Applications are now available for the 4A's 2011 Multicultural Advertising Intern Program (MAIP). MAIP offers an invaluable opportunity to the most promising multicultural students and by providing them with an opportunity to prove their ability in the real world through a paid 10-week summer internship at an advertising agency.

Last year, we place 133 interns in 50 of our member agencies. Many of our MAIP graduates received offers of full-time employment as a result of the extensive training and experience they gained through the program. This year, we hope to place well over 100 interns at our member advertising agencies.

Educators, like yourself, are the most valuable partners that we can look to in terms of finding qualified applicants for MAIP. We need your assistance in making multicultural students aware of this opportunity, and in identifying the "best and brightest" on your campus.

Below please find a MAIP Frequently Asked Questions. The MAIP Student Application package can be downloaded from the 4A’s Web site at www.aaaa.org by clicking on the Talent Development tab and then on internships or refer to the spotlight section on the homepage. Please share this information with your students—particularly those who show the greatest promise and commitment to a career in advertising—and pass it along to other faculty members who can do the same.

Please act quickly to make your students aware of the incredible MAIP internship opportunity. Students should complete the online application no later than November 12, 2010. If you have questions or need further information, please contact me at (212) 850-0731 or michelle@aaaa.org.

Thank you, in advance, for your time and assistance.

Best regards,

Michelle Castillo
Manager, Diversity Programs
American Association of Advertising Agencies