

Kultur

CREW

Welcome to KulturCrew

Dear students,

Congratulations - you have been appointed team member of your school's KulturCrew! This gives you influence over the cultural scene at school. You will help make sure that everyone - artists, students, teachers, parents and local people alike - benefits from the cultural events taking place at your school.

Culture is an important part of our identity. The more different cultures we get to experience together and individually, the better we learn to understand and appreciate each other and the surrounding world. Culture equals excitement and fun, and is both educating and cool.

Your finest assignment as the KulturCrew will be to create a positive atmosphere around upcoming events, ensuring that students and teachers are ready to take in and enjoy the show - even if it sounds strange or boring or weird to them at first.

The KulturCrew is a unit beyond the class, and artists as well as teachers and other students will rely on your responsibility. It is important that you remain open and positive and at the same time have lots of fun and remember to lean on each other in the process.

This guide will help you get your KulturCrew assignments started. Your contact teacher and perhaps the school principal can help you suss out how to approach the tasks specifically relevant to your school.

The first part of the guide is a description of how the KulturCrew project started, what kind of work and tasks it involves, and how it applies to you now as well as in the future.

Next, the folder informs about the three main divisions of the crew, namely:

Hosts - receive the artists, supply them with food and drink, and maybe introduce them on stage in front of the audience.

Technicians - help with chair arrangements and building the stage, help carry equipment, and maybe help with the setup of lights and sound.
PR-crew - make sure the event is advertised and followed up, for instance with posters, interviews, photos and articles.

The back of the folder holds a checklist to consult before and after each arrangement. Not all items on the list will be relevant at every event, so make sure you review and match it to the event at hand, and find out who wants to do what. Maybe you have additional items to check.

We also made room for any photos, articles or other work related materials you might want to save.

Please enjoy!





KulturCrew

Hosting crew

Technician CREW

PR CREW

Checklist

NOTES, ARTICLES AND PHOTOS

KulturCrew

Behind the project

The KulturCrew project was initiated by three Danish cultural skill centers: Teater Centrum, Dansens Hus, and LMS – Levende Musik I Skolen. The aim of the project is to get the senior students – you! – involved in the cultural events at school.

What is in it for you?

Being appointed a KulturCrew team member gives you influence and certain responsibilities at some of the cultural events taking place at your school. You can help create good experiences and have an impact on the cultural scene.

The KulturCrew teaches you skills that you can use in other contexts. Hosts learn to speak in front of an audience. This comes in handy at job interviews, exams, and in most jobs. Technicians learn to be fast and efficient, and see what working as a stage help is all about.

PR-crew practice their ability to communicate things the right way, which can be helpful in other school work and many jobs. It is also a good chance to meet lots of professional artists who could potentially influence your career choices. And your work as part of the KulturCrew can go on your resume later when you apply for positions elsewhere.

Most importantly, you are not going to practice merely one set of skills but all of them! In the process, you learn how to cooperate across grade, gender, friendships, and student/teacher boundaries - while having lots and lots of fun, of course!



Your role

As part of the KulturCrew, your role is that of a co-organizer. An organizer plans and closely monitors the event, making sure everything works. At your school, the event could be a concert or a play, for instance.

The KulturCrew is not expected to handle booking, nor dates and reservations; these things will be seen to by your contact teacher in cooperation with the artists and cultural centers. Your main focus will be preparations and announcing the event at school, not to mention being a helpful host to the artists in case they need your assistance. When you have settled into your role, you could also aim at partaking in the selection of cultural events scheduled to take place at your school.

The KulturCrew makes an impact at school, because

- You are the active intermediary between your school – parents, teachers, and students – and the event.
- You are the future organizers of cultural events.
- You help make the artists feel at home at your school.
- You help improve both your school and the cultural events.
- You are your contact teachers' new collaborators.



Work assignments

In this folder you will find detailed descriptions of the three main divisions of the KulturCrew: Hosts, technicians and PR-crew. The back of the folder holds a checklist that you can consult to make sure everything is being handled.

Work out amongst yourselves whether you prefer to have set roles throughout the year, or you wish to distribute tasks and assignments from scratch with every new event. It is entirely up to you and your contact teacher how you approach this - the important thing is that all tasks are covered and carried out in the best possible fashion each time.

Before each arrangement, you and your contact teacher will have planning sessions where you work out the allocation of assignments amongst you. When you have experience from one or two held arrangements, you could agree to mold your future events around a more fixed routine, making the job easier with every run. Thorough planning and smooth cooperation is half the job, after all.

The direct route to culture and volunteering

Interested in more volunteer work? There are a lot of options if you want to carry the torch even further in the name of culture. A good example would be the Roskilde Festival - it employs and engages the help of 30.000 volunteers every year. Mostly all Danish sports clubs are run by volunteer coaches, and the culture scene in general often relies on the assistance of both young and old volunteers giving a helping hand in their spare time.

Ask your local sports club or cultural center if they need help, or check these pages for volunteer work:

www.friviligtjob.dk
www.jobindex.dk/job/oevrige/frivilligt
www.urk.dk



The hosting crew

You can assign one or more people to the hosting crew, or even combine the role of hosting with tasks from the PR and technician crews. The finest assignment of the host is to create a positive atmosphere around the artists, making them feel right at home. Hosting is easy - just be fast on your feet and ready to help. Smile and show them around. Make sure that there is a nice place for them to stay, and provide them with snacks and drinks. And finally, welcome the audience before the event. Should you fall ill or otherwise be incapable of carrying out your hosting tasks, it is of extreme importance that you delegate your work to another KulturCrew team member. Make sure in advance that you know which one of your team members is your back-up.

The tasks

The tasks vary from event to event. Some of them have to be settled with your contact teacher or even the artists themselves. Before each event, your contact teacher will receive word from the artists about their wishes and needs.

Here is a list of possible tasks:

Backstage

- Find a good backstage location for the artists, preferably close to the stage and with easy access to bathrooms.
- Make sure the backstage area is warm and pleasant.

Provisions

- Find out what the artists would like to eat and drink, if anything.
- Have your contact teacher help you decide how fancy the provisions should be. Maybe you can order something from the cafeteria, or perhaps cook something up in the school kitchen.
- Always provide water, tea, coffee, milk and sugar.
- Find out how many artists are due and provide cups and other kitchenware for all of them.
- Have food and drink ready for them in the backstage area.



Introduction

- Ask the artists if they would like you to welcome the audience and introduce the event. Some artists may not want to be introduced, and others may have specific requirements as to what should be said, so always remember to ask them.
- Check in with your contact teacher and see if there are any practical messages you need to include in the presentation. There could be issues concerning after concert logistics or time schedules.
- Write down the introduction and practice it with a microphone to get used to the situation.

On the day of the event

- Find out when the artists arrive and be ready to allocate a parking space close to the stage and backstage area, so they do not have to carry their equipment very far.
- Receive them when they arrive. A smile and a handshake will go far!
- Show them to the backstage area and point out where the bathrooms, stage, and any other important locations are.
- Make sure to show the artists where you have left food and drink for them.
- If they would like you to, welcome the audience and introduce the artists.
- Be available to the artists throughout the day.

After the event

- Go on stage and thank the audience for their participation and the artists for their act. Remember to deliver any practical messages.
- See the artists to the door and give them a proper send-off.

Cleanup

- The event is not over until the artists have left and you have cleaned up after the arrangement.
- Do the dishes and put everything back where it belongs.
- Remove any signs or posters advertising the event.



Technician crew

Generally, there should be at least two technicians. How many you choose to appoint should depend on the needs of the artists and perhaps also the school janitors. It is possible to combine technician tasks with those of the PR-crew – to a certain extent. But you need to arrange it carefully in advance.

A technician's finest job is to see to it that things run smoothly. That there are enough seats. That the stage fits the needs of the artists. That the lighting is sufficient, and there are enough hands to help the artists handle their gear.

Should you fall ill or otherwise be incapable of carrying out your technician tasks, it is of extreme importance that you delegate your work to another KulturCrew team member. Both the artists and your school are counting on you.

The tasks

Tasks may vary from event to event. Some issues need to be settled with your contact teacher or even the artists themselves. Before each event, your contact teacher will receive word from the artists about their wishes and needs concerning stage size, blackout drapes and the like.

Here is a list of possible tasks:

Signage

- Make arrangements with the contact teacher and hosting crew about signage in e.g. the school parking lot, halls, bathrooms, stage and back-stage area. This helps the audience and artists find their way around the place.
- Make signs and install them in the right places.



Stage area

- Look through the material from the artists and note if they have any specific requirements – this could be anything from location and stage to technical assistance and audience seating.
- Check the seating: Is the audience expected to sit? Where – on tables or chairs, or on the floor? How many need to be seated? How should they be placed with respect to the stage?
- Check the stage: Are there any requirements to size and build? Did the artists bring their own stage boxes?
- Check in with your contact teacher and the janitors and make sure you agree on who builds the stage and arranges the seating.
- If the audience is to sit on the floor, make sure it has been cleaned beforehand.

Technical assistance

- Most artists need electricity, sockets, and extension cords. Make sure that extra fuses, outlets and extension cords are available.
- Do the artists want blackout? Blackout means a completely dark room, like a cinema. Sometimes the windows need to be covered in order to darken the room. Check in with the janitor and find out what you can do.
- Make sure that the AC and other potential sources of noise are turned off before the event. Ask the janitor or the service manager.
- Usually, the artists will bring their own lighting and sound system, but sometimes they need help setting it up. Ask them if they would like your technical assistance.

Extra hands

- Ask and see if the artists need your help unloading and carrying gear to and from the stage area. How many extra hands do they need?
- Ready yourselves to stand in and help as soon as the artists arrive.
- Prepare to stand ready as soon as the show is over as well, but ask the artists – maybe they would like a cup of coffee before they leave.



Technician crew

PR crew

The number of team members in the PR crew is not necessarily fixed. Because a lot of the tasks are handled prior to the event, host members and technicians may also assist in PR work. Generally, you should be at least two or more in order to reach out to as many different target audiences as possible. It also furthers concept development – and having several people shooting photos and taking notes for the school magazine during the event is certainly an advantage.

As part of the PR crew, your main job is to inform teachers and students about the upcoming event and try to create an atmosphere of excitement around it. The PR crew may also assist in securing the general goodwill of parents and locals by advertising the events and giving interested parties an opportunity to appreciate and take pride in your school's cultural initiatives.

The tasks

The amount of work may vary from event to event depending on your time schedule and on how much story potential you see in it. As a minimum, you need to ensure that teachers and students participating in the event are well prepared. Your contact teacher will help you work out details on extent and execution.

Here is a list of possible tasks:

Planning

- Get together and generate ideas about the kind of PR you want to create before and after the event. Do this at least two weeks prior to the event date to ensure that you have enough time to carry out the assignment.
- Find out who your target audience is and how best to reach them. Crazy ideas are welcome!
- Check in with the contact teacher and find out if there are any particulars you need to inform students or teachers about. This could be a reminder to use the teaching materials sent by the artists.
- Define your roles and allocate tasks, and help each other with feedback regularly.
- Find useful information in the material sent by the artists. Check their home pages and maybe Youtube to find suitable photos, music and film clips to use in your PR work



Outreach

- Create posters. Consider your audience – how old are they, can they read, and what do they think is cool? Ask your contact teacher for materials to use and look for useful pictures on the artists' home page.
- Hang poster in places where the target audience is likely to see them. This could be bathroom doors, in class, or on bulletin boards in the hallway. Remember to take them down after the event.
- Announce the event at an assembly. Maybe prepare a short speech, or introduce the artist by playing some music or a Youtube clip. Arrange it beforehand with the contact teacher.
- Notify the staff room. Often, teachers prepare the students before the event and need to be reminded of the teaching materials from the artists. Ask your contact teacher what to say, and when it would be convenient to do so.
- Make flyers. If you have access to a printer or copier, you could print out photos of the artists with notes about time and place of the event. The audience can use your flyers for autographs or as a memento later.
- Write a text and include some pictures to post on StudentIntra and TeacherIntra. Have the contact teacher help you if necessary.

Get through to parents, media, locals and politicians

- Create a text with pictures to post on ParentIntra, your school's home page and in the newsletter. Do this both before and after the event.
- Consider getting in touch with the local media – newspaper, radio or TV – but only by agreement with your contact teacher. In order to not “swamp” the media, only reach out when you think you have something important and exiting at heart.

Journalism

- Interview the artists, the school principal or some of the other students about the event. You can do this before, during or after the event - and remember to take their picture!
- Take notes and shoot photos during the event. You will need this afterwards when reporting or writing articles for the school paper/home page.



Checklist BEFORE

	Who	Where	When
Host crew	Find out what kind of food and drink the artists want.	Main responsible: Other:	
	Make sure the backstage area is prepared for the artists.	Main responsible: Other:	
	Provide food and drink for the artists.	Main responsible: Other:	
	Set up food and drink in the backstage area.	Main responsible: Other:	
	Welcome the artists, point them to a parking space and show them around.	Main responsible: Other:	
Technicians	Make and hang posters guiding to the stage, backstage and restrooms.	Main responsible: Other:	
	Arrange the seating according to the artists' wishes and by agreement with the janitor.	Main responsible: Other:	
	Make sure there are extra extension cords, sockets and outlets near the stage.	Main responsible: Other:	
	Handle blackouts if necessary. Check with the artists and janitor.	Main responsible: Other:	

	Who	Where	When	
Technicians	Make sure the bell does not ring during the event.	Main responsible: Other:		
	If needed, help the artists carry and rig their gear.	Main responsible: Other:		
PR crew	Make event posters.	Main responsible: Other:		
	Hang posters.	Main responsible: Other:		
	Prepare a live introduction of the event/artists, i.e. speech, rap or theatre.	Main responsible: Other:		
	Present the event/artists at an assembly or in class.	Main responsible: Other:		
	Notify the staff room about the event.	Main responsible: Other:		
	Make flyers for students and parents.	Main responsible: Other:		

	Who	Where	When
PR crew	Pass out flyers.	Main responsible: Other:	
	Write and post a notification about the event on StudentIntra.	Main responsible: Other:	
	Write and post a notification about the event on ParentIntra.	Main responsible: Other:	
	Write and post a notification about the event on TeacherIntra.	Main responsible: Other:	
	Write and post a notification about the event	Main responsible: Other:	
	Contact local media and tell them about the event if your contact teacher authorizes it.	Main responsible: Other:	

PR crew

Checklist DURING

	Who	Where	When		
Host crew	Welcome the audience and introduce the event on stage. (Check with your school and the artists first)	Main responsible: Other:			Host crew
Technicians	Be available to the artists during the event.	Main responsible: Other:			Technicians
	Take pictures of the concert.	Main responsible: Other:			
	Take notes meant for later articles and reviews.	Main responsible: Other:			
PR crew	Interview the audience or artists.	Main responsible: Other:			PR crew

Checklist AFTER

	Who	Where	When	
Host crew	Go on stage and thank the artists. (Check with your school first)	Main responsible: Other:		
	See the artists to the door.	Main responsible: Other:		
	Clean up the back-stage area; do dishes etc.	Main responsible: Other:		
Technicians	If needed, help the artists carry and pack their gear.	Main responsible: Other:		
	If needed, help the janitor take down the stage and put back chairs.	Main responsible: Other:		
	Take down guide signs and posters.	Main responsible: Other:		
PR crew	Write an article for the school newsletter, intranet or home page.	Main responsible: Other:		



Notes, articles and photos

Insert your own material here – things you think will help and inspire your work as the KulturCrew.

This could be ideas, articles, photos, agendas or reports from your work and sessions.

Things belonging to the specific crews and team members - like electrical manuals, journalism, and food recipes – should be kept in the relevant crew tabs.