

2011

Minority High School Internship Program

STUDENT
PACKET

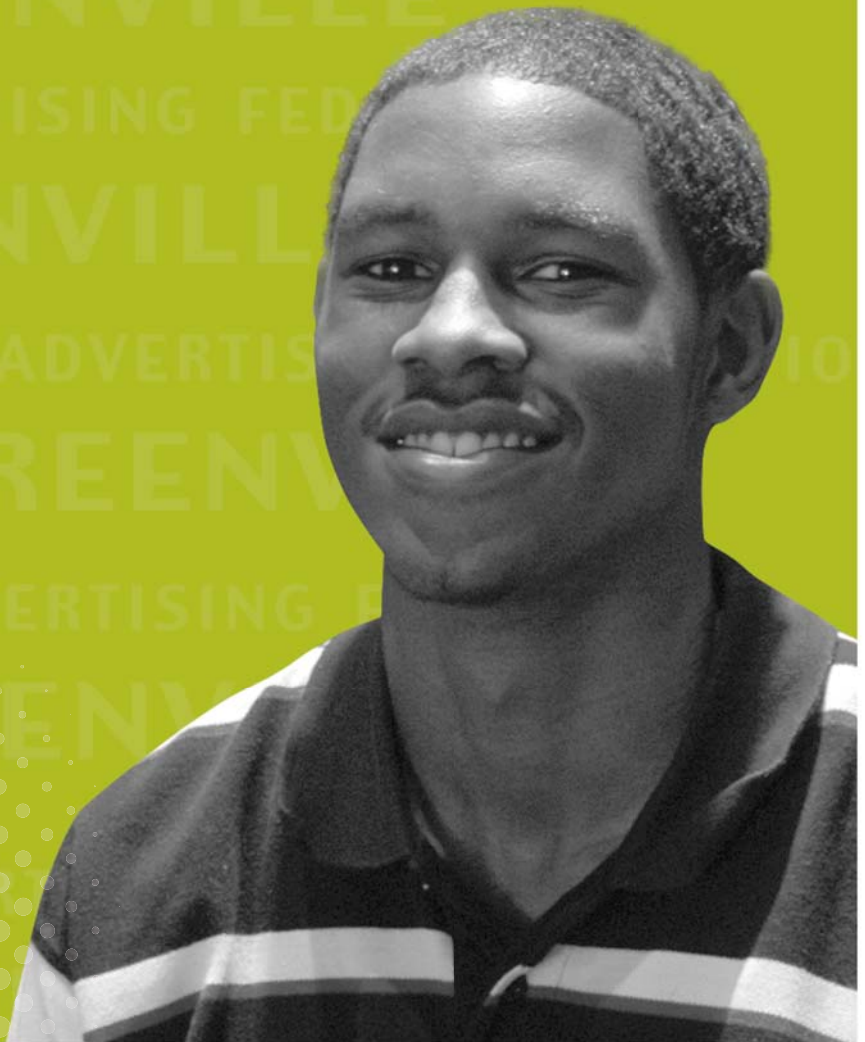
Shaquan Kears

Greer High School

2010 AAFG Minority High School Intern

\$500 Scholarship Recipient &

AAF District Three \$1000 Recipient



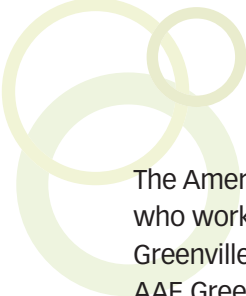
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GREENVILLE

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2011 MINORITY HIGH SCHOOL INTERNSHIP PROGRAM INTRODUCTION



The American Advertising Federation of Greenville (AAF Greenville) is comprised of nearly 65 members who work in advertising, marketing, public relations and all other related industry businesses throughout Greenville, Spartanburg and Anderson. As a local chapter of the American Advertising Federation (AAF), AAF Greenville encourages professional development through seminars, award presentations, networking and industry leader recognition. As part of an effort to support diversity and inclusion within the advertising industry, the AAF Greenville 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 student will be selected to participate in a two-week summer internship program that will place him or her in various host organizations throughout the area. The selected student will be rewarded with a scholarship towards post-secondary education. The scholarship funds are held until the student enrolls in an institution of higher learning. The scholarship funds are submitted directly to the college on behalf of the student. Through this experience, the intern will gain an understanding of the different disciplines and opportunities that exist within the field.

Included in this packet are a program overview, frequently asked questions, application and parental consent form. A PDF of the packet is also available on the internship page accessible from our homepage at aafgreenville.org. The deadline to receive applications is **March 11, 2011**.

Best Regards,

AAF Greenville Diversity Committee

Contact Information

Send all inquiries to:
Lesley Duncan
Diversity Committee Chair
Minority High School Internship Program
C/O AAF Greenville
P.O. Box 464
Greenville, SC 29602-1027
aafgreenville.org
Phone: 864-672-7492
E-mail: lesley.duncan@erwinpenland.com



2011 MINORITY HIGH SCHOOL INTERNSHIP PROGRAM PROGRAM OVERVIEW

Purpose

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

How The Internship Works

One area high school student will be eligible to participate in a two-week summer internship program. The intern selected must be either a rising high school junior or senior or rising college freshman at the time of the internship. Students that meet this requirement can submit the following for consideration:

- A completed application
- A typed 150-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
- Signed parental consent form with medical release

All finalists will be asked to participate in an interview. The Diversity Committee will select one individual from the pool of candidates.

Upon successfully completing the internship program, the selected student will receive a \$500 scholarship towards post-secondary education, the potential for a laptop or similar product, as well as a chance for an additional \$1,000 scholarship presented by AAF District Three, which represents clubs of North Carolina, South Carolina and Virginia.

The committee will place the 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 Greenville. 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, TV/radio stations, ad agencies, photo studios, etc.

Internship Dates

- Deadline to receive all application packets is **March 11**.
- Interviews will be held the week of **April 4 – 8**.
- Candidates will be notified by **April 15**.
- Notification to intern confirming details of participation will be sent by **May 2**.
- Internship dates are **June 13 – 24**.



2011 MINORITY HIGH SCHOOL INTERNSHIP PROGRAM PROGRAM OVERVIEW

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 Greenville meeting
- Adhere to policies of the host organizations in which he or she will intern
- If school permits, allow AAF Greenville to present the award at their end of year awards banquet
- Be willing to be featured on the AAF Greenville website and in future materials designed to promote the program
- Complete an evaluation at the end of the program and submit to AAF Greenville Diversity Committee

Past AAF Minority High School Student Interns

"The idea of gaining the insight the program offered encouraged me to apply. AAF Greenville provided me the opportunity to gain tangible knowledge in the success of advertising, marketing and public relations nationally. I greatly appreciate it."

Shaquan Kears – Freshman, Claflin University

"This program helps give you a great chance to network with people, as I've noticed that I regularly contact most of the people I've met. I would recommend this for anyone who either has a serious passion for advertising or is just learning about it."

Chris Jones – Sophomore, Wofford College

"Before the internship, I wanted to become a graphic designer and work in advertising, but interning at DNA Creative Communications changed my thinking. I never thought or even heard of public relations until I arrived at DNA. I quickly became fascinated with it and the fact that it is a very broad field to work in. Without the internship I am sure I would be struggling to find a career that fits me. It really opened my eyes to the many different career choices I can have."

London Whitson – Freshman, Clark Atlanta University



Shaquan Kears with employees from Erwin-Penland, one of the five host organizations and members of AAF Greenville.



2011 MINORITY HIGH SCHOOL INTERNSHIP PROGRAM PROGRAM OVERVIEW



Host Organizations That Participated In The 2009 Minority High School Internship Program

Cox Radio, Inc. (107.3 JAMZ – 1073jamz.com / Hot 98.1 – hot981.com)
DNA Creative Communications – dnacc.com
Erwin-Penland Advertising – erwinpenland.com
FishEye Studios – fishistudios.com
The Greenville News – greenvilleonline.com

Contact Information

Send all inquiries to:
Lesley Duncan
Diversity Committee Chair
Minority High School Internship Program
C/O AAF Greenville
P.O. Box 464
Greenville, SC 29602-1027
aafgreenville.org
Phone: 864-672-7492
E-mail: lesley.duncan@erwinpenland.com



FREQUENTLY ASKED QUESTIONS

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

The program offers a minority student 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 four 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 13 – 17, 9 a.m. – 4 p.m. with one hour for lunch.**

The second week of the internship is **June 21 – 24, 10 a.m. – 3 p.m. with one hour for lunch.**

Intern must be available on these dates/times.

What is the selection process?

AAF Greenville 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. Rising high school juniors or seniors, or rising college freshmen are eligible for consideration upon receipt of a completed packet to include:

- A completed application
- A typed 150-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
- Signed parental consent form with medical release

Finalists will be required to participate in a face-to-face interview with the AAF Greenville Diversity Committee before final selections are made. Interviews will be held the week of **April 4 – 8.**



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 scholarship and the potential for a laptop computer or similar product.

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 17 by 3 p.m. in order to determine which host organization he/she has most interest in interning during the second week.



FREQUENTLY ASKED QUESTIONS

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 Greenville Diversity Committee, he or she may contact the chair, Lesley Duncan at 864-672-7492.

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.

How will the scholarship and other rewards be handled?

Upon successfully completing the internship program, the student will receive a letter from the committee providing details for how to request the scholarship money to be submitted to his or her school of choice upon enrollment. All interns participating in similar programs in other clubs throughout District Three will be eligible for the chance to win an additional \$1,000 scholarship to his or her school of choice. All students will be evaluated for this additional scholarship opportunity based on the application materials, but only one intern will be rewarded. Selections for this are made around the July/August timeframe. Further, the intern selected for AAF Greenville's program also has the potential to earn a laptop or a similar product, which will be provided upon successful completion of the internship.

When is the intern application deadline?

March 11. Final selections will be made by **April 15.** Final details will be sent to selected interns by **May 2.**

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. For protection of AAF Greenville 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.



2011 MINORITY HIGH SCHOOL INTERNSHIP PROGRAM STUDENT APPLICATION

Please type or print all information.

Name: _____

School: _____

Current Grade Level: Sophomore Junior Senior

Race/Ethnicity: African American Hispanic American Asian American
 Native American Pacific Islander Other _____

Home Address: _____

Apt.: _____ City: _____

State: _____ Zip: _____

Home Phone: _____

Alternate Phone: _____

E-mail: _____

Parent/Guardian Name: _____

Parent Phone: _____ Parent Email: _____

Cumulative GPA (on a 4.0 scale): _____ Class Rank: _____ out of: _____

Please check categories within the advertising/communications industry in which you are interested:

- | | | |
|---|---|--|
| <input type="radio"/> Advertising Agency | <input type="radio"/> Marketer (Client) | <input type="radio"/> Broadcast Radio/TV |
| <input type="radio"/> Vendor (Printer, Outdoor) | <input type="radio"/> Design Studio | <input type="radio"/> Web Developer |
| <input type="radio"/> Copywriting | <input type="radio"/> Marketing | <input type="radio"/> Sales |
| <input type="radio"/> Art Direction | <input type="radio"/> Public Relations | <input type="radio"/> Media Buyer |
| <input type="radio"/> Account Management | <input type="radio"/> Journalism | |





2011 MINORITY HIGH SCHOOL INTERNSHIP PROGRAM STUDENT APPLICATION



Completed packet should include the following:

- A completed application
- A typed 150-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
- Signed parental consent form with medical release

Student Signature: _____

Date: _____

Parent/Guardian Signature: _____

Date: _____

Mail this form with all required information and documentation to:

Lesley Duncan
Diversity Committee Chair
Minority High School Internship Program
C/O AAF Greenville
P.O. Box 464
Greenville, SC 29602-1027





2011 MINORITY HIGH SCHOOL INTERNSHIP PROGRAM PARENTAL CONSENT



Parent permission and release for AAF Greenville 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 Greenville Diversity Committee members and/or Board of Directors and internship host companies' employees.

Please complete this form and return to:

Lesley Duncan
Diversity Committee Chair
Minority High School Internship Program
C/O AAF Greenville
P.O. Box 464
Greenville, SC 29602-1027

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 Greenville and the internship host companies.

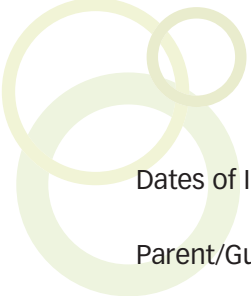
I further agree to release and hold harmless AAF Greenville and internship host companies and its officers, agents, and employees from liability for any accident, injury, illness, or death, sustained in connection with or while participating in the above internship.

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 Greenville or the internship host companies.





2011 MINORITY HIGH SCHOOL INTERNSHIP PROGRAM PARENTAL CONSENT



Dates of Internship: June 13 – 24, 2010

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: _____



2011 MINORITY HIGH SCHOOL INTERNSHIP PROGRAM 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

