



# Allen Rosenshine Minority Education & Training Fund

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The Allen Rosenshine Minority Education & Training (MET) Fund awards internships to minorities, women and individuals protected under the federal Americans with Disabilities Act to encourage the pursuit of careers in advertising. The program was launched in an effort to improve the level of diversity in the advertising industry.

BBDO will award several MET Fund internships for the summer of 2016 across our U.S. offices located in Atlanta, Chicago, New York, Minneapolis, and San Francisco. Interns receive a \$4,000 stipend for the ten-week internship. If you are selected as an intern, we will try to place you in the office of your choice, but this is not guaranteed.

**Applicants must:**

- Be one of the following: a high school senior; enrolled in an accredited two- or four-year academic institution; or a graduate student
- Be in academically good standing as defined by your academic institution
- Have a GPA of 3.2 or greater
- Be a citizen or permanent resident of the United States
- Complete the application form
- Submit your resume
- Submit two (2) original signed letters of recommendation
- Submit a copy of your most recent transcript
- Submit a minimum 250-word essay explaining why you want to be in advertising and why you want to be in the department you selected

**Deadline**

The deadline to return submission materials to BBDO is **March 11, 2016**.

**Send application form and all required materials via email to:**

[metfund@bbdo.com](mailto:metfund@bbdo.com)

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## APPLICATION FORM

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The purpose of the Allen Rosenshine Minority Education & Training Fund is to improve the level of diversity in the advertising industry by encouraging minorities, women and individuals protected under the federal Americans with Disabilities Act to pursue careers in advertising, through internship programs.

### PERSONAL SUMMARY *(PLEASE TYPE OR PRINT CLEARLY)*

LAST NAME	FIRST NAME	MIDDLE INITIAL
CURRENT MAILING ADDRESS (INCLUDE APT. # IF APPLICABLE)		
CITY	STATE	ZIP CODE
PHONE	EMAIL	
PERMANENT MAILING ADDRESS		
CITY	STATE	ZIP CODE

***Please check one of the following:***

I am a U.S. citizen.       I am not a U.S. citizen, but I have permanent residency status.

(Note: If you do not fit the categories above, you are not eligible for the program.)

### APPLICATION REQUIREMENTS

***Applicants must:***

- Be a US citizen or permanent resident of the United States
- Be one of the following: a high school senior; enrolled in an accredited two- or four-year academic institution; or graduate student
- Be in academically good standing as defined by each academic institution
- Have a GPA of 3.2 or greater
- Submit two (2) letters of recommendation
- Submit copy of most recent transcript (official transcript preferred)
- Submit an essay explaining why you want to be in the advertising business and why you want to be in the department you selected (Minimum 250 words)

## INVITATION TO SELF-IDENTIFY

### GENDER

- Male       Female

### RACE & ETHNICITY

*Please identify your race or ethnicity by checking the appropriate racial or ethnic category below. (Descriptions are based on EEOC category definitions.)*

- Native American or Alaskan Native:** A person having origins in any of the original peoples of North America and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian:** A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand and Vietnam.
- Black or African American:** A person having origins in any of the Black racial groups of Africa.
- Hispanic or Latino:** A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.
- Native Hawaiian or other Pacific Islander:** A person having origins in any of the original peoples of Hawaii, Guam, Samoa or other Pacific Islands.
- White:** A person having origins in any of the original peoples of Europe, North Africa, or the Middle East.
- Multiethnic/Multiracial:** A person of two or more of the above categories.

### DISABILITY

Are you a person with a disability?       **Yes**       **No**

*(A qualified disability is defined as "...a physical or mental impairment that substantially limits one or more of the major life activities...")*

If you have marked yes and need accommodations, please identify those accommodations that BBDO could make that would enable you to perform the job properly and safely:

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## EDUCATION SUMMARY

What is your class status? \_\_\_\_\_  High School  College

Name of school \_\_\_\_\_

# Of Years Attended \_\_\_\_\_ Graduation Date (mo/yr) \_\_\_\_\_

Degree \_\_\_\_\_ Major \_\_\_\_\_

GPA\* (e.g., 3.2 out of 4.0) \_\_\_\_\_ Last day of class (mo/day) \_\_\_\_\_

(\*Note: if your GPA is lower than 3.2, you will not be eligible for this program.)

## OTHER INFORMATION

Is this your first time applying for the MET Fund? \_\_\_\_\_

**Please list how you heard about the MET Fund:**

Placement Officer \_\_\_\_\_

Professor \_\_\_\_\_

University/College \_\_\_\_\_

Past MET Fund Participant \_\_\_\_\_

Other \_\_\_\_\_

## LOCATION SELECTION (you may indicate more than one; please numerically rank your selections)

**Please select the BBDO office where you would like to work**

New York

Atlanta

Chicago

Minneapolis

San Francisco

## DEPARTMENT SELECTION (you may indicate more than one; please numerically rank your selections)

**Please select the department you would like to work in**

Account Management

Integrated Production

Behavioral Planning

Creative\*

Digital Strategy

Notes:

\*The Atlanta office doesn't offer internships in the Creative Department.

\*If applying for an internship in the Creative Department, please include samples of your work with the application materials.

## FINAL INSTRUCTIONS

### IMPORTANT REMINDERS:

The completed application form and all required materials must be received by BBDO on or before **March 11, 2016** to be considered by the screening committee.

### Enclose one copy of the following:

- Application Form
- Resume
- Essay
- Two (2) Letters of Recommendation
- Transcript
- Creative samples, if applicable

Please email or mail materials to: [metfund@bbdo.com](mailto:metfund@bbdo.com) (Subject line should read: MetFund)

3500 Lenox Road, Suite 1900  
Atlanta, GA 30326  
Attn: Human Resources