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MAIP information / 4A's Foundation

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**A Talent Development Fellowship
for the Advertising Industry**

• Brochure •

MAIP History

For over 45 years, the 4A's Multicultural Advertising Intern Program (MAIP) has annually connected more than 200 aspiring diverse entry-level advertising professionals with opportunities in prestigious agencies nationwide. The program offers college juniors, seniors, and graduate students with a serious interest in advertising the opportunity to gain real-world work experience and establish a national industry network. MAIP provides valuable professional development and credentials that can help secure entry-level employment after graduation.

MAIP fellows have been placed at agencies across the nation in the following disciplines:

Account Management	Integrated Production
Art Direction	Media Buying and Planning
Comms Planning	Project Management
Copywriting	Public Relations
Creative Technology	Social Strategy
Data Analytics/Measurement	Strategy
Design	User Experience
Diversity and Inclusion	

Why MAIP?

Our MAIP fellows represent:

- Engaged and passionate students from across the country who have the potential to become advertising executives.
- Top diverse talent nationwide reflective of their leadership talents and caliber of excellence, our finalists are members of Prep for Prep, Golden Key International Honor Society, the One Club Creative Boot Camp, and have been awarded honors such as Most Promising Minority Student of Year.
- Invaluable professional development opportunities through 4A's sponsored webinars and agency sponsored workshops, fellows receive training from industry professionals, equating to more than 75 hours of professional development.
- Through our MAIP coach program, fellows are paired with advertising industry professionals, who provide coaching and support to help foster and encourage growth. The 4A's staff and MAIP Alumni Association carefully screen all mentor applicants to ensure all participants benefit of the program.
- Exposure to leading industry executives.

Opportunities after MAIP

Researching, applying, and receiving a paid fellowship at a well-known advertising agency is difficult and time consuming. When applying for MAIP, not only do you have the chance to work at a prestigious advertising agency, but you have the opportunity to network with advertising executives, participate in industry leadership workshops and webinars and join a prestigious alumni association. Within nine months of graduating from the fellowship, over 96% of 2018 MAIP alumni had been hired.

MAIP Alumni

Founded by Marc Stephenson Strachan, the MAIP Alumni Association (MAA) is a dynamic community of talented, multi-faceted professionals who continue to make diversity a priority. Through their involvement, MAIP alumni are able to network with other MAIP alumni from various cohorts; receive personal, professional, and career-development assistance; and provide guidance to current MAIP fellows. An extension of the MAA are the MAIP Alumni Councils (MACs). Comprised of both national and regional councils (Southern, Western, and Midwestern), members of the MACs are responsible for engaging the MAIP alumni community through programming and networking events geared toward the needs of the MAIP community.

MAIP Timeline

September

MAIP Student Application opens.

October – December

MAIP candidate screening and interviews take place.

January

MAIP finalists announced.

February

MAIP finalists are selected for internships at participating advertising and media agencies.

April – May

Spring training conducted to prepare fellows for agency expectations.

June

Fellows arrive in host cities and embark upon their internship experience.

August

Additional professional development provided to MAIP fellows by agencies and partner companies during a week-long series of networking events, the MAIP Career Fair, workshops, panels, and much more.

Visit thefaceoftalent.aaa.org for additional information.

