

**NO JIVE  
PRODUCTIONS INC**

**Internship Program**

**[www.nojiveproductions.com](http://www.nojiveproductions.com)**

# Introduction

## **Definition of Internship**

In-tern Function: noun Date: circa 1879 : an advanced student or graduate usually in a professional field gaining supervised practical experience.

In-tern-ship /-"ship"/ noun - Webster's Dictionary I.

## Introduction No Jive Productions Inc Internship Program

No Jive Productions Inc Internship Program is designed to provide students with the opportunity to observe the inner-workings of the entertainment industry. Participants, organized via a nationwide network of college students, will gain in-depth knowledge of the responsibilities and duties involved in the successful operation of a production company by performing actual production company tasks. Through observation, participation and evaluation, No Jive Productions Inc intern will develop a hands-on understanding of a wide variety of actors, music professions such as promotion, artist relations and fundraising, among others.

Many individuals, young and old, are often misled by the images they see on television, read about in magazines or hear on the radio regarding the entertainment business. They think the industry simply consists of hanging out in recording studios, making lots of money, traveling cross-country in fancy tour buses and attending wild, all-night parties. While these, in some instances, may be elements of the business, there are other key aspects of the industry that frequently go unnoticed-such as the amazing drive of the actors, artists and the hard work and dedication of the many unseen professionals working behind the scenes to bring the finished product to the forefront. The entertainment industry may appear on the surface to simply be a "glamorous" business, but at its core, it is a **BUSINESS**.

No Jive Productions Inc will seek only the best possible candidates from across the country. Self-motivated, aggressive individuals possessing a willingness to learn will fit No Jive Productions Inc mold. And while we want to teach, we also need to learn. Communication and feedback are critical. Each region of the country is different and through on-going input from our interns, we will be better equipped to address each areas specific needs.

No Jive Productions Inc Internship Program, through its ability to keep us plugged into our core audiences while helping develop the next wave of our industry leaders, is arguably one of the most vital components of the company.

# Operations

## **A. The Structure of the Program**

The structure of No Jive Productions Inc Intern Program is broken down into two tier groups. The two groups consist of geographic chapters and interest group chapters. Each intern, therefore, will be in at least two groups throughout the entire intern program.

## **B. The Geographic Chapters**

The geographic chapters organize interns according to where they live. These chapters are run by Regional Coordinators. These geographic chapters are to be located all over the country in order to reach all the interns in the program.

## **C. The Interest Group Chapters**

The interest group chapters place interns in a particular group based on specific areas of interest. The different groups are as follows:

- Marketing and Promotions Group
- Artist/Talent Relations and Development Group
- New Technology/Visual Services Group
- Graduate School Group (Field Study/Research Internship)
- Fundraisers

Each interest group coordinator will have interns from all across the country in their respective groups. Each month the coordinators are to submit a written progress report evaluating the interns. The coordinators will assess the intern's progress based on individual and group effort. The evaluations will be used as guides to increase the efficiency of the program.

## **D. Intern Duties**

Although interns participate in interest groups, promotion of No Jive Productions Inc events, artists and materials is the prime function of the internship. Interns should strive to make an impact within their own marketplace. Interns should obtain event listings and calendars in their hometown and attempt to make No Jive Productions Inc presence felt at small and large social gatherings. Through time, interns should establish a name for themselves and begin building personal relationships with the entertainment "players" in their town. Even after completing their internship at No Jive Productions Inc, the foundation of industry contacts will be laid as the interns begin to build their professional careers. The hands-on, hard work will prove to be a valuable "real life" learning experience that can be utilized later in life. Some of the duties and functions interns should consider undertaking include:

- Promoting No Jive Productions Inc at events (concerts, sporting events, clubs, plays, etc.)
- Establishing relationships with Mom and Pop (small and/or independent) record stores, barber shops, recreation centers, etc. for the purpose of ground level or "grass roots" promotions.
- Establishing relationships with local DJ's, college radio DJ's, local video shows, theater companies and music web pages based in your town.
- On campus (which includes surrounding schools and universities) promotion of No Jive Productions Inc shows and materials.
- Coordinate No Jive Productions Inc high school internship program.

## **E. Interest Groups**

In addition to promotions, interns are given the opportunity to actively participate in some of the day-to-day operations of No Jive Productions Inc. No Jive Productions Inc welcomes and appreciate new ideas and feedback from the interns. Fresh and cutting edge ideas from the interns can be vital information technology, and trends change rapidly and vary from region to region. With so many aspects of the entertainment business to explore, No Jive Productions Inc has divided the interest groups into five categories (see below). Interns work directly with coordinators who specialize in a particular field. Every six months students will rotate to the next interest group. This allows students to actively participate in different career areas and gain a better understanding of the industry.

- Each interest group has assignments they must complete.
- Although each of the assignments is tailored for the various groups, the overall theme inter-links with all groups.
- Interns must meet deadlines, juggle many tasks, and create a system among themselves to carry out their duties.

**The Interest groups are divided into the following four categories:**

### **Group 1 - Marketing and Promotion**

- Radio Promotions - promotes new shows to radio public service directors.
- Publicity and Advertising - keeps No Jive Productions name in the public through press releases, print ads, and media exposure.
- Video Promotions - coordinates video production and promotions to BET, MTV, VH-1, etc.

### **Group 2 - Artist/Talent Relations and Development**

- A & R - finds talent and oversees production process
- Artist Development - trains artist on media interviewing, develops image, stage show choreography, etc.
- Product Manager - primary liaison between artist and label for the purpose of marketing and promotions.

### **Group 3 - New Technology/Visual Services**

- Website Development - creating web pages for No Jive productions Inc to promote releases, sell materials and obtain information
- Graphic Designer - creates artwork for logos, album covers, print ads etc.
- Video Production - pre-production, production, and post production of documentary

### **Group 4 - Graduate School Group (field study/research internship)**

- Legal Affairs - all legal matters
- Marketing and Promotions Research - independent research

### **Group 5- Fundraiser**

- Come up with fundraising ideas
- Raise money for No Jive Productions Inc
- Selling Advertisements to big and small companies

## **Intern Duties**

Interest group assignments are given in two parts:

1. Individual interest group assignments
2. All interest group assignments

# III. Qualifications

## **A. College Student With Production Company Interest**

To qualify for the No Jive Productions Inc internship program you must currently be enrolled in college \*. No Jive Productions Inc is looking for highly motivated self-starting students interested in learning the many different aspects of the entertainment industry. No Jive Productions Inc will strive to match students with their specific interest area as the focus of their internship. The willingness to learn and dedication to hard work are the primary requirements. We only ask that as a No Jive Productions Inc intern you take the knowledge that you have gained and pass it on to others. The internship program is open to all students regardless of age, race, color, gender, or religion.

## **B. Provisions**

- Students must have access to a computer, phone and an e-mail address.
- Basic operational material is provided by No Jive Productions Inc (i.e. promotional material)
- Internships are generally non-paid positions.
- School credit may be arranged with the students learning institution if desired, (Although this is not required to join the program).
- Initiating the process in order to obtain school credit is the sole responsibility of the student.
- Students earning school credit must fulfill their internship obligations.
- These obligations include completing a set amount of work hours.
- No Jive Productions Inc commits to providing an opportunity for students to complete their expected duties and meet their guidelines within their required work hours.
- Students must be in agreement with these guidelines at the beginning of each semester.
- Prior to the completion of each semester, the intern will be provided with a written evaluation of their progress.
- Each intern is required to provide No Jive Productions Inc with a written evaluation of his or her internship experience prior to the close of the semester.
- For the duration of the program, interns should obtain new skills, learn to communicate effectively, and obtain useful business contacts.
- Due to the rigorous demands of a college education, we understand that the internship may not be appropriate for all students; therefore college freshmen will be considered on a case-by-case basis.

*\* We anticipate in the near future a junior internship program involving high school, middle school, and elementary students will be instated.*

## **IV. How to Apply**

The application process of the No Jive Productions Inc Intern program has three principal components:

### **A. General Application**

Basic background information on the perspective intern and questions to determine particular areas of interest.

### **B. Student Essays**

The second component of the application process is a student essay. This section is attached to the general No Jive Productions Inc application. The essay must be completed and turned in with section one of the application.

### **C. Letters of Recommendation**

The third component of the application process consists of two letters of recommendation. The first letter must come from a teacher or professor who is familiar with the perspective intern. The second letter may come from a character reference who has dealt with the perspective intern (Not a family member). Each letter must be on company letterhead and signed by the person submitting the recommendation. Also, personal phone contact information must be included as well, so we can contact them regarding the applicant.

# Internship Application

Please fill out the following form completely and accurately. When you have completed the application. Send your application to No Jive Productions Inc , Attn: Internship Program ,PO BOX 170767, Miami, FL 33017. You will be contacted either by phone or by e-mail after your application has been reviewed. Essay Question: Why do you want to be a part of No Jive Productions Internship program?

**YOUR INTERNSHIP APPLICATION WILL NOT BE REVIEWED AND PROCESSED UNTIL WE RECEIVE BOTH APPLICATION AND THE ESSAY!**

**Send information to: PO BOX 170767, Miami, FL 33017**

Thank you for your interest in No Jive Productions Inc!

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: (     ) \_\_\_\_\_ School Phone: (     ) \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Cell/Pager/2way: \_\_\_\_\_

College: \_\_\_\_\_ Sex:  Male  Female

Grade Classification: \_\_\_\_\_ Major: \_\_\_\_\_

Please provide us with two professional references (academic advisors, professors, employers, etc.)

Reference #1

Reference #2

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Occupation/Title: \_\_\_\_\_

Occupation/Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Please rank yourself in the following categories (five being the best and 1 being the worst:)

Organization: 1     2     3     4     5

Creativity: 1     2     3     4     5

Writing Skills: 1     2     3     4     5

What aspect about No Jive Productions would interest you? \_\_\_\_\_

Does your school have a formal internship program?  Yes  No

Contact Name: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

Contact Address: \_\_\_\_\_

If your college does not offer you credit for being a No Jive Productions intern, would you still have a interest being a part of the No Jive Productions program?  Yes  No



## **V. Terms of Participation**

### **A. Length of Intern's Commitment**

A student who is fulfilling all required duties can remain in the internship program for three years. The program is divided into four "No Jive Productions Inc" levels:

Demo - a one week orientation into the program before becoming a Friend intern

- 1st year - Friend intern - learning the basics of the entertainment industry
- 2nd year - Producer intern - hands-on work utilizing the knowledge learned as a Friend intern
- 3rd year – Director intern - Director interns will work as junior coordinators assisting the regional & interest group coordinators.

No Jive Productions Inc has a commitment to its interns' education and career goals. College seniors will be assisted with their transition to the working world. Unlike many internship programs that essentially "sever" the relationship after your term is complete, No Jive Productions Inc strives to remain in contact with our grads and assist where we can toward their professional career. The entertainment industry is a people-oriented business, and any contacts or leads that we can pass on to our internship grads is a small way for us to say thank you for the hard work and commitment you have given to No Jive Productions Inc.

### **B. Leaving the Program or Termination**

A student can leave the program at any time on "good terms" if they send a written letter of resignation and give two weeks notice (time to allow No Jive Productions Inc to find a replacement). If you leave the program without notice your status will be considered the same as someone who was terminated from the program permanently. Students who are receiving school credit and leave before the end of the semester or quarter will not receive full credit for that term. If you leave under "good terms" you may re-apply to the program, (see re-applying). Any student that doesn't fulfill all the required duties of the internship program or cannot uphold the No Jive Productions Inc standards of conduct will be terminated. If you are terminated, you will be notified by phone, or with a written explanation of your termination. If you are terminated you may not re-apply to the internship program. The following are a list of examples that can be considered reasons for termination:

- Not fulfilling all assignments or projects given to you by No Jive Productions Inc.
- Conduct not consistent with No Jive Productions Inc standards, (i.e. public drunkenness, lewd or sexual misconduct, possession of a weapon etc.)
- Overstepping the boundaries of the internship program (ex. promising a record deal, a part in one of our shows or publishing deal to an artist by reason of your affiliation with No Jive Productions Inc etc)

*These are only a few examples of reasons for termination. Each termination will be judged case-by-case.*

## **C. Re-Applying**

Any student that has left the program under "good terms" may re-apply. To re-apply you must wait until the next enrollment process and send a letter requesting your reinstatement. You will not be required to submit a new student essay or letters of recommendation. Please keep in mind that due to the limited amount of slots in each city you may not be reinstated immediately, but you will be placed at the top of the waiting list. Once you are reinstated your term will continue from the point that you exited, (ex. if you left the program with six months left of your two year term, your reinstated term will be for six months.) The limit on re-applying is two times on "good terms", after which you will no longer be eligible to re-apply to the internship program.

## **VII. FAQs**

### **A. Frequently Asked Questions**

In this section, we have listed the questions that are most frequently asked about the No Jive Productions Inc internship program. If your question is not addressed here, or if you simply want more information, please write or send an e-mail to [info@nojiveproductions.com](mailto:info@nojiveproductions.com). As the program grows more questions will be added to this section.

#### **Questions:**

1. Do students get paid for being in the intern program?
2. Can interns send demo tapes in to us directly?
3. Will the interns duties vary?
4. Can an intern be in more than one interest group at a time?
5. Can siblings both be in the intern program at the same time?
6. How will interns be able to share their ideas with the staff at No Jive Productions?
7. Can the interns approach the No Jive Productions talent/artist(s) at various shows and hand them material?
8. How do I join the program?
9. Who do I report to?
10. Will I be hired at No Jive Productions Inc after I graduate?
11. Will I be able to listen to demo tapes?
12. What type of plays/event will No Jive productions produce?

#### **Answers:**

**1. Do students get paid for being in the intern program?** No, the No Jive Productions Intern program is a non-paid program. However, if the school or university the intern attends offers course credit for the program, they may receive credit for being in the program.

**2. Can interns send demo tapes in to us directly?** Yes, when an intern sends in a demo, it will be handled with top priority. The demo should come with a review from the intern who sent it. Also, for those interested, interns will be asked to review tapes sent to them by the No Jive Productions staff.

**3. Will the interns duties vary?** Yes, the duties will vary depending on which and type of project. Some duties will include passing out postcards, taking an artist to an in- store appearance at a record shop, handing out cassettes at various events in their particular city, etc.

**4. Can an intern be in more than one interest group at a time?** No, depending on the intern's particular interest, they can be in only one interest group at a time along with their geographical group.

**5. Can siblings both be in the intern program at the same time?** . Yes, siblings can both be in the intern program at the same time, as long as both complete all of the requirements needed to gain admission.

**6. How will interns be able to share their ideas with the staff at No Jive Productions?** There will be several ways that an intern can communicate with the staff at No Jive productions. First, they can write to us. Second, they can send us electronic mail. Third, they can submit any question they have through the No Jive Productions Newsletter. The policy will be to answer an interns question in a 48- hour time frame, whether we call them or send them electronic mail back in response to their question.

**7. Can the interns approach the No Jive productions talent/artist(s) at various shows and hand them material?** No, whenever an intern is at a concert with a No Jive Productions artist(s), they should not approach them and hand them any music material or solicit anything from the talent or artist(s).

**8. How do I join the program?** To join the program, you must be enrolled and in good standing academically in college. You must fill out the general application, answer the essay question, and submit two letters of recommendation one from a teacher or professor and the other from a non-family character reference (i.e. business professional, mentor).

**9. Who do I report to?** You will report directly to the coordinator(s) of your region, and /or interest group followed by the Home Staff at No Jive Productions.

**10. Will I be hired at No Jive Productions after I graduate?** There is no guarantee of employment once your internship ends, however, No Jive Productions is committed to assisting in your transition towards your professional career.

**11. Will I be able to listen to demo tapes/demo reels?** . Yes, for those interested, we will periodically send out demo tapes for review. Once the intern listens to the demo, we will expect the intern to write a review of the tape and send that review back with the demo tape.

**12. What type of plays/event will No Jive productions produce?** No Jive Productions Inc is a not for profit tax exempt organization that sponsors motivational, educational and theatrical presentations, but we will also look to produce anything that is good and appeals to our core audience(s).

## **VI. Governing Policies**

### **A. No Jive Productions Standards**

No Jive Productions has standards that all staff members and interns must uphold. The dedication that we place on our work will reflect in everything we do. We strive to be the production company that raises the bar on industry standards. Musically, creatively, artistically, and business-wise, our principles will set the tone that others will want to follow. Please use the following list not only as a guide but as an "attitude" towards your internship.

1. Strive for perfection.
2. Approach all your internship duties with passion, it will reflect in your work.
3. Think outside the box. There are many ways to complete tasks.
4. Work towards company goals. As the label prospers, individual efforts will be rewarded.
5. Be thorough with your work; develop a sense of purpose and responsibility to your duties.
6. Use your resources, take advantage of your surroundings.
7. Never assume, always ask for guidance and clarification.
8. Be professional in your manner.
9. Understand your capabilities, work to enhance your skills as well as being realistic in setting goals.
10. No experience is wasted unless you fail to obtain the knowledge.
11. Understand the importance of good public relations and treat others with respect.
12. Always have a "can do" attitude.