Welcome to the 2021 Minnesota Fringe Festival! We couldn’t be more pleased to have you along for the ride.

This handbook is going to be full of magic and answers. If you don’t find what you need here, you can contact Fringe’s Artist Liaison Amber Bjork at amber@fringefestival.org. This handbook is NOT a secret! Share it with your cast, crew, and anyone who will benefit from the info.

THIS HANDBOOK IS COLOR CODED!

Orange text information titles are important for ALL FESTIVAL PARTICIPANTS.

VIRTUAL SHOW PRODUCER information titles are in violet text.

IN-PERSON INDEPENDENT PRODUCER information titles are in teal text.

Underlined texts contain hyperlinks.
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COMMUNICATIONS

You will receive regular updates from Amber in the form of Producer Newsletters. They’ll contain important information about deadlines, rules, events, and resources. Please add amber@fringefestival.org to your address book so you'll always receive the latest information. You will 100% want to read those!

The producer is the individual listed on the registration and the primary contact on all communications with Fringe. If you are submitting more than one production, you will have multiple email addresses receiving communications and are responsible for maintaining them all. (Multiple submissions are new this year. For more on this, please refer to the information on page 5.)

Please respond to any personalized/direct communication from Fringe staff within a 24-hour turnaround time. If we get radio silence from you, we'll assume you are ghosting us and are no longer interested in producing, which could result in your show getting pulled.

A reminder: your producer, producer contact email, and company name cannot be changed for any reason.

MINNESOTA FRINGE STAFF

Dawn Bentley, Executive Director
Dawn is happy to talk about Minnesota Fringe mission and goals, strategic priorities, and finances. She is available to answer general festival and programming questions. Dawn also manages sponsorship and press relationships year-round. dawn@fringefestival.org

Amber Bjork, Artist Liaison
An active theatre artist in the Twin Cities and your personal oracle, she knows the answer to any question you have as an artist in this festival…or knows someone who does. amber@fringefestival.org

Kaitlen Osburn, Audience and Volunteer Services Director
During a typical Festival, Kaitlen runs our biggest front-of-house party overseeing dozens of house managers and hundreds of volunteers. During a mostly virtual Festival, she’s still kicking butt behind-the-scenes keeping patrons happy online and mailing out all button purchases with love. kaitlen@fringefestival.org
FIND US

Fringe HQ is located in Northeast Minneapolis in the Grain Belt Bottling House. We are mainly working from home, but if you need to mail something in, you can send it here.

79 13th Avenue NE Suite 112
Minneapolis, MN 55413
Telephone: 612-460-8067
www.minnesotafringe.org

Our business hours are 10am – 5pm Monday through Friday throughout the year. Because of the pandemic, we are often working from home, but someone is in the office at some point daily. If you want to stop by the office, please call or email us to make an appointment.

BE SOCIAL

Tag, tweet, and post away! Minnesota Fringe has tens of thousands of digital followers and subscribers. Take advantage of these additional eyes by tagging us when you’re letting our followers know what you’re doing, and so we can help promote your work:

- Facebook: www.facebook.com/mnfringe
- Instagram: @MNFringe
- Twitter: @MNFringe
- Hashtag across all platforms: #MNFringe
- Youtube: www.youtube.com/MNFringe
THE 2021 FRINGE CALENDAR

January 15: Submissions for 2021 Minnesota Fringe Festival opens

February 27: Crooked Pint Patron Lottery Night!

April: Online Unified Auditions

April through June: Virtual Marketing Help Sessions (scheduled as needed)

May 15: Submissions for the 2021 Minnesota Fringe Festival closes.

May through June: Producer Workshops

June 1: Artist Questionnaires Due

June 1: IPIP and Virtual Live performance dates / times due

June 30: Deadline for requests for accessibility services

July 1: Website launches and ticket sales begin

July 20: Unlisted YouTube links due for all Virtual Shows

Early August: Online Previews

August 5 - 15, 2021: MINNESOTA FRINGE FESTIVAL!

TBD: Golden Lanyard Awards

September 1: Payout checks mailed
ALL SUBMISSIONS ACCEPTED

There is no lottery this year; anyone may register their virtual offering for the Minnesota Fringe Festival taking place at www.minnesotafringe.org, August 5 - 15, 2021!

NEW THIS YEAR: ARTISTS CAN SUBMIT MULTIPLE SHOWS...BUT THERE’S A CATCH
While one company/artist may submit multiple productions, our technology does have some limitations. Each show submitted must be attached to a unique email address. Each production will have its own producer panel and show page which can be partially customized by the artist (see below). This requires a unique login that only belongs to that show. If you want to submit two, three, four shows, that’s fine, but you will have to have that many email addresses to maintain them. Artists are responsible for answering all Fringe communications with regard to the corresponding show, and only that show, sent to the associated email address.

Each individual production listing with its unique email address must pay a separate registration fee.

PRODUCER PANEL / SHOW INFORMATION AND IMAGE
You will create a password protected username to log into our website when you register your show. Your producer panel is mission control where you tell us more about your show now, and where you will update your show page once ticketing goes live. Your producer panel will contain a lot of collateral, including PDFs of mandatory paperwork, marketing information, this handbook for reference, and other resources. It is also where you’ll upload your show image and show description for your individual show page.

Each show has a show image that will consistently be shown alongside your title and company name on our site. Show images should have a 3:2 ratio (wider than tall). If your image doesn’t fit the ratio, it will appear stretched or cropped when uploaded into the website. There will be a chance to preview how your image will appear on the website and change it if need be.

INFO GATHERING FORMS DUE ON JUNE 1
We will ask you specific questions about your show to anticipate marketing needs on the forms in your producer panel. The more information you can provide, and the sooner you fill out the forms as they’re available, the better we can serve you and your audience! These forms will also help us to build your show page on the website so it can go live to audiences by July 1.

For a detailed list of the information required, please reference the unique requirements in the Virtual Shows or In-Person Independently Produced sections of this Handbook.
W-9 FORM DUE ON JULY 1

A W-9 MUST be submitted to us by July 1, 2021 in order to participate.

Submit ONE W-9 form for your production. If you have a company with an EIN, fill it out with your company name or the name of the individual to whom the EIN is attached. Most producers do not have an established company and EIN—in this case, use the name and SSN of the person (usually the producer) who will receive the payout check at the end of the festival. That person is responsible for paying taxes on the payout.

Fringe issues your payout check as a self-employed contractor. We do not withhold taxes. If your show earns more than $600 in ticket sales, we send you a 1099-MISC form in January 2022 for tax filing purposes, and file it with the IRS. We don’t pay taxes on that money; it’s your responsibility to do so.

PAYOUT

Payouts will be sent as a physical check by September 1 to the producer or company listed on the production’s W9. It will be accompanied by a breakdown of tickets sold.

ARTIST COMPS

Producers will receive 10 unique complimentary ticket codes for their own show to be distributed as they wish.

VIRTUAL UNIFIED AUDITIONS

Fringe will put out a call for virtual auditions in April. Fringe will gather video auditions, headshots, and resumes from artists and make this information available to producers.

WORKSHOPS

Fringe provides workshops for all producers on topics including marketing your show, YouTube implementation, and more. You’ll find a list of our workshops on your producer dashboard, and we’ll keep you informed as more information arises.

ONLINE PREVIEW

We will host an online preview showcase(s) to give audiences a sneak peek of some shows in the Festival. Online previews are 2 minutes each and can be anything from a snippet of your show to an informal announcement about the show itself. To see examples of previews, check out our YouTube channel.

Preview sign-ups will be announced at the beginning of July.
MARKETING AND PRESS

Much of your individual show marketing will happen on your show page. See [Producer Panel / Show Information and Image]

When it comes to press, we’ll handle all promotion of the overall Festival. We will ask you questions on the online forms to tell us more about your show’s themes and your creative team. This helps us highlight you in outreach to general and niche publications.

One thing to remember as we get closer to Festival time: if a member of the press or media reaches out to you, they want to cover your show and it’s an excellent opportunity for free marketing. TAKE THAT CALL / ANSWER THAT EMAIL!

Even though Fringe will push your show to press outlets, all producers are encouraged to promote and market their own individual shows through their own social media platforms, websites, and mailing lists.

REVIEWS

Audience reviews are hosted on our website, and embedded on your show page. This can be a good grass-roots way to market your show, so encourage your audiences to write a review if they enjoyed what they saw.

Keep in mind that critical reviews are allowed, and that can include negative reviews. Patrons are allowed their opinions, even if they don’t like what they see. We won’t remove negative reviews, but we will remove a review for the following reasons:

● You or someone involved in your show reviewed your own show
● The review uses profanities
● The review is unintelligible
● The review compares your show to another show, or recommends another show over yours
● The reviewer attacks or writes inappropriate remarks about an artist’s appearance or personality (i.e. they can say the costume was ugly or the acting was bad, but they cannot say the actor is ugly or the actor is a terrible person).
● The reviewer was not at your show.

Press and media outlets may also review your show. We’re continually looking out for media coverage, but it doesn’t hurt to let us know if your show gets covered or reviewed! We love featuring coverage on our Fringe in the News page.
PERMISSIONS

Copyright: Recorded Music

If your performance uses recorded music covered by copyright, it is your responsibility to secure the rights to use that music. YouTube has an algorithm that looks at the electronic signatures buried in recorded music to ascertain if songs are held under copyright. **YouTube has the right to block or mute your video stream if it detects you are using copyrighted music.** Please remember that even recorded classical or folk music may be under copyright by the orchestra or individual for their recording of it. It is highly recommended that you do not use copyrighted music in your virtual show.

Copyright: Scripts and Librettos

If you are performing a published script, it is your responsibility to secure the rights. If you are making changes to a published script (i.e. cutting it to fit into an hour), it is your responsibility to gain permission from the publisher.

Copyright: Resources

If you have further questions about just how far you can take copyright into parody or quotation, here are some resources:

- The U.S. Copyright Department – Fair use particulars, which varies case by case.
- Stanford University – resource on copyright, public domain works and the permission-granting process.
- Project Gutenberg – a collection of public-domain literary works available.
- Creative Commons – a nonprofit offering guidance on sharing and licensing your creative work.
- ASCAP and BMI - licensing of most commercially-recorded music.

THE FOLLOWING PAGES 9-11 ADDRESS ARTISTS SUBMITTING VIRTUAL SHOWS FOR ONLINE VIEWING.

FOR ARTISTS SUBMITTING AN IN-PERSON INDEPENDENTLY PRODUCED SHOW, SKIP TO PAGE 12.
VIRTUAL SHOWS

There is no lottery this year; anyone may register their virtual offering for the Minnesota Fringe Festival taking place at www.minnesotafringe.org, August 5 - 15, 2021! Virtual shows may be live or pre-recorded productions that can be accessed by Fringe patrons on our website.

HOSTING THROUGH YOUTUBE

Artists must have and maintain their own free YouTube account to host their content. YouTube’s platform is the most economical for all artists and the most versatile for those with more technical savvy, while also working seamlessly with the Minnesota Fringe website. Producers will be responsible for uploading or streaming their own content using the “Unlisted” option on that account in a way that is accessible to Minnesota Fringe (see below). Don’t worry--if you have questions on how to make this happen, we’ll be holding virtual workshops!!! Final unlisted YouTube links to recordings and timed live streamed events will be due no later than July 20.

YouTube does have rules and regulations regarding copyright material. It is the responsibility of the artist to present original content or gain the rights of all music or scripts used. This must be negotiated by the artist with the material’s rights holders and YouTube. Minnesota Fringe does not have incidental coverage or negotiation for online use. Violation of YouTube’s copyright rules could result in your video being muted. Please see copyright information on page 8 for more information.

SHOW PAGE - STREAMING LIVE ON MINNESOTAFRINGE.ORG

Each show will have its own dedicated page on the Minnesota Fringe website, much of which can be customized by the artist. This page will hold your show’s image, information, tip jar (new/optional), reviews, and ticketing gateway. (To see an example of the show pages, check out the 2019 Festival Page on our website.)

NEW THIS YEAR FOR VIRTUAL PERFORMERS: This year, your show page will also have a “watch” tab that appears after a patron has paid for a show on which they can view the content. This will pull directly from an artist’s YouTube feed, and allows the audience to find each Festival show quickly, easily, and within reference to the other Festival offerings.
INFO PROVIDED BY VIRTUAL ARTISTS
Artists in the Festival will be sent an Artist Questionnaire due by June 1. Artists must provide the following information:

- Title
- Producer/Theater Company
- Photo
- Short description
- Cast
- Age appropriateness
- Warnings for nudity, language, violence, triggers
- Type of offering: Live/Recorded
- Performance length
- Dates and times (if live performance)

LENGTH OF PERFORMANCE
Your live performance, recording, or archival footage may be of any length. In pandemic times, audience surveys show that 30 minutes is optimal for live performances. Once a patron has paid for a recorded show, they will be able to access it at any time, so recorded and archival footage productions can be started and stopped as the patron needs.

PLANNING AND TECHNICAL DIFFICULTIES - LIVE PERFORMANCES
We know that technical issues may arise on the night of a live performance. If something goes awry and you experience technical difficulties, we will not be able to reschedule your performance. Please rehearse your streaming procedures and be ready to roll at your scheduled date and time and have a contingency plan for informing your audience to stand by or take steps (like reloading the page) if they need to.

Plan to start your live feed at least 10 minutes earlier than you actually begin the show to let the audience “load in.”
ACCESSIBILITY SERVICES
Minnesota Fringe has received a grant to provide a limited amount of accessibility services and we are proud to do so for those who have an interest in opening up their productions to a larger audience. This service is provided free of charge, and the file will be yours to keep.

- If you would like your pre-recorded performance close-captioned, please send a copy of your script in Word or PDF form and an MP4 of your performance to amber@fringefestival.org by June 30.
- If you would like your pre-recorded performance to be Audio Described, please send an MP4 recording for our audio describer to work with to amber@fringefestival.org by June 30.

Your captioned or transcribed video will be returned to you within 3 weeks.

Minnesota Fringe cannot provide accessibility services for live events.

YouTube does have limited closed captioning capability for recorded video and livestream. The quality of the captioning may vary. If you want captioning on your pre-recorded video, we encourage you to take advantage of our accessibility services. You can find more information on YouTube's captioning services here.

TICKETING, FEES, AND TIPS!
Artists pay a $50 registration fee per listing. Audiences will pay a one-time $5 button fee to access the online Festival list. Tickets will be $10 per show, of which artists will retain 75%. Minnesota Fringe will retain 25% of ticket sales to cover the cost staff hours in marketing, communications, hosting, workshops, and implementation.

NEW THIS YEAR: Each artist will have the option to include a “tip jar” onto their show page that links directly to their PayPal/Venmo/Zelle/other payment site where audiences can contribute to the art beyond the ticket price. This “tip jar” will not be monitored by Minnesota Fringe, and therefore all proceeds there go directly to the artist (all tax reporting will be the responsibility of the artist).

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IN-PERSON INDEPENDENTLY PRODUCED SHOWS (IPIP)

TRULY INDEPENDENT
IPIPs will be responsible for all physical aspects of their performance—venue, seating, accessibility, restroom access, box office staff—as well as providing proof of liability insurance and a COVID preparedness and implementation plan (a working template will be made available). IPIPs may have up to 11 performances within the festival dates—August 5 - 15, 2021—and set their own performance times provided they begin on the hour or half hour (:30).

INFO PROVIDED BY IPIP ARTISTS
Artists in the Festival will be sent an Artist Questionnaire due by June 1.

Artists must provide the following information:
- Title
- Producer/Theater Company
- Photo
- Short description
- Cast
- Age appropriateness
- Warnings for nudity, language, violence, triggers
- Performance length
- Dates and times
- Location and directions
- Proof of Liability Insurance
- COVID preparedness implementation plan
- COVID-appropriate seating capacity
- Contract for COVID alert / contact tracing information.

LENGTH OF PERFORMANCE
In-Person Independently Produced performances may be of any length.

PLANNING AND TECHNICAL DIFFICULTIES - LIVE PERFORMANCES
We know that technical issues may arise on the night of a live performance. If something goes awry and you experience technical difficulties, we will not be able to reschedule your performance.
TICKETING, FEES, AND TIPS!
Artists pay a $50 registration fee per listing. Audiences will pay a one-time $5 button fee to access the online Festival list. Tickets will be $10 per show, plus a $3 reservation fee. Artists will retain 75% of the ticket price and 50% of the reservation fee. Minnesota Fringe will retain 25% of ticket sales to cover the cost of staff hours in marketing, communications, hosting, workshops, and implementation, as well as 50% of the reservation fee to cover staff hours in audience communications, inventory management, and will call reporting. (For capacity and purposes of contact tracing, Minnesota Fringe does not allow door sales for IPIP shows. More below.)

Presales cut off at midnight proceeding the day’s performance(s).

NEW THIS YEAR: Each artist will have the option to include a “tip jar” onto their show page that links directly to their PayPal/Venmo/Zelle/other payment site where audiences can contribute to the art beyond the ticket price. This “tip jar” will not be monitored by Minnesota Fringe, and therefore all proceeds there go directly to the artist (all tax reporting will be the responsibility of the artist).

ALL TICKETS MUST BE PRESALES THROUGH YOUR MINNESOTA FRINGE SHOW PAGE. Independent Producers will receive a daily pre-sale list that they can use for admission check-in. This will:

- Avoid over-selling your capacity and keep you and your audience safer
- Avoid the exchange of cash or prolonged patron/box office person contact
- Allow Fringe to collect patron information in the event that contact tracing is needed.

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MINNESOTA FRINGE VALUES

LAND ACKNOWLEDGEMENT

At Minnesota Fringe, everyone is welcome. Together, we are allies, neighbors, friends, artists, and theater-enthusiasts. We celebrate all we have been given and strive to honor our relationships and shared connections by paying forward all that we can, and by identifying inequities in our organization and working to change policies that don’t support our mission of providing free, diverse, and inclusive artistic expression for all.

Every community owes its existence and vitality to generations from around the world who contributed their hopes, dreams, and energy to making the history that led to this moment. Some were brought here against their will, some were drawn to leave their distant homes in hope of a better life, and some have lived on this land for more generations than can be counted. Truth and acknowledgment are critical to building mutual respect and connection across all barriers of heritage and difference. In that spirit, we acknowledge what has been buried by honoring the truth of our land:

Minnesota Fringe’s offices and venues stand on the traditional, ancestral, and contemporary lands of the Anishinaabeg People. This rich, fertile, beautiful land has a complex and layered history and it holds great historical, spiritual, and personal significance for its original stewards. We recognize that we are beneficiaries of this land, which was ceded by the Dakota and Ojibwe peoples and purchased by the US Government in the Treaties of 1837 and 1851. The Dakota people only received a fraction of the money they were owed for their land.

From this place of acknowledgement and truth, we extend our hands and hearts to the Indigenous nations of the Dakota, Lakota, Ojibwe, Sioux, and all Anishinaabeg who made the Twin Cities their home long before the building of our cities -- and to all Indigenous people who continue to make this area their home.

Adventurous audiences are supportive audiences: we respect everyone’s personal and unique artistic journey. We invite you to consider the many legacies of violence, displacement, migration, and settlement that bring us here today.

We invite you to Fringe with kindness.

This statement is inspired by, and sections of it are borrowed from, the land acknowledgements of: Edmonton Fringe, United States Department of Arts and Culture, University of Minnesota - Duluth, University of Minnesota - IAS
OUR COMMITMENT TO ANTI-RACISM

We at Minnesota Fringe understand that systemic racism, white privilege, and white supremacy exist. Racism is insidious, complex, and dehumanizing to all it touches. It is intrinsically tied to the development of our country, our society, and our art. Our beloved Twin Cities remain in a state of social unrest as our community navigates the aftermath of George Floyd's murder (and Philando’s, and Jamar’s, and Breonna’s, and Ahmaud’s, and…). Deep systemic inequities, marginalization, and oppression exist in all aspects of our lives. American Theater as a whole, the Fringe movement, and Minnesota Fringe are not immune to those inequities.

We believe that Black Matters.
Black Lives Matter.
Black Artists Matter.
Black Voices Matter.
Black Community Matters.

Our mission is to connect adventurous artists with adventurous audiences by creating open, supportive forums for free and diverse artistic expression. We are proud to be a platform in which first time producers and seasoned artists can mingle on our stages. Over the years, we have made efforts to ensure that Minnesota Fringe is an equitable, diverse, and non-discriminatory space, but we have fallen short. We recognize that we have not done enough to make our programming welcoming and inclusive for BIPOC, Latinx, LGBTQ+ and other marginalized artists, volunteers, and audiences. We see the lack of racial diversity on our staff and board and commit ourselves to greater diversity. We also understand that diversity needs to be more than tokenism. We need to actively work to make inclusion and diversity a priority. We cannot just sit back and wait for a diverse population to find us.

We recognize that Minnesota Fringe has upheld characteristics of white supremacy culture in the creation of our policies, procedures, and organizational culture. We recognize that regardless of our intentions, the impact of our actions, non-actions, and ignorance has been harmful to the incredibly diverse community of BIPOC, Latinx, and LGBTQ+ artists here in Minnesota. We aim to change that.

We encourage you, our community, to join us in the fight against injustice and racism. Undoing systemic inequities will take all of us. It means having uncomfortable conversations, it means taking action, it means educating ourselves. The good news is that we are in this together. Let us not miss this opportunity to make our community and our home a more just and equitable place.

We are listening, we are learning.

Visit our Anti-Racism Statement page to learn more about the next steps Minnesota Fringe is taking.

This statement is inspired by, and sections of it are borrowed from, the anti-racism statements of: Edmonton Fringe, University of New Hampshire CHHS, Willamette University, Open Book Theater Company
HARASSMENT POLICY

Minnesota Fringe strives to create and maintain an environment in which people are treated with dignity, decency and respect. The environment of the festival should be characterized by mutual trust and the absence of intimidation, oppression, and exploitation. It is the policy of Minnesota Fringe to maintain an environment free from sexual, racial, ethnic, religious, age-based, disability, sexual orientation, and gender expression harassment. Such behavior is expressly prohibited and Minnesota Fringe will not tolerate unlawful discrimination or harassment of any kind, and will take appropriate and immediate action in response to complaints or knowledge of violations of this policy.

For purposes of this policy, harassment is any verbal or physical conduct designed to threaten, intimidate, demean, humiliate, or coerce a patron, artist, staff member, volunteer, or any person working for or attending Minnesota Fringe. Harassment can be either done (in conduct) or said (in comments). Conduct or comments become harassment when they are offensive and unwelcome to others. Conduct or comments may be harassment even though the person doing or saying them thinks they are making a joke, or has the permission of all others involved. Please note: People do not always show when they are offended. If you are uncertain whether your conduct or comments will be offensive, the best practice is to refrain. We ask that participants recognize that intention is not the same as impact, and to first consider the impact that your actions or comments may have on others.

The following examples of harassment are intended to be guidelines and are not exclusive when determining whether there has been a violation of this policy:

Verbal harassment includes comments that are offensive or unwelcome regarding a person's national origin, race, color, religion, gender, sexual orientation, age, body, disability or appearance, including epithets, slurs and negative stereotyping.

Sexual harassment includes unwelcome, unwanted physical contact, including touching, tickling, pinching, patting, brushing up against, hugging, cornering, kissing, fondling, and forced sexual intercourse or assault. It also includes verbal innuendoes, suggestive comments, jokes of a sexual nature, sexual propositions, lewd remarks and threats; requests for any type of sexual favor; and verbal abuse or "kidding" that is oriented toward a prohibitive form of harassment, including that which is sexual in nature and unwelcome.

This standard will be held to all Festival participants, including producers, artists, staff, volunteers, and audience members.

Minnesota Fringe will not censor the content that you put on stage or stream virtually to our site, and we encourage stories that provoke, challenge, and make audiences question the world they live in. But within the context of your performance you must adhere to these guidelines if you interact with any persons that are not your contracted performers including--but not limited to--audience volunteers who participate in your production, passive patrons, and staff.

Your production is allowed to contain content wherein your contracted performers depict scenes of harassment, but we strongly suggest that you take this policy into your rehearsal room and make sure all performers are consenting throughout your rehearsal process. We hope that you will adhere to these policies in your rehearsals and that your artists are treated with the same respect no matter what the context of your show!

Productions whose performers violate this policy will be subject to removal from the festival and forfeit their production fee and box office percentages.