

2014 Minority High School Internship Program

The American Advertising Federation of Coastal Carolinas (AAF-CC) is comprised of members who work in advertising, marketing, public relations and all other related industry businesses throughout Florence, Georgetown and Myrtle Beach, South Carolina and Wilmington, North Carolina. As a local chapter of the American Advertising Federation (AAF), AAF Coastal Carolinas encourages professional development through educational workshops, award presentations, and networking. As part of an effort to support diversity and inclusion within the advertising industry, the AAF Coastal Carolinas Diversity Committee would like to invite you to submit a Minority High School Internship Program application packet for consideration. This program is designed to provide students with a hands-on experience in the advertising/communications field.

The internship offers a minority high school student the opportunity to gain insightful experience and establish contacts within the advertising industry. One or two students will be selected to participate in a two-week summer internship program that will place them in various host organizations throughout the area. The selected student(s) will be rewarded \$500 and upon completing the internship allows them to apply for District 3 \$1,000 Minority Scholarship.

Through this experience, interns gain an understanding of the different disciplines and opportunities that exist within the field. Included in this packet is a program overview, frequently asked questions, application and parental consent form. The deadline to receive applications is **Friday, February 28, 2014**.

Best Regards,
Reggie Dyson
AAF Coastal Carolinas Diversity Chair

Contact Information

Send all inquiries to:

Reggie Dyson, Diversity Committee Chair

Email: Reggiedyson@hotmail.com

Phone: 843-450-3091

Or by post to:

AAF Coastal Carolinas

C/O Minority High School Internship Program

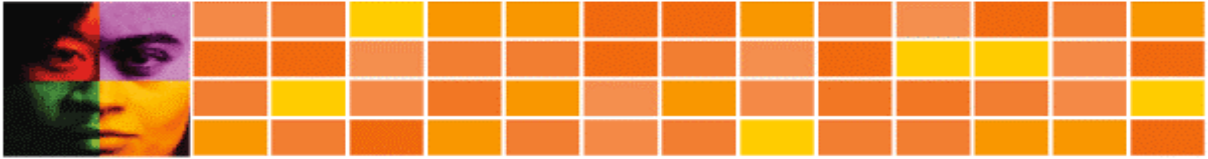
P.O. Box 1414

Myrtle Beach, SC 29578

www.aafcoastalcarolinas.org



AMERICAN ADVERTISING FEDERATION
COASTAL CAROLINAS



2014 Minority High School Internship Program

Purpose

The AAF Coastal Carolinas Diversity Committee's mission is to promote better understanding of and solutions to diversity and inclusion issues within the advertising and marketing professions. The committee seeks to support this mission through execution of the Minority High School Internship Program.

How The Internship Works

The area high school student(s) will be eligible to participate in a two-week summer internship program. The interns selected must be either high school junior or senior. Students that meet this requirement can submit the following for consideration:

- A completed application
- A typed maximum 250-word essay on the topic, "Why a career in advertising interests me"
- An official transcript with class rank
- Student resume
- A letter of recommendation from a teacher or guidance counselor
- Signed parental consent form with medical release

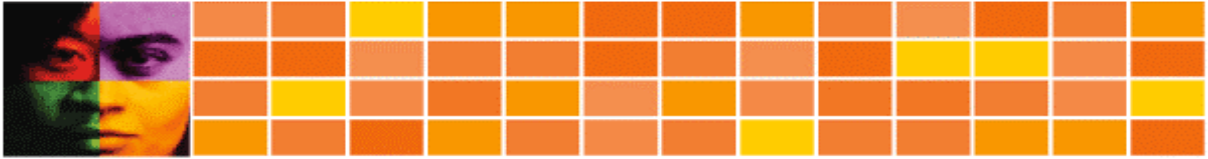
The Diversity Committee will select students from the pool of candidates. The goal is to have up to two student interns. However, only qualified students who meet the AAF Diversity Committee's selection process will be selected.

Successfully completing the internship program and notifying the Diversity Chair of your internship completion, a \$500 award/scholarship will be submitted directly to awardee(s). Each student who is a rising high school senior will be eligible for an additional \$1,000 scholarship presented by AAF District Three, which represents clubs of South Carolina, North Carolina and Virginia. Rising juniors who may be selected will be eligible for the additional \$1,000 scholarship once they have met criteria to be considered a rising high school senior and/or college freshman.

The committee will place each intern in a different host organization each day during the first week. The host organizations selected will have strong ties to the advertising industry and will ideally be a member of AAF Coastal Carolinas. The intern will spend the second week at the host organization of his or her choice based upon his/her area of interest. The types of host organizations include printers, television/radio stations, ad agencies, photo studios, etc.



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Internship Dates

- Deadline to receive all application packets is **February 28**
- Candidates will be notified by **March 31 and must accept by April 11**
- Notification to intern confirming details of participation will be sent by **May 26**
- Internship dates are **June 16-20 and 23-27**

Intern Expectations

For successful completion of the program, the intern is asked to meet the following expectations:

- Keep a journal of his or her intern experience throughout the two weeks
- Be willing to share his or her experience at a future AAF Coastal Carolinas meeting
- Adhere to policies of the host organizations in which he or she will intern
- If school permits, allow AAF Coastal Carolinas to present the award at their end of year awards banquet
- Be willing to be featured on the AAF Coastal Carolinas website and in future materials designed to promote the program
- Complete an evaluation at the end of the program and submit to AAF Coastal Carolinas Diversity Committee

Contact Information

Send all inquiries to:

Reggie Dyson, Diversity Committee Chair

Email: Reggiedyson@hotmail.com

Phone: 843-450-3091

Or by post to:

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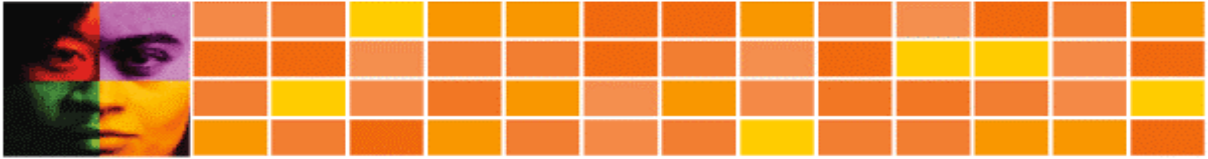
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What is the purpose of the Minority High School Internship Program?

The program offers minority students a chance to participate in a two-week internship within the advertising industry in the area. During the first week, the student will spend each day at a different host organization. During the second week he or she will be at one location of his or her choice for five days. The program will create an opportunity for students to discover, observe and participate in learning about different disciplines that exist within the industry.

What are the internship dates/time commitments?

The first week of the internship is **June 16–20, 9 a.m. – 12 p.m.**

The second week of the internship is **June 23–27, 9 a.m. – 3 p.m. with one hour for lunch.**

Intern must be available on these dates/times.

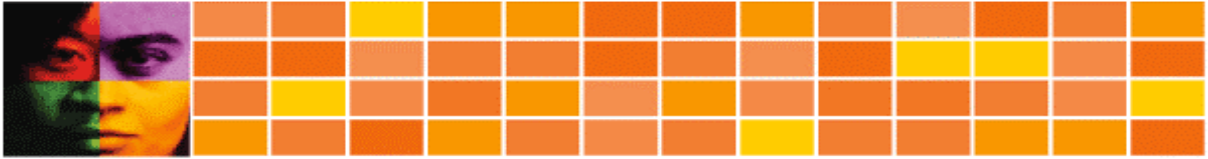
What is the selection process?

AAF Coastal Carolinas Diversity Committee members will make presentations to local high schools, youth groups, area clubs, etc. The presentations will provide an overview of the advertising industry and explain career opportunities within the field as well as introduce the internship program. Only high school juniors and seniors are eligible for consideration upon receipt of a completed packet to include:

- A completed application
- A typed maximum 250-word essay on the topic, “Why a career in advertising interests me”
- A letter of recommendation from a teacher or guidance counselor
- An official transcript with class rank
- Student resume
- Signed parental consent form with medical release



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2014 Minority High School Internship Program

Frequently Asked Questions

What will the intern do during the day?

During the first week, the host organizations are asked to provide an overview of the organization and allow the intern the opportunity to observe firsthand the inner workings of the company. The goal is to introduce the field of advertising to the student and provide enough insight so the student is familiar with the different career opportunities that exist within the industry.

The student is expected to interact with different departments in the organization and participate in any activities that will enhance the intern's learning experience. For example, an intern visiting an ad agency will most likely spend time with members of the following disciplines:

- Account Management Planning
- Creative Services
- Broadcast Production
- Copywriting
- Digital Technologies
- Media Buying/Planning
- Production
- Public Relations

Based on the first week rotation, the intern will have learned enough to be able to select a host organization for the second week. During the second week, the focus will be refined to fit the specific interest of the intern. The host organization will provide a more hands-on experience during the second week. The intern should participate in as many daily tasks and projects as possible.

Can an intern participate in only the first week of the internship?

The intern must commit to being available not only for Week One, but also Week Two in order to successfully complete the program. Completion of both weeks is required to obtain the \$500 award/scholarship.

When will the intern be notified about where he/she will spend the second week?

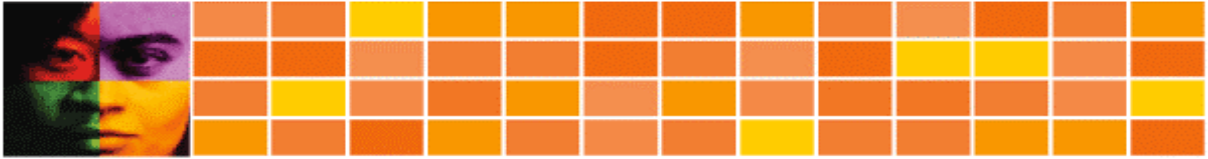
The intern will be contacted by the Diversity Committee on Friday, June 20 by 3 p.m. in order to determine which host organization he/she has most interest in interning during the second week.

Who can the intern contact during the two weeks with questions?

Each host organization will have an employee assigned to the intern. That person will be the intern's point of contact during their visit. Should an intern have any questions specifically for the AAF Coastal Carolinas Diversity Committee, he or she may contact the chair, Reggie Dyson at 843-450-3091.



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2014 Minority High School Internship Program

Frequently Asked Questions

When is the intern application deadline?

February 28. Final selections will be made by **March 31.** Final details will be sent to selected interns by **May 26.**

Will the intern need to provide his/her own transportation?

Yes, the intern will need to provide his or her own transportation to and from the host organizations. The intern will be allowed to leave for an hour lunch break during Week Two. For protection of AAF Coastal Carolinas and the host organizations, the intern is not allowed to run any errands that require use of a vehicle for company business during work hours.

Are there any project requirements for the intern(s)?

The goal is to give the intern real world experience rather than an assigned project. However, interns are required to keep a daily journal of their experiences with the host organizations. Some host organizations may choose to assign a project, but have been asked to ensure that it is manageable enough to allow time for the intern to observe and participate in other additional activities as well that will prove helpful to the learning experience.

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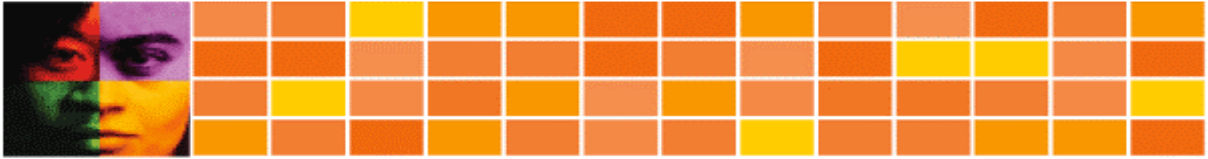
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Official Minority Student Intern Application – **Deadline February 28, 2014**
Please type or print all information.

Name _____

School _____

Grade level _____

U.S. citizen or alien resident Yes No

Social Security number _____ - _____ - _____

Race/Ethnicity

African American Hispanic American Asian American

Native American Pacific Islander Other

Home address _____

Apt. _____ City _____

State _____ Zip _____ Phone () _____

Home phone: _____

Alternate phone: _____

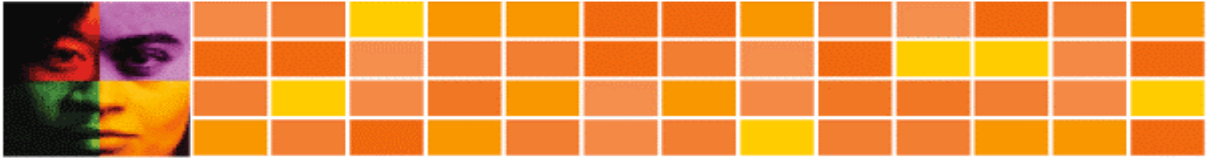
E-mail _____

Parent/Guardian's name _____

Cumulative GPA (on a 4.0 scale) _____



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Please check businesses or jobs you are interested in learning more about.

___ Advertising Agency ___ Marketer (Client) ___ Broadcast (Radio, TV, Cable)

___ Vendor (Printer, Outdoor) ___ Design Studio ___ Web Developer

___ Copywriting ___ Marketing ___ Sales ___ Art Direction

___ Public Relations ___ Account Management ___ Journalism ___ Media Buyer

INCLUDE THE FOLLOWING:

- Completed application
- Essay: maximum 250 words on the topic: "Why a career in advertising interests me"
- An official transcript with class rank
- Student resume
- A letter of recommendation from a teacher or guidance counselor
- Signed parental consent form with medical release

Your signature _____

Date _____

Parent/Guardian's signature _____

Date _____

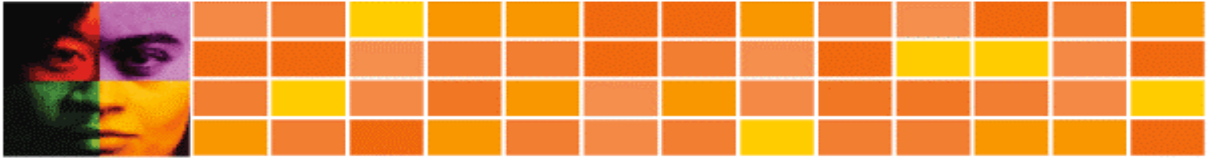
Mail this form with all required information by **Friday, February 28, 2014** and documentation to:

Send all inquiries to:

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Completed packet should include the following:

- A completed application
- A typed maximum 250-word essay on the topic, "Why a career in advertising interests me"
- A letter of recommendation from a teacher or guidance counselor
- An official transcript with class rank
- Student resume
- Signed parental consent form with medical release

Student Signature: _____

Date: _____

Parent/Guardian Signature: _____

Date: _____

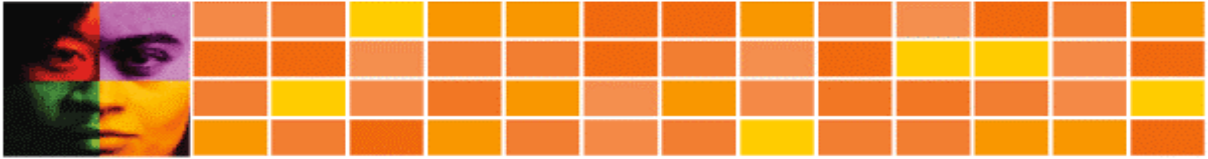
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PARENTAL CONSENT

Parent permission and release for AAF Coastal Carolinas Minority High School Internship Program

This activity will provide an excellent educational experience for students who are interested in a future career in the field of advertising. In order for your child to participate, your permission and release from liability are required. Supervision will be provided by AAF Coastal Carolinas Diversity Committee members and/or Board of Directors and internship host companies' employees.

Please complete this form and return to:

AAF Coastal Carolinas

Reggie Dyson, Diversity Committee Chair

C/O Minority High School Internship Program

P.O. Box 1414

Myrtle Beach, SC 29578

Parental Permission/Release from Liability

I give permission and will accept financial responsibility for my child to receive medications, and/or health procedures, and emergency medical care as needed during my child's internship with the AAF Coastal Carolinas and the internship host companies.

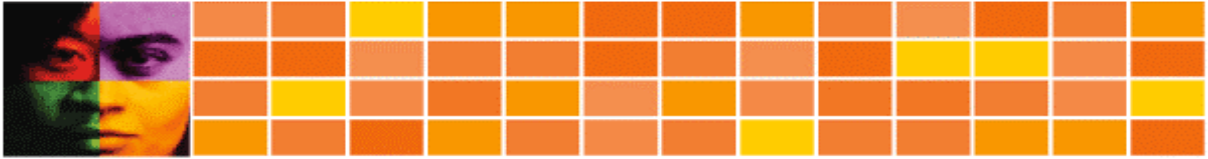
I further agree to release and hold harmless AAF Coastal Carolinas and internship host companies and its officers, agents, and employees from liability for any accident, injury, illness, or death, sustained in connection with or while participating in the above internship.

In the event of any illness or injury, I hereby consent to whatever x-ray, examination, anesthetic, medical, surgical or dental diagnosis or treatment and hospital care from a licensed dentist, physician, and/or surgeon as deemed necessary for the student's safety and welfare. It is understood that the resulting expenses will be the responsibility of the parent/guardian and not AAF Coastal Carolinas or the internship host companies.



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PARENTAL CONSENT

Dates of Internship: June 16–20 and 23–27, 2014

Parent/Guardian Name (please print): _____

Parent/Guardian Signature: _____

Date: _____

Address: _____

Student Health Information

Name: _____

Age: _____ Date of Birth: _____

Home Telephone No.: _____

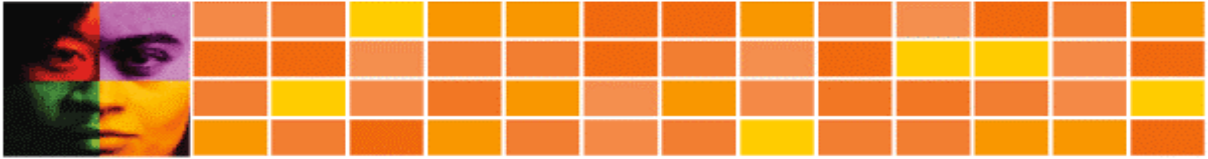
Names of Custodial Parents/Legal Guardians: _____

Parent's/Guardian's Work Phone Number: _____

Parent's/Guardian's Mobile Number: _____



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PARENTAL CONSENT

Student Health Information (continued)

Alternate emergency contact name and phone number if neither parent nor guardian can be reached:

Name: _____ Phone: _____

Relationship to intern/student: _____

List any medical conditions, allergies, dietary restrictions, etc., of which we should be aware:

List prescription medication(s) that must be administered by the designated

chaperone(s): _____

Dosage: _____

Time(s) to be given: _____

The designated chaperone(s) will administer over-the-counter medications that you provide with

specific written instructions: _____

Last Tetanus shot: _____

Medical insurance (circle one) Yes No If yes, company name and

policy number:

School insurance (circle one) Yes No



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