



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 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 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. The selected student(s) 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. Scholarship funds are submitted directly to the college on behalf of the student. Through this experience, the intern(s) will 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.

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. Applicants 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 (sample included)
- 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. 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 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 ad agencies, TV/radio stations, printers, photo studios, as well as marketing departments within



corporations and non-profit organizations. Upon successfully completing the internship program, the selected students will receive a

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

Frequently Asked Questions

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

The program offers diverse students a chance to participate in a (30) hour internship within the advertising industry. During the first week, the student will spend each day at a different host organization. During the remainder of the internship 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 and make industry connections.

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 Thursday (30 hrs to be completed) Intern must be available during these times.

What is the selection process?

AAF Greenville will present the opportunity to local high schools, youth groups, area clubs, etc. The information will include 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 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.

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

The intern must commit to being available for the Host Week, but also complete the 30 hour internship in order to successfully complete the program. Completion of both weeks is required to obtain the \$500 scholarship.

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. 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.

Who can I contact during the internship if I have 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.

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.

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.

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

STUDENT APPLICATION

Student Name:

School:

Current Grade Level: Sophomore Junior Senior

Race/Ethnicity:

Hispanic American Asian American Native American

Pacific Islander African American Other

Address:

Phone:

Student Email:

Parent/Guardian Name:

Parent Mobile or Work Phone:

Parent Email:

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"/> Event Planning | <input type="radio"/> Account Management | <input type="radio"/> Journalism |

Completed packet should include the following:

- A completed application (please see pages 8-9)
- 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 student resume (please see page 13 for a sample)
- A signed parental consent form with medical release (please see pages 10-12)



Student Signature:

Date:

Parent/Guardian Signature:

Date:

Email this form with all required information and documentation to: info.aafgreenville@gmail.com or by post to: AAF Greenville ATTN: HS Internship Program P.O. Box 464 Greenville, SC 29602

PARENTAL CONSENT FORM

Parent permission and release for AAF Greenville Diversity 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.

Email this form to: info.aafgreenville@gmail.com or by post to: AAF Greenville ATTN: HS Internship Program P.O. Box 464 Greenville, SC 29602

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.

Student Health Information

Name:

Date of Birth:

Age:

Phone:

Names of Custodial Parents/Legal Guardians:

Parent's/Guardian's Work Phone Number:

Parent's/Guardian's Mobile Number:

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

STUDENT SAMPLE RESUME

Ralph A. Smith
3487 Flowers Lane
Greenville, SC 29602
(864) 876-4302

Education

Break State High School, Greenville, SC
Expected Graduation Date- June 2011
GPA- 3.00

Projected College or University:

University of Newman State
Major: Advertising/Communication
Expected Graduation Date- May 2015

Related Coursework

English AP
Journalism
Public Speaking
Introduction to Computer and Keyboard
Introduction to Entrepreneurship
Introduction to Marketing

Experience

Sales Associate, Auto Shades • Greenville, SC (Aug. 2010— Present)

Responsible for opening and closing of the store, managing transactions and assisting customer needs. Greet and assist customers, promote sales, range of clerical duties.

Volunteer, GHUM Conference • Greenville, SC (October 2011)

Responsible for coordinating logistics, time management for speaker presentations and the presentation of speaker gifts during lunch banquets and at the end of conference ceremony.

Assistant Micro Coach, CESA • Greenville, SC (July 2008 - Oct 2011)

Assisted head coaches to coordinate drills and players during weekly practices and games.

Extracurricular Activities

Break State High School Basketball team from (January 2011—Present)



Break State High School Soccer team from (August 2010—Present)

Beta Club Break State High School (2008 — Present)

Humane Society volunteer from (2009— Present)