beat, Union Tribune). Heavy coordination with social media to make sure the image/brand of the festival is presented in the best light for maximum attendance.
 - iii. **Art Crew (5):** Responsible for making posters, images, photographs, etc. Heavy Coordination with rest of Marketing Crew and especially Creative Director. Responsible for putting together sculpture and executing the creative director's vision/.
- c. **Merch (4 people):** Making t-shirt designs, buttons and stickers, and any other merchandise you think of. Tie Dye station at the festival
- d. **Kitchen Manager (2):** Responsible for building and working with the kitchen crew to coordinate who is bringing/cooking what dishes. This person will also make a plan of who will be serving food at what times during the festival. They will be responsible for managing the money for food sales.

e. Documentary Crew

- i. **Director (2):** Responsible for directing the film that will highlight the entire process of creating a student-led music festival. . This person will write the storyboard and script for the film. This person will likely need to coordinate with the creative director for the design the vision for the show. The film will be published online for students, parents, the school community, and any others.
- ii. **Camera crew (2-3):** These people will film as much footage as possible of the semester project, this includes from the very beginning stages all the way through the day of the event. These people will also be very organized with the footage- uploading them into organized shared Google folders. Footage should be shared with entire documentary crew as well as Oscar and Mary.
- iii. **Film Editors (2):** Responsible for working under the director to piece together their vision for the film. They will pull footage that the camera crew has taken

- iv. **Sound Editors (1):** Responsible for working closely with the film editors and directors to piece together the audio of the film. This includes the background music and any narration.

2. Production

- a. **Box Office (6):** Responsible for handling donations and manning the entrance during the festival. Will be working in short shifts to man the door. Box office people should have another job selection as well.
- b. **Kitchen Crew (5-8):** Responsible for working with the kitchen manager to help with menu planning, cooking- or outsourcing the cooking through parents. The day of the event, students will be selling food in shifts and cleaning up the concession stand. They will learn about food safety and food cost. People want good food!
- c. **Stage Crew (4):** Responsible for helping bands with equipment, on and off the stage. Communicating with bands and event planner and booker on specific stage setups, which includes emailing bands about this information.
- d. **Performers (TBD):** Any students in the class who may have a band or singing solo/ensemble will have an opportunity to perform the night of the show. You will be responsible for preparing and performing a 30 minute set at the event. The bookers will be coordinating with you to approve your group and arrange the lineup time for your set.

3. Post Production

- a. **Assigned clean up areas (50):** EVERYONE will be responsible for a specific area of clean up after the festival.