Antlers & Acorns, The Boone Songwriters Festival
September 4-9, 2023

Held for one week each September in Boone, North Carolina, Antlers & Acorns brings gifted songwriters and music lovers to the beautiful Blue Ridge Mountains for a weeklong creative celebration of Americana music.

The festival’s organizers seek interns from several areas of communication to help orchestrate the event in the following ways:

• Improve local/regional awareness of the festival
• Increase ticket sales and participation
• Secure earned media in both print and broadcast
• Create ads for print/broadcast/social media
• Increase and improve communication through Direct Email
• Secure quality items for Artist’s Swag Bags
• Direct marketing to Parents of ASU Students
• Create and orchestrate #takethebuswithus sustainable public transportation campaign
• Improve direct communication with songwriters and musicians in festival
• Identify hotel partners, create and promote packages
• Identify Outdoor Activity Partners, create and promote packages
• Create and orchestrate Welcome Team for each venue during festival
• Create and orchestrate Marketplace Team during festival

Qualifications

• Excellent communication skills
• Critical thinking skills and adaptability
• Attention to detail and organizational skills
• Team and leadership skills
• Technical skills appropriate for the position, including writing, audio/video production and/or advertising/marketing

Benefits

Music festival production experience and tickets to the festival’s shows at the Appalachian Theatre.

Schedule

Flexible and tracked/documentated to meet the University’s requirements for internship credit.

Contact

Shari Smith
sharismith@workingtitlefarm.com