



Diversity High School Internship Program

The American Advertising Federation of Greenville (AAF Greenville) is comprised of nearly 90 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 Education and Diversity Committees are requesting your participation in an initiative designed to help further this mission.

The committee, along with the support of District Three, has developed a Diversity High School Internship Program. We are seeking your participation to help make this effort a success.

The internship offers diverse high school students awareness, the opportunity to gain insightful experience and establish contacts within the industry. Students will be selected to participate in the summer internship program that will place him/ her in various host organizations throughout the area. District 3 and AAF Greenville provide the funding for the internship so there is no cost to the host organizations.

The involvement of host organizations is critical to the success of the program and imperative to the mission of enhancing diversity within our industry. Your participation will provide students with hands-on experience in the industry and an understanding of the different disciplines and opportunities that exist within organizations like yours.

Included in this packet is a program overview, frequently asked questions and a host application.

Purpose

AAF Greenville's mission is to promote a better understanding of and find solutions to diversity and inclusion issues within the advertising and marketing field. The Education and Diversity committees seek to support this mission through the execution of the Diversity High School Internship Program.

How The Internship Works

Area high school students will be selected to participate in a summer internship program. The selected interns 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 should submit the following for consideration:

- A completed application
- A typed 250-word essay, or create a 1-2 minute video 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
- A student resume
- A signed parental consent form with medical release

All finalists will be asked to participate in an interview. The Diversity Committee will select students from the pool of candidates. Upon successfully completing the internship program, the selected students will receive a \$500 scholarship towards their post-secondary education. The committee will schedule each



intern in a different host organization each day during the first week. Each intern will spend the remainder of the

internship (30 hrs) with their host organization of choice. For Successful Completion Of The Program, Interns Are Required To:

- Keep a journal of their experience throughout the (30) hours
- Be willing to share their experience at a future AAF Greenville meeting
- Adhere to policies of the host organizations in which they will intern
- If school permits, allow AAF Greenville to present the award at their end of year awards gala
- 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 the AAF Greenville chapter

Host Expectations

As a participating host in the AAF Greenville Diversity High School Internship Program, organizations are asked to meet the following expectations:

- Provide the intern with an acceptable learning environment that is engaging and comfortable
- Demonstrate ethical business practices throughout their visit
- Explain industry terms and jargon to the intern as concepts come up
- Offer support and answer questions
- Have a dedicated person on staff to supervise, guide and mentor the intern
- Allow intern to spend time in different departments
- Provide a specific task for the intern in each department
- Primary supervisor should sign off on intern journal weekly
- Be available to host the full internship in the event your organization is selected by the intern
- Complete a program evaluation at end of the program and submit to the AAF Greenville chapter

Host Benefits

As a participating host in the AAF Greenville Diversity High School Internship Program, you will be able to take advantage of the following benefits:

- Extra help for up to a 6-hour work day and the potential of help for a 16-hour work week that you don't have to pay for
- PR-related opportunities recognizing your organization as a partner of the AAF Greenville Minority High School Internship Program (AAF Greenville website, press releases, etc.)
- Opportunity to leave a lasting positive impression on a potential future valued employee
- The opportunity to share in our mission of helping to increase diversity within the advertising industry

Time Commitment

We appreciate the time commitment that each host organization dedicates to the intern program. In order to optimize the learning experience, as well as provide structure for daily work responsibilities, we will provide a dedicated schedule.



During this week, the intern will visit with a different agency each day. The intern will spend six (6) hours with each host organization to allow time for the intern to receive a full perspective of the host organization.

On the last day, the intern(s) will be contacted by the Education or Diversity Chair to denote which company they would like to spend their second full internship with. The host organization may, at their discretion with the agreement of the intern and their parent, extend the hours of the day. We do ask that the intern not remain at a host organization beyond 5 p.m. If the host organization wishes for an extension of time, they must contact the Education or Diversity Chair for arrangements.

Frequently Asked Questions

What are the internship dates/time commitments?

The host week of the internship will require attendance 9 a.m. – 4 p.m. with one hour for lunch. The 30 hr internship will take place the following week Monday through Friday (30 hrs to be completed) Intern must be available during these times.

What is the selection process?

- A completed application
- A typed 250-word essay or 1-2 minute video 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
- A signed parental consent form with medical release
- A student resume

What will the intern(s) do during the day?

The host organizations are asked to provide an overview of the organization and allow the intern the opportunity to observe first-hand the inner workings of the company. The goal is to introduce the field of advertising to the intern and provide enough insight so the intern is familiar with the different career opportunities that exist within the industry. The intern 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
- Social Media
- Public Relations



During the 30 hour internship, 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.

Are there any project requirements for the intern?

The goal is to give the intern real world experience rather than an assigned project. Interns are required to keep a daily journal of their experiences at the host organization. Should you choose to assign a project, please ensure that it is manageable enough to allow time to observe and participate in other activities as well that will prove helpful to the intern's learning experience.

Who can I contact during the internship if I have questions?

Host organizations will be assigned to a representative from the AAF Greenville Education or Diversity Committees. The representative will be your point of contact throughout the process in the event you have questions or issues to be addressed. Upon receipt of your host application, you will be contacted by your representative via mail, email and/or phone.

Are there any fees associated with hosting an intern?

No, host participation is free. The internship is paid through AAF Greenville (partially funded by District 3). Upon successfully completing the internship program, the intern will receive a letter from the committee providing details for how to request the scholarship money to be submitted to their school of choice upon enrollment. Any inquiries that the intern may have regarding compensation should be directed to the AAF Greenville Education or Diversity Committee Chairs.

Does the host organization have to be a member of the AAF (American Advertising Federation)?

While AAF membership is encouraged, it is not mandatory. Participation is contingent upon the level of expertise and involvement the organization has within the advertising industry. Host participants must complete an application and agree to the host expectations to be eligible for the program.

When is the host participation deadline?

TBD. If we receive an overwhelming response from host organizations, final selections will be made at the discretion of the Education/Diversity Committee with the goal of ensuring there are a good variety of organizations to give the intern a well-rounded overview of the different opportunities that exist within the advertising industry.

What if after the 30 hour internship we are interested in keeping the intern on longer?

That would be at the discretion of the host organization and the intern. After the completion of the second week, AAF Greenville assumes no responsibility.

How should I handle disciplinary action?



We hope that you will not have any disciplinary issues to arise; however should you, we ask that you handle those circumstances as you would a hired employee. As the sponsoring party, we do ask that you inform the AAF Greenville chapter of any issues of significance that should be brought to our attention so that we may determine if further action is required.

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

Yes, the intern will need to provide their own transportation to and from the host organizations. The intern will be allowed to leave for an hour lunch break.

Is the intern allowed to travel to client meetings, press checks, etc.?

For protection of AAF Greenville and your organization, we ask that you do not request the intern to run any errands that require use of a vehicle for company business during work hours.

Contact Information

Email inquiries to info.aafgreenville@gmail.com or mail to AAF Greenville ATTN: HS Internship Program
P.O. Box 464 Greenville, SC 29602



HOST APPLICATION

Thank you for choosing to participate in the AAF Greenville Diversity High School Internship Program.

Please provide the following information for the person who will act as the official contact for your organization: (Please type or print)

Name:

Title:

Organization:

Address:

Telephone:

Email:

As a participating host in the AAF Greenville Diversity High School Internship Program, we agree to meet the host expectations outlined in this packet.

Signature

Date