

**Summer Internship**  
**at the**  
**Weinberg Center for the Arts**

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COM 333: Practicum



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## **Abstract**

This assessment details my summer internship at the Weinberg Center for the Arts in Frederick, Maryland. I was the marketing intern, working closely with the manager of marketing in completing various tasks for the upcoming theater season as well as creating related graphic material. My internship was from May 28, 2019 to August 23, 2019, spanning a total of thirteen weeks, with a total of 152 hours and 45 minutes.

## **Description of Organization**

The Weinberg Center for the Arts is one of the main theater venues in Historic Downtown Frederick. They offer a variety of arts and community performances and events each season and also rent the space out. They have an extensive history, which contributes to its originality. The Weinberg Center season events includes: the Tivoli Discovery Series, the Live! Series, the Family Series, the smARTS Series, the Frederick Speaker Series, the Flying Dog Movie Series, and the Silent Film Series. They also host community and special film events.

The Tivoli Discovery Series is a series of performances sponsored by the Tivoli Society. They are concerts by up-and-coming artists where audiences can pay-what-you-want; suggested donation \$10. The Live! Series is the main performances that the Weinberg Center itself has contracted to put on. The Family Series is a series specifically for families, where the content of the performances are appropriate for all audiences. The smARTS Series is actually a partnership with Frederick County Public Schools, where students can come see shows at discounted prices as school groups. These shows are also based on school curriculum within the arts. The Frederick Speaker Series is a series that most arts establishments in downtown take part in.



Important speakers, whether they be activists, researchers, or celebrities, get hosted and speak about certain topics to the community. The Flying Dog Series is a series where the theater shows classic movies in partnership with Flying Dog Brewery, a local beer brewery. The silent films shown in the Silent Film Series are accompanied by the Weinberg's Wurlitzer Organ, which is the last original Wurlitzer in Frederick County.

The Weinberg Center has a limited staff. They include: Barbara Hiller, the manager of marketing, Rebecca O'Leary, the manager of development, John Healey, the executive theater director, Jef Cliber, the box office manager, and Greg Davis, the stage manager.

### **Internship Responsibilities**

During the summertime, the theater is considered "dark." This means that no shows or events are happening on the stage. The Weinberg uses this blackout period to plan out the performances they'll put on for the upcoming theater season. My duties included creating marketing materials for those same performances in anticipation for the coming season, among other things.

### **Creative Tasks**

I was given a variety of graphic design tasks to accompany, as well as act as promotional materials for the Weinberg Center and the coming season. A lot of my design jobs consisted of manipulating type and/or illustrations with images. A few tasks, I had to start from scratch, thinking of designs and concepts on my own. All of my graphic design tasks were done on Canva, an online graphic design platform that I was very familiar with. Graphics and examples of designs where multiples were created are displayed in the Appendix.



My first graphic task was creating Facebook covers for the Weinberg's page. These graphics serve as placeholders for the summer until the season was announced. There were three different designs. The first one explained that the 2019-2020 season was coming soon and was up until July 1st. On July 1st, it was switched with the second design which specified important dates about the beginning of the season - day of season announcement and days tickets went on sale. On August 1st, after the season was announced, the graphics were switched out with the last design, which told audiences to get tickets as well as stated the website.

During the summer, the Weinberg hosts tours of the theater, since it is a historical sight in Frederick County. I had to create Facebook and Instagram post and story graphics for the different tour dates. They were specifically interesting because I needed eight designs each for a date. A set of Facebook and Instagram stories and posts said "Tours Tomorrow" with necessary information, and the other set displayed "Tours Today." I took certain images of the space of the theater that Hiller provided me with and placed type over them with the specific dates or other terminology she wanted me to put on them. These were then posted to their respective social media platforms on the dates of or before the specific tour date.

I had two main graphic design tasks, that consisted of me starting from scratch. The first one was for groups that may be visiting the Weinberg, in which I had to create a front and back 8½ by 11 inch flyer which detailed what groups could experience at the theatre. The second one was a free tours poster. It stated that there were tours on the poster, but Hiller wanted an eye-catching design that still followed the Weinberg history theme.



At one point, O'Leary asked me to create a certificate for the volunteer coordinator at the Weinberg, since she was retiring. She had been volunteering at the Weinberg for a very long time, and the staff wanted to show their support and gratitude.

The Weinberg has Kalico Design, a local graphic design company, create the look of the season brochures and other marketing materials. The business is a five minute walk from the theater, so Hiller often took me along when she had meetings with them. The first meeting we had with the designer consisted of showing examples of previous brochure designs and explaining what we liked about them and what we didn't like. Hiller then went into explaining exactly what would go into the brochure, which was all included in a dropbox to the designer.

When the designer did the first round of designs, we all loved it. It consisted of a teal, red, and yellow color concept with various shades and tints, as well as a dot graphic sprinkled here and there. For the next two months, we were given various proofs of the brochure design, which we - myself included - went through for things we liked and disliked, content mistakes, and any design changes, which Hiller specifically asked me about. By the time the last proof came around, we were all pretty satisfied with the design, except the executive theater director. He didn't like the dot design and wanted it removed. This disrupted me and Hiller's progress on promotional materials, especially since I had began to work on the performance posters, which followed the same design pattern as the brochure, the dots being an integral part of them.

The performance posters became a very tedious task for me. Hiller showed me the designs they had done in years passed, which they had been implementing for a long time. It consisted of an image of the artist or artists performing that took about two-thirds of an 11 by 17 inch poster. The remaining one-third was a faded dark blue box at the bottom that included the



performance information and the Weinberg's signature greek bar separating it from the image. However, Hiller wanted the new posters to change and employ a fresh, new concept. This brought us to the idea of making the season brochures the same way and having the posters match them. I had implemented similar placement of content as the previous poster designs, but changed the design to match the color and design scheme of the season brochure. Unfortunately, I had almost completed all the posters, when the executive theater director explained that he didn't like the dot design of the brochure and had them removed. Which meant, the poster design had to change. Fortunately, I was able to make three different designs, which then got voted on by other members of the staff, resulting in the final design, which at least followed the same color scheme as the brochure.

Although another designer creates promotional materials for the Frederick Speaker Series, I was asked to do some graphic work for some of them. Hiller did not like the design for the series that the designer sent her, so she asked me to create a mockup of what she wanted to see if it could be done. It could, and I created it quite easily. I was also asked to create a Twitter graphic that was similar to last season's design, since she hadn't been able to get the designer to make one in time for the announcement of the series.

My last two creative projects at the theater were to create an email footer reflecting the new season that would be sent with Weinberg emails. This was a fairly simple task and did not take much time. My very last task was to create social media promos for the performances of the coming season, specifically one in the Discovery and Live! Series. I created multiple versions of each, incorporating different images. I had to create Instagram, Twitter, and Facebook posts for them as well as stories.



## Marketing Tasks

As explained above, the Weinberg Center has the Tivoli Discovery Series where patrons can see concerts of up-and-coming artists for a low cost. The first task I was given was marketing to high schools for the Discovery Series. I had to make a spreadsheet of all the high schools in Frederick County and the high schools that bordered Frederick in other counties of Maryland. The spreadsheet included the name and contacts of performance arts related teachers in the schools. After the spreadsheet was completed, I drafted an email that would go out to those teachers which had information on the Discovery Series and what artists were performing for the coming season.

The Weinberg Center partners with restaurants in downtown for their theater seasons. Patrons of the theater can get discounts if they eat at those restaurants the night of a performance at the theater. In the summertime the Weinberg checks back with restaurants that already formed partnerships, as well as tries to recruit new ones. This was one of my tasks. I walked all over downtown either asking for renewals or proposing the partnership with restaurant owners and managers. The restaurants get a section in the season playbill, so all the information was needed late June. I did rounds for restaurants twice: in the first week of June and the middle of June. I also had to keep and update a spreadsheet with my findings for the manager of marketing to go back to when sending information for the playbill to the designer.

A month before each performance date, a press release gets sent out to the community about the event. One of my bigger tasks was creating these press releases for each performance of the coming season. There was a format template included for me to follow, but I had to pick and choose what information went into the release. Each performance sent performance assets



that had information about the group or artists performing and/or what their performance was.

The press release had to have an attention grabbing title, a lead that introduced the performance, the content of the release which was describing the artists and performance in detail, and lastly, some information on the Weinberg.

Sometimes when the manager of marketing was out of the office for meetings, vacation, or other reasons, she'd leave me with specific tasks. One of those tasks included creating Facebook event drafts for each of the coming season's performances on the Weinberg's page. I was to include all necessary information, but keep it unpublished so that once the season went live on August 1st, they could all be published as well. This task also included resizing images that the artists had sent to us as well as converting videos to mp4 format, since certain platforms were blocked on the Weinberg's server. I also had to resize and sometimes add to images for the website and other platforms images could be posted to. On Fridays, she would leave me with certain videos I had to post to the Facebook page for the Weinberg's Friday feature videos. These videos were typically about the different membership and donor groups the theater had and what the benefits were for joining them. One task was also to make a summer blog post for the website about what is done during the summer at the Weinberg Center, as explained by the executive theater director, who was the feature of the post.

Once the season was up, I had the task of adding the new season performances and related information to community calendars. I had already done something similar to this at my previous internship at New Spire Arts, an arts education facility also located in downtown, so I was quite familiar with the task. A community calendar is an event calendar on sites that people in the community - Frederick County - frequent. These include: The Frederick News Post, Visit



Frederick and Visit Maryland - tourism sites, Downtown Frederick Partnership, and The Baltimore Sun.

My last few marketing tasks that were not design specific included running season brochures to the Frederick Visitors Center and checking if performances that were part of tours were reflected on the acts' websites. If not, I sent emails to remind them to do that.

### **Unspecified Tasks**

Sometimes in my time at the Weinberg, when Hiller didn't have designing or specific marketing tasks for me to do, she'd give me odd jobs. They consisted of various organizational tasks, assisting the manager of development and the theater executive director, and even following along on one of the summer tours and assisting the guides. I organized the vast amount of previous marketing materials the Weinberg had kept, dating back to the 1990s. I bundled them for future use and distribution if needed. I counted postcards that were sent for a performance as well as brochures from the previous season. On the same postcards I counted, I also printed mailing labels and stuck them on all 335 postcards.

I helped the director of development with a few tasks as well. I alphabetized name tags for members of the theater for the end of season reception, as well as made thank you calls to those who had donated online at any point from April to July of 2019. I also worked at the end of the season reception, helping to set up, greet and assist the members during the event, and take down the event. When we had to send out a mass email to the Weinberg's member emails, we had quite a few bounce back. I had to look at those bounced back emails and see the reasons why they had. Some were because there was a new email, others were because the person was out of the office, and some just did not work. For new emails and the ones that did not work, I had to go



into the ticketing system that kept the email records and either change the emails to new ones or make a note that the email did not work. One time, an extra set of eyes was needed to make sure a mailing list looked correct in terms of addresses, so I went through that, taking note of any address inconsistencies I saw. I also organized performance contracts from the previous season for the executive theater director.

### **Internship Evaluation**

Although this is an unpaid internship, working at the Weinberg is a great opportunity to learn the inner workings of not only marketing and advertising, but a non-profit as well. The staff of the theater were very kind and patient with me, even when I made mistakes. They never overwhelmed me with work and always made sure I was familiar with what I was working with. Hiller always answered my questions and gave me tasks that allowed me to use my graphic design and written skills. It was a great opportunity to learn the inner workings of how marketing and advertising are done in a non-profit organization. A lot goes into a non-profit and this internship got me a step ahead in learning and understanding the marketing and advertising field as well. The experience relates to my area of study - Communications: Public Relations and Advertising - and the staff made a genuine effort to make it a learning experience for me.

### **Reflection of Self**

When I first started the internship, I was extremely quiet. Those who know me, recognize that I am an extrovert, however, it will take me a bit before I am comfortable around new people. Not only that, but the Weinberg is across the street from my previous internship, New Spire Arts.



New Spire Arts had a lot of internal discourse that resulted in the termination of most of its employees in March of this year — myself included. Therefore, I was very nervous, not only because of the close proximity to New Spire Arts, but because I was afraid of a repeat of what had occurred there.

Fortunately, the staff was very kind and welcoming. I started off quiet, but quickly built rapport with the staff. I also gained a lot more confidence in myself and my abilities. I learned a lot from this internship from the tasks I was given, to the people I worked and interacted with, to the places and things I got to experience. It was completely different from New Spire Arts and I had more chances to cultivate my skills and learn new things.

Meeting with the designer was a very interesting experience for me. As someone who may want to go that route in life, seeing how they work and what goes into meeting with potential clients - from the perspective of the client and the designer - was an amazing experience for me. Even going through the proofs sent to us from her, I was actively in the role of the client, but I also thought about her role as the designer and what choices or issues may have led to what we saw as good or bad design choices and mistakes. I especially felt bad for her when the executive theater manager wanted the dots taken off, since I felt the same way she did since I was designing the posters.

The graphic design projects were my favorite parts of the internship. I went to a technical school for two years for graphic design, so it really helped to keep me in the loop as well as cultivate my skills. I had to learn to do a lot of designs without the Adobe Creative Suite, which was new but also very resourceful for me since it allowed me to get out there and find more



resources to do designs. I learned about branding and color schemes. My favorite part, of course, was seeing all my hard work come to fruition and be put out there.

Interning at the Weinberg really cultivated my people skills. As a communications major, I am obviously going to have to speak to people and interact with them. I got to meet and interact with people from all over downtown Frederick and Frederick County thanks to my work with the restaurant partnerships, working with the designers, working at the end-of-season reception, and helping out with the tour.

Lastly, thanks to the Weinberg Center, I've learned multiple skills I can take with me in my career. My people and creative skills have been advanced, but so have my writing skills. I learned how to write press releases, which is something I know I will study and learn how to do later in college, but I now already have that skill. I've learned the hardships of working in a situation of differing ideas and views, and how to handle them. I know about partnerships, digital and physical marketing, performance contracts, and how to use my resources and find new ones. I learned how the inner workings of a non-profit work.

On the first and last days of my internship Hiller and O'Leary took me out to eat, and on my last day they also took me to get ice cream. I cannot thank them and the Weinberg Center staff enough for the amazing experience they gave me this summer.



## Appendix

### Facebook Page Covers





**Tours Social Media Post Example - Today**





**Tours Social Media Post Example - Tomorrow**





Tours Social Media Post Example - Story





## Group Opportunities Flyer - Two-Sided, 8.5 x 11 inches

### GROUP OUTINGS IN FREDERICK, MARYLAND

*Built in 1926 as a silent movie palace, the **Weinberg Center for the Arts** is a landmark theater destination presenting music, theater, comedy, film, and family events to delight audiences of all ages.*



#### **Can you accommodate a motorcoach tour?**

Yes! Please visit [WeinbergCenter.org/Group-Discounts](http://WeinbergCenter.org/Group-Discounts) for more information about motorcoach logistics. We offer complimentary tickets for bus drivers if required by the tour (some restrictions apply).

#### **What is the group discount?**

Groups of 10-19 save 10% off the adult ticket price. Groups of 20+ save 15% off the adult ticket price.

#### **How do I make a group reservation?**

Begin your customized booking experience by contacting Jef Cliber, Box Office Manager, at 301.600.2878 or [jcliber@cityoffrederick.com](mailto:jcliber@cityoffrederick.com). Orders processed directly through the Box Office Manager are free of ticket and processing fees.

#### **Where can we sit?**

We can seat your group anywhere in our beautiful 1,200 seat theater, if the seats are available for reservation. Please note that we are handicap-accessible on the orchestra level only.

#### **Do we need to make a deposit?**

No deposit is needed unless otherwise directed.

#### **When is final payment due?**

Final payment is due 15 days prior to the performance. Total payment must be made; no partial payments, please.



[WeinbergCenter.org/Group-Discounts](http://WeinbergCenter.org/Group-Discounts) | 301.600.2878 | 20 W. Patrick St., Frederick, Maryland



## TOURS

Experience the backstage magic for yourself! Built in 1926 as a silent movie palace, our landmark theater reflects the evolution of both the film industry and Frederick County. Led by an experienced tour guide, you'll discover Art Deco architectural details, immerse yourself in local theatrical lore, and access backstage areas normally off-limits to the public. Tours are approximately 45-60 minutes and are free of charge. Private group tours are also available upon request pending venue and tour guide availability; please contact Rebecca O'Leary at [roleary@cityoffrederick.com](mailto:roleary@cityoffrederick.com) or 301.600.2870 to learn more.



## Group Events



## SILENT FILMS



The Weinberg Center for the Arts is home to the only Wurlitzer organ in Maryland still in its original installation. Experience this incredible instrument in action when you bring your group to a silent film! Vintage silent films like *The Phantom of the Opera*, *The Iron Mask*, and more can be screened with live organ accompaniment upon request for groups of 20+ ...and can even include a Q&A with the organist! To learn more, contact Theatre Manager John Healey at [jhealey@cityoffrederick.com](mailto:jhealey@cityoffrederick.com) 301.600.2839



[WeinbergCenter.org/Group-Discounts](http://WeinbergCenter.org/Group-Discounts) | 301.600.2878 | 20 W. Patrick St., Frederick, Maryland



**Certificate for Retiring Volunteer Coordinator**



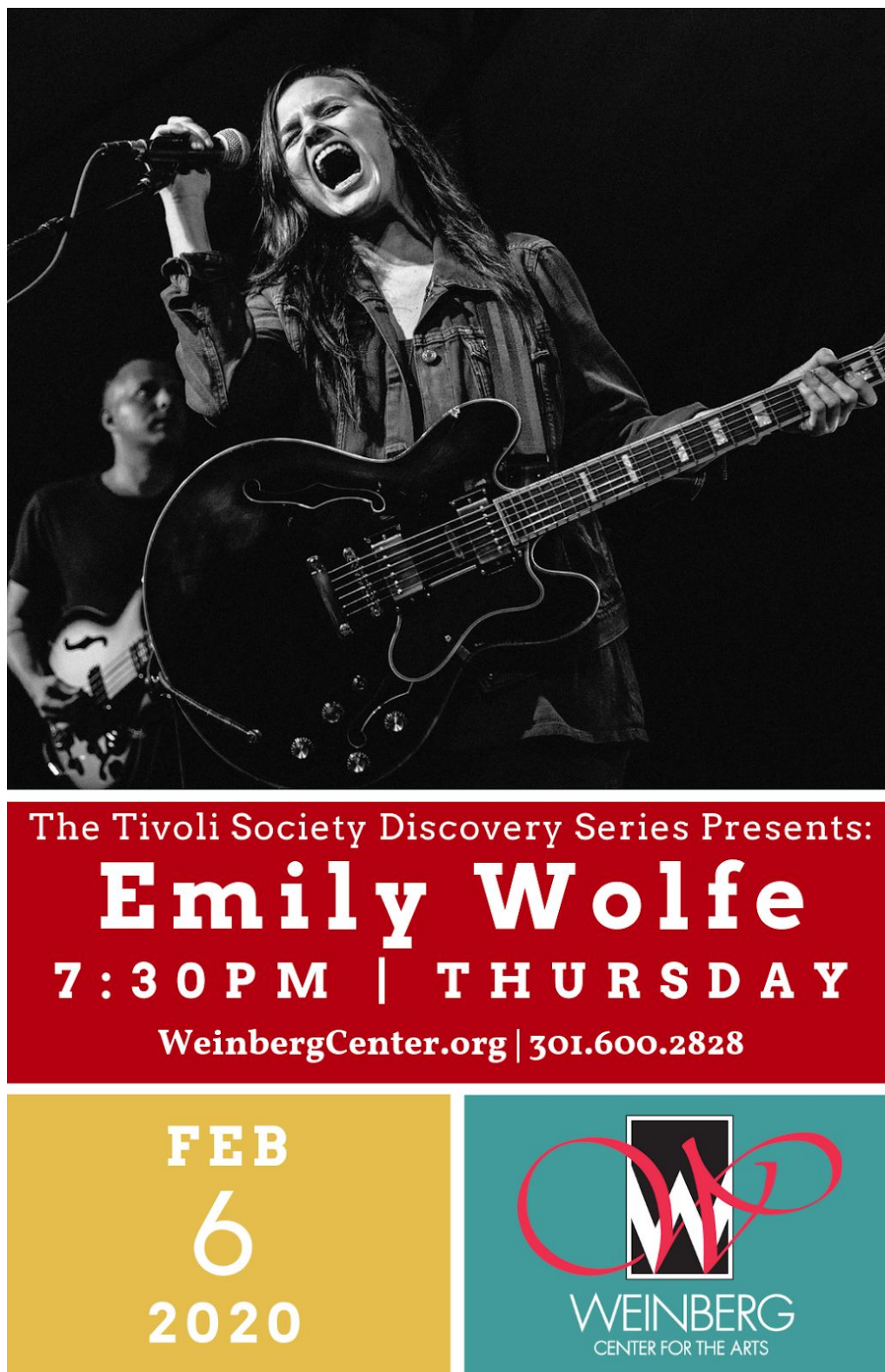


Previous Poster Design - 11 x 17 inches





Discovery Series Performance Poster Example - 11 x 17 inches





Other Performance Poster Example - 11 x 17 inches



# Nobuntu

3 P M | S U N D A Y

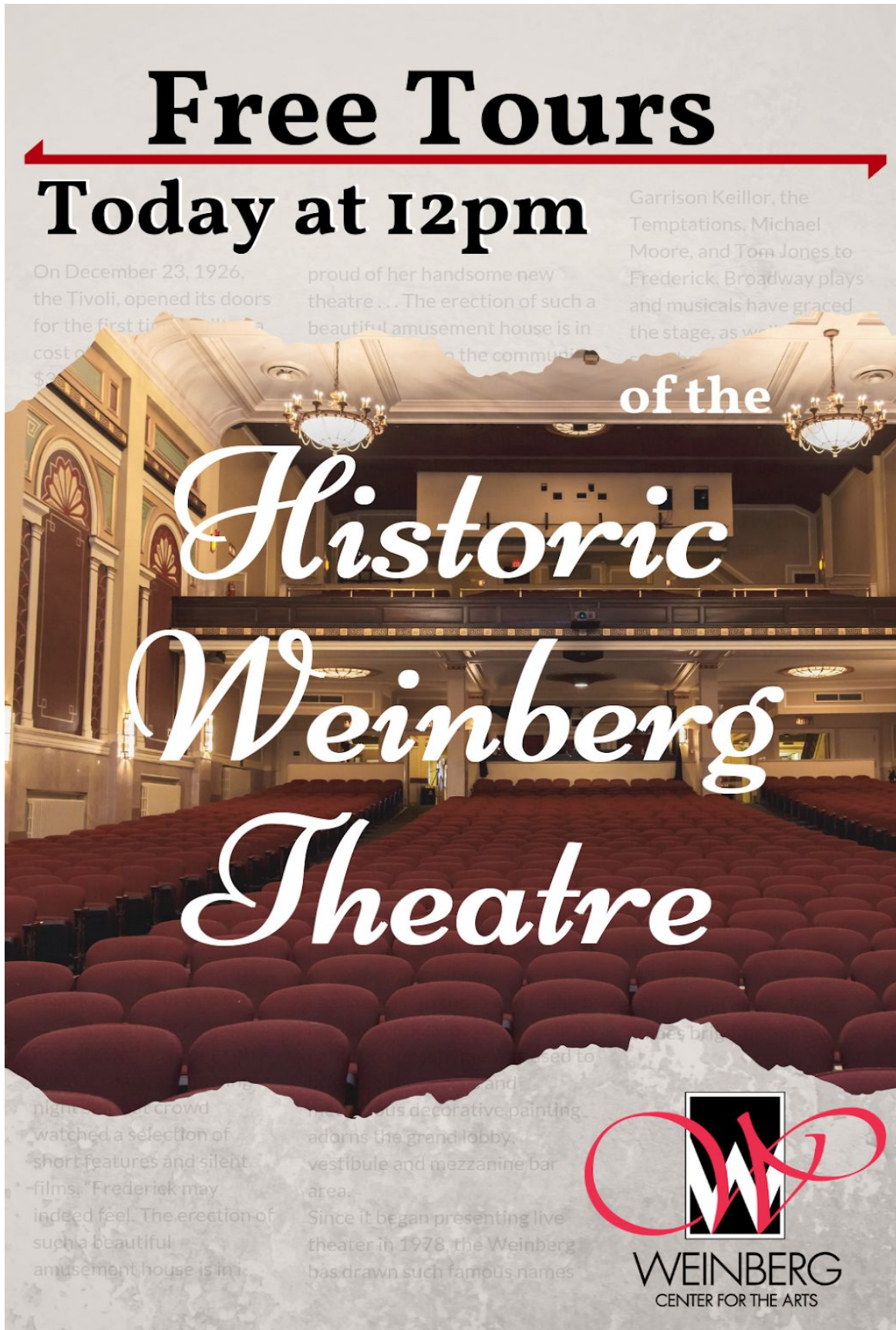
WeinbergCenter.org | 301.600.2828

NOV  
17  
2019





Tours Poster - 11 x 17 inches



# Free Tours

## Today at 12pm

On December 23, 1926, the Tivoli, opened its doors for the first time. It was a proud of her handsome new theatre ... The erection of such a beautiful amusement house is in cost of \$250,000. Garrison Keillor, the Temptations, Michael Moore, and Tom Jones to Frederick, Broadway plays and musicals have graced the stage, as well as the community.

of the

# *Historic Weinberg Theatre*


Since it began presenting live theater in 1978, the Weinberg has drawn such famous names

watched a selection of short features and silent films. "Frederick may indeed feel. The erection of such a beautiful amusement house is in

and

decorative painting adorns the grand lobby, vestibule and mezzanine bar area.

Since it began presenting live theater in 1978, the Weinberg has drawn such famous names



**WEINBERG**  
CENTER FOR THE ARTS



## Frederick Speaker Series Mockup



## Frederick Speaker Series Twitter Graphic





**Social Media Promo Example - Twitter**



**Social Media Promo Example - Instagram and Facebook**





Social Media Promo Example - Story





## Email Footers

