



FAQs FOR PROSPECTIVE MAIP INTERNS

What are the program dates?

MAIP runs for 10 weeks, beginning the first week in June and concluding the second week in August. MAIP 2008 begins on Friday, May 30, with interns arriving in their host cities. All interns will begin work on Monday, June 2 and work until Wednesday August, 6 (MAIP interns outside of New York City work until Tuesday, August 5). A graduation ceremony and career fair for all interns will be held in New York City on Thursday, August 7. Interns return home on Sunday, August 10.

What's the purpose of the program?

For the past 35 years, the Multicultural Advertising Intern Program (MAIP) has placed multicultural students in 10-week paid internships in advertising agencies nationwide. The program offers advertising agencies a cost-effective opportunity to identify, observe, and recruit student talent, and it supports our organization's efforts to enhance the diversity of our industry. Of course, it also offers those with a serious interest in advertising the opportunity to gain real-world work experience, establish contacts within the industry, and gain a valuable professional credential that can help them gain entry-level employment after graduation.

How many interns are selected?

The number varies from year to year, but in 2007, for example, 150 students served in internships in 77 AAAA-member advertising agency offices around the country. Since the program was founded in 1973, more than 1,900 students have served as MAIP interns.

Where are the internships located?

Participating agency offices also vary each year. In 2007, interns were placed in AAAA member agency offices in Atlanta, Boston, Chicago, Cincinnati, OH, Columbus, OH, Detroit, Durham, NC, Kansas City, Los Angeles, McLean, VA, Minneapolis, New Orleans, New York, North Hollywood, CA, Philadelphia, Pittsburgh, Richmond, VA, Ridgefield Park, NJ, San Francisco, Sausalito, CA, Seattle, St. Louis and Warren, MI.

Who qualifies for the program?

You may apply for a MAIP internship if you are:

- Asian/Asian American or Pacific Islander, Hispanic/Latino, Black/African American, American Indian/Native American, multiracial or multiethnic (e.g., Hispanic and Black);
- A citizen or permanent resident of the United States;
- Maintaining a minimum GPA of 3.0 out of 4.0 (Students with a GPA of 2.7 to 2.9 are encouraged to apply, but must complete an additional essay question in the student application);

- Currently a college junior, senior or graduate student, or student attending a participating AAAA portfolio school;
- Able to show you're committed to a career in advertising.

Which schools are AAAA-participating portfolio schools?

The AdCenter at VCU; The Creative Circus; The Portfolio Center; The Miami Ad School; Pratt Institute; Minneapolis College of Art and Design; The Art Center College of Design at Pasadena; and The University of Texas at Austin

What kind of work would I do as an intern?

It depends, in part, on your interests. Internships are made available in the fundamental areas of the advertising agency business: Account Management, Broadcast Production, Creative (Art Direction or Copywriting), Digital/Interactive Technologies, Media Buying/Planning, Strategic/Account Planning, Print Production, Public Relations and Traffic.

Can I receive school credit?

If you are seeking school credit for your MAIP internship you must present the appropriate documentation at the beginning of the program for approval by your MAIP supervisor.

What do I need to submit with my application?

In addition to the official MAIP application form and essays (as outlined in the application), you must submit your résumé, two separate letters of recommendation, and your current school transcript. If you are applying for a creative internship, you must provide samples of your work, based on a creative assignment outlined on the MAIP application form.

How are interns selected?

Application materials are reviewed by members of the AAAA Diversity Committee and the AAAA MAIP Alumni Association to determine semi-finalists. All semi-finalists are interviewed by AAAA member agency representatives. After reviewing applications and interview evaluations, a selection database of finalists is provided to participating agencies.

Finalists who are ultimately accepted into the program are assigned to agencies based on their skills and the preferences of the participating agencies. It is not possible to assign an agency according to an applicant's preferences. If an applicant refuses his or her assignment, MAIP will offer the spot to another finalist.

The application says that all semifinalists must be interviewed in person in February. I will be studying abroad during the spring semester. Can I still apply?

Yes, you can definitely apply. Telephone interviews will be arranged for students who are selected as semifinalist, but will be out of the country in February.

What about costs?

MAIP and its participating agencies make every effort to minimize the expense of serving as a MAIP intern. Interns are paid a taxable stipend of at least \$350 per week. Interns who do not live in the area of their host agencies stay in AAAA-arranged housing. The AAAA also arranges travel to and from the city where the intern's host agency is located. Interns are responsible for a percentage of the cost of housing and travel. This expense is paid to the AAAA in installments throughout the duration of the internship. The remainder of the cost is shared by the AAAA and participating member agencies.

Is this a paid internship?

Yes, each agency is responsible for paying its own intern(s) a taxable stipend of at least \$350 per week.

Where can applications be obtained, and when are they due?

Applications for the 2008 program are available at www.aaaa-maip.org from September to December 2007. Applications are due by 5pm EST December 7, 2007.

What if I still have questions?

Please contact Angela Johnson Meadows, Manager, Diversity Programs at the American Association of Advertising Agencies

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