

MULTICULTURAL ADVERTISING INTERN PROGRAM



APPLICATION



PROGRAM OVERVIEW

PURPOSE

Founded in 1973, the 4A's Multicultural Advertising Intern Program (MAIP) is a 22-week national fellowship program for aspiring diverse entry-level advertising professionals. Comprised of 12 weeks of virtual "Spring Training" and a 10 week paid internship at prestigious advertising agencies, selected candidates receive real-world work experience, networking opportunities within the industry, and a valuable professional credential to better position themselves in the marketplace.

Simultaneously, the program offers advertising agencies the opportunity to access top talent and strengthens the 4A's efforts to enhance the workforce diversity of our industry.

FELLOWSHIP POSITIONS

Fellowships are available in the following disciplines:

- > Account Management
- > Media Planning
- > Art Direction
- > Production
- > Community Management
- > Project Management
- > Copywriting
- > Public Relations
- > Digital Design
- > Strategic / Account Planning
- > Media Buying

THE MAIP ADVANTAGE

In addition to a full-time paid internship, MAIP fellows participate in a series of agency sponsored professional development workshops and seminars, which provide a deeper dive into the various advertising and media disciplines. The workshops also grant fellows the opportunity to learn more about the host agency's culture through networking with agency professionals and agency tours. MAIP fellows residing in the larger markets will attend these workshops. MAIP fellows residing in smaller markets will have the opportunity to participate in alternative networking events orchestrated by MAIP alumni and agency partners.

All fellows who successfully complete MAIP will attend The Face of Talent at the end of the summer. A multi-part event, the week features an interactive leadership forum, leadership luncheon, career fair, immersion workshops, and much more. Go to thefaceoftalent.aaa.org for more information!

Comprised of over 2,700 alumni, the MAIP Alumni Association was founded by Marc Stephenson Strachan, a 1981 MAIP alumnus, to connect MAIP alumni nationwide dedicated to empowering multicultural advertising professionals with opportunities to achieve success throughout their careers. The MAIP Alumni Executive Council leads this community, organizing seminars and networking events, leveraging initiatives with organizations working towards the similar goals, and supporting the 4A's Talent & Diversity Department throughout the year.



PROGRAM OVERVIEW

SIZE AND LOCATION

The number of fellows varies each year. In 2015, 146 students were placed at advertising and media agency offices across the country.

Participating agency office locations also vary each year. In 2015, fellows were placed in 4A's member agency offices in: Atlanta, GA; Austin, TX; Birmingham, MI; Boston, MA; Chicago, IL; Costa Mesa, CA; Dearborn, MI; Detroit, MI; Farmingham Hills, MI; Kansas City, MO; Los Angeles, CA; Minneapolis, MN; New York, NY; Portland, OR; Richmond, VA; San Francisco, CA; Santa Monica, CA; Seattle, WA; St. Louis, MO; and Troy, MI.

DATES

MAIP fellows arrive in their host cities and start their fellowship in early June. All fellows will gather in New York City at the end of the program in August for The Face of Talent, our culminating ceremony and career fair.

For a list of program dates, visit: www.maip.aaaa.org



APPLICATION REQUIREMENTS

ELIGIBILITY

TO APPLY FOR THE FELLOWSHIP, YOU MUST BE:

- Asian/Asian American, Native Hawaiian or Pacific Islander, Hispanic/Latino, Black/African American, American Indian or Alaska Native, Multiracial or Multiethnic (e.g., Hispanic and Black);
- A citizen or permanent resident of the United States (visas are not accepted);
- Currently a college junior, senior, or graduate student at any accredited, degree-granting college or university, or a student attending an established portfolio school;
- Maintaining a minimum GPA of 3.0 out of 4.0;
College juniors, seniors or second year graduate or portfolio school students must meet the GPA requirement at the time the application is submitted. First semester graduate students or transfer students must meet the GPA requirement with their fall semester grades. Proof of GPA must be submitted via an official college transcript upon request.
- Able to show your passion to kick start a career in advertising through your essays.

MATERIALS / COMPONENTS

THE MAIP APPLICATION MUST BE SUBMITTED ONLINE. THE FOLLOWING MATERIALS MUST BE INCLUDED IN YOUR APPLICATION:

- Resume
- Responses to essay questions
- Response to creative assignment, if applicable
- Video Response
- Two separate letters of recommendation*
- Portfolio of work for creative applicants (ie. Those applying for Art Direction, Copywriting, and/or Digital Design)
- A current unofficial school transcript or degree audit report
- A non-refundable application fee (\$25.00) payable through 4A's website
- Proof of permanent residency if not a U.S Citizen

*Letters of Recommendation must be sent via email as a pdf to the MAIP team at maip@aaaa.org.

REMEMBER: If you change your website url, you must update it in the application.



SELECTION PROCESS AND TIMELINE

OVERVIEW

Application materials are reviewed by members of the 4A's Diversity Steering Committee, the 4A's Member Agency HR community, the 4A's MAIP Alumni Association, and other industry professionals to determine semi-finalists. All semi-finalists are interviewed by a 4A's staff member or member agency representative. After reviewing applications and interview evaluations, finalists are selected. A selection database of these finalists is then provided to agencies that have requested MAIP fellows. Participating MAIP agencies will select the fellows they would like to employ for the summer from this database. It is not possible to assign an agency according to applicant's preferences. If an applicant refuses his or her assignment, MAIP will offer the spot to another finalist and applicant will be ineligible to participate in the program.

TIMELINE

OCTOBER

Student application due.

NOVEMBER

Applications are reviewed by 4A's Agency HR representatives, members of the 4A's Diversity Steering Committee, 4A's MAIP Alumni Association, and other industry professionals.

DECEMBER

Semi-Finalist interviews are conducted by a 4A's staff member or member agency representative.

JANUARY - FEBRUARY

Fellow Selection Database is open to participating agencies.

Finalists who are selected for an internship are notified of their agency assignments.

MARCH

"Spring Training" begins.

APRIL

Travel and Housing packages are sent to fellows.

JUNE

Fellows arrive at their host agency to begin their internship.

FINANCIAL AND HOUSING INFORMATION

MAIP and its participating agencies make every effort to minimize the expense of being a MAIP fellow. Fellows are paid an hourly rate of \$10.00 by the agency. Fellows, who do not live in the area of their host agencies, may stay in 4A's arranged housing. MAIP fellows requesting travel/housing assistance will be responsible for paying \$1,200* to the 4A's toward summer housing and transportation cost. This expense can be paid to the 4A's in two installments: 1) prior to the start of the fellowship; 2) mid-way through the program or as a lump sum payment before he/she departs for his/her host city/state.

*Cost subject to change.

CONTACT INFORMATION

If technological difficulties arise while completing the application, please contact:

4A's Webmaster

E-mail: webmaster@aaaa.org

For general inquiries please contact:

Shannon Galvin

Manager, Diversity & Inclusion, 4A's

E-mail: sgalvin@aaaa.org

Charnele A. Hylton

Coordinator, Diversity & Inclusion, 4A's

E-mail: chylton@aaaa.org



APPLICATION COMPONENTS

ESSAYS

The responses to 4 out of the 6 mandatory essay questions must be submitted with your MAIP application. Each essay should be 200-300 words and submitted via the expologic application tool.

ESSAY QUESTIONS

Please review the following questions. Questions 1 & 2 are mandatory for all applicants:

1. Why do you want to be a part of MAIP and the advertising industry?
 2. Breakdown your favorite or least favorite advertisement/campaign. Discuss its execution and strategy. Did the message come across fluidly? How might you improve it?
 3. What is your personal passion? Describe what you spend hours doing even though it is not your job and why you love it.
 4. Describe something that has a major impact in your life, no matter how big or small it might be.
 5. What is your homepage when you open up your browser? Why?
 6. Identify a trend that you feel will change the future of advertising and describe how.
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VIDEO COMPONENT

Create a 2-3 minute video about what makes you unique and why you are a good fit for MAIP and the advertising industry. The video must include a 15-30 second introduction with you on camera. The rest of the video can be in any medium, including (but not limited to) monologue, stop-motion, picture collage, music video or animation. Video interviews can be uploaded to YouTube, Vimeo, Viddler or any other online video hosting service and linked to your MAIP application. Video submissions are mandatory for completion.



APPLICATION COMPONENTS

CREATIVE ASSIGNMENT

If you applying for a creative internship, please complete one assignment in the discipline you are interested in. Final assignment must be in PDF format. Students who are applying for two creative disciplines must submit one project from each discipline.

ART DIRECTION

Please select one assignment (1 or 2) from below:

1. Brainstorm on how the Xbox Kinect could be extended for a senior audience (65+). Design a promotional campaign using the appropriate media to reach your target audience. Consider all types of media. Think about apps and games that could be appropriate and appealing to your target audience that can be included in your campaign. Storyboard a video component.
2. Concept a mobile game for a brand you dislike that will make it more favorable for and useful to consumers. Define the target market (age, sex, etc.). Make sure to explain the concept of the game and why it works to achieve your goals. Include graphics (computer or hand drawn) of the cover icon, screen shots, etc.

COPYWRITING

Please select one assignment (1 or 2) from below:

1. Choose a brand and create a Facebook thread between the brand and consumers (must be at least 20 posts). Make sure to keep the tone in line with who the brand is reaching out to and their identity. It can be the actual brand or a character that is made up to represent the brand.
2. Create a fictional blog about the town or city you most want to have a MAIP internship in. Choose at least 4 spots to visit or things to do- try to add as much detail as possible about experiences, people, food and culture of each place in the city.

DIGITAL DESIGN

Please select one assignment (1 or 2) from below:

1. Create a digital experience outside of the web for your favorite brand that extends the interaction beyond that place and time.
2. Design new packaging that has more than two uses for the consumer of a well know product.



APPLICATION CHECKLIST

COMPONENTS

Please read carefully!

To be considered for MAIP, you must submit the following materials online at the following link:

- A one-page résumé
- Response to essay questions
- Video Component
- Appropriate response to creative assignment, if applicable
- Two separate letters of recommendation (Ideally, one from a recent employer and one from a professor).
 - Letters should be addressed to the MAIP Fellow Selection Committee, provide details about your work abilities, and be written on the reference's company or school letterhead. MAIP does not have a confidentiality policy for letters of recommendation.
 - Letters should be sent via email as a pdf to MAIP, maip@aaaa.org.
- An unofficial transcript or degree audit report showing your courses, grades, and cumulative GPA
- Proof of permanent residency (i.e., green card) if you are not a U.S. citizen (Visas are not accepted.) Submission of an application for MAIP acknowledges that you will be able to provide proof of residency if selected.



APPLICATION INSTRUCTIONS

PROCESS

MAIP applications and all required attachments must be submitted online. Hard copies of the application or required attachments will not be accepted.

Please note: Be sure to complete all of the following steps to submit your application. If all steps are not completed, your application will not be processed.

Step 1: Set up a MAIP applicant account at the 4A's Web site

If you are a MAIP Alumni and/or previous MAIP applicant, proceed to Step 2.

- Go to www.aaaa.org and click on the red "Log In" tab on the top right corner.
- Click "Create an Account," and enter your school e-mail address. You will be taken to a page that automatically displays your school name and address. (If your school does not display, follow the instructions on screen).
- Click on your school. When the "Enter Your Info" page displays, be sure to complete all fields. Enter "MAIP Applicant" on the professional role tab.
- When you click "Submit", you will be directed to change your password. Please remember the password you choose, as you will need it to log into the 4A's MAIP application site.

Note: You must enter your current educational institution to have a complete application.

Step 2: Go to the Event Registration section of the 4A's website.

- Login to your 4A's account.
- Go to <https://www.aaaa.org/pages/events.aspx> and click on the event, MAIP Application.
- Click on the register button. Make sure the information populated is correct and the product box is selected. Add item to cart and proceed to checkout. At this point, you will be asked to submit your payment. Please note, that you will be charged a non-refundable application fee of \$25.00. To continue with your MAIP application, proceed with check-out and fill out the requested credit card information.
- After submitting payment, an e-mail confirmation will be sent with a link directing you to the personal information section of the MAIP application.

Step 3: Complete the Personal Information section of MAIP application and upload appropriate application materials.