

MULTICULTURAL ADVERTISING INTERN PROGRAM



APPLICATION



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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 pathway 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 16 disciplines:

- Account Management
- Art Direction
- Social Strategy
- Copywriting
- Design
- Media Buying/Planning
- UX/UI
- Comms Planning
- Data Analytics/Measurement
- Creative Technologies
- Integrated Production
- Project Management
- Public Relations
- Strategy
- Human Resources (Core HR, Recruiting, and Learning & Development)
- Diversity & Inclusion

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 post-workshop 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 webinars and 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. The Face of Talent is a multi-part event that features an interactive leadership forum, leadership luncheon, career fair, immersion workshops, and much more. Visit thefaceoftalent.aaaa.org for more information!

Comprising almost 3,500 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 toward similar goals, and supporting the 4A's Talent, Equity and Inclusion team throughout the year.



PROGRAM OVERVIEW

SIZE AND LOCATION

For over 45 years, the 4A's Multicultural Advertising Intern Program (MAIP) has annually connected hundreds of aspiring diverse entry-level advertising professionals with prestigious advertising agencies nationwide. With 3,500+ alumni, MAIP maintains the largest multicultural alumni network in the industry.

Every year, the program hosts many talented fellows:

- MAIP 2019 - 235 Fellows
- MAIP 2018 - 212 Fellows
- MAIP 2017 - 209 Fellows
- MAIP 2016 - 131 Fellows
- MAIP 2015 - 146 Fellows
- MAIP 2014 - 113 Fellows

Our fellows have the opportunity to work in agencies across the country. Fellows have been placed in 4A's member agency offices in: Atlanta, GA; Austin, TX; Boston, MA; Boulder, CO; Chicago, IL; Columbia, MD; Culver City, CA; Dallas, TX; Detroit, MI; Kansas City, MO; Los Angeles, CA; Miami, FL; Milwaukee, WI; Minneapolis, MN; New York, NY; Portland, ME; Portland, OR; Richmond VA; Rochester, NY; San Francisco, CA; Seattle, WA; and St. Louis, MI.

PROGRAM 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.aaa.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;
- Available for the full fellowship period (**June - August, and Fellows selected in NYC must be available at the end of May**).
- 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 application.

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 (i.e., Those applying for Art Direction, Copywriting, Design, and/or UX/UI)
- 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

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	Virtual Spring Training begins.
APRIL	Travel and Housing packages are sent to fellows.
MAY - JUNE	Fellows arrive in their host agency markets to begin their internship. NYC Fellows will arrive late May.
AUGUST	All MAIP Fellows attend culminating events during The Face of Talent.

FINANCIAL AND HOUSING INFORMATION

MAIP and its participating agencies make every effort to minimize the expense of being a MAIP fellows. Fellows are paid an hourly rate of \$12.00 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 \$1,260* 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:
Jacquelyn Green
Senior Associate, Talent, Equity & Inclusion, 4A's Foundation
jgreen@4as.org



APPLICATION COMPONENTS

ESSAYS

The responses to 4 out of the 6 mandatory essay questions must be submitted with your MAIP application. For responses 3-6, you must pick one unique prompt for each response. Each essay should be 200-300 words and submitted via the AlumniIQ application tool.

ESSAY QUESTIONS

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

1. What's an accomplishment you're proud of, that's not on your professional resume?
 2. Where do you see the future of advertising going, and why?
 3. What's the first thing you open on your phone in the morning? Why?
 4. Tell us about a time where you changed your mind (and why) in the last three years.
 5. Describe something that has a major impact in your life, no matter how big or small it might be.
 6. Describe an ad that had a significant impact on you as a consumer, and why.
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VIDEO COMPONENT

Create a 2-3 minute video that illustrates who you are. Try to answer the question, "What do you want your agency/the industry to know about your identity?" 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. Videos 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.

Content Best Practices:

- Try to illustrate your uniqueness and fit for MAIP without explicitly saying, "I'm unique because..." or "I'm a good fit for MAIP because...".
- Think about what you want your message to be and how you want to deliver it.
- Be yourself, not what you think we want to see.
- Have fun!

Filming Best Practices:

- Make sure sound quality is good and you're in a quiet space (unless it's relevant to the video).
- Make sure lighting is even and sufficient.
- Try to keep the camera as steady as possible.



APPLICATION COMPONENTS

CREATIVE ASSIGNMENT

If you're 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 and mock-up how virtual reality could be used to educate the public on the affects of dyslexia in a person's life. Design a promotional campaign using the appropriate media to reach your target audience. Consider all types of media. Think about different ways to appeal to your target audience that can be included in your campaign.
2. A musical artist you love is re-branding and they want you to art direct their new look. Design their new look, and include assets they can use for print, billboards, album covers and/or vinyl designs, and social pages (Instagram, FB, Twitter, Spotify/Apple Music/Soundcloud). In less than 300 words, explain your artist's new direction.

COPYWRITING

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

1. Take a line from a song you love. Turn this line into a tag line for a product, and write a series of 5 print ads based on that tag line/a product manifesto. Include the song you are using. In less than 300 words, explain your reasoning behind this campaign.
2. Choose a non-profit organization or social justice cause you believe in and create a 360 campaign to bring awareness to the organization or cause. Define the target market (age, sex, etc.). Make sure to explain the concept of the campaign and why it works to achieve your goals. Include the copy that will be used for each deliverable.

DESIGN

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

1. Redesign the cover of one of your favorite books to better convey your interpretation of the book's message. In less than 300 words, explain your reasoning and process for the redesign.
2. Design new packaging that has more than two uses for the consumer of a well-known product.

UX/UI

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

1. **UI:** Design the UI of an app that will help you prevent your locked car from being stolen when you go on vacation.
2. **UX:** A common user complaint is about doors that aren't clearly marked push/pull. How would you redesign an entrance door to clearly mark how to get in/out without labeling it with words? Assume a multicultural audience goes through these doors, and not all read the same language/abilities.



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 resume
- 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.
- 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.