

INTERNSHIP PROGRAM  
HOST AGENCY INFORMATION



2024



The world is missing  
out on immeasurable  
creativity when Black  
talent isn't seen or heard.





## Building Leaders and Creators (BLAC)

We're committed to bringing more young Black people into advertising, ensuring they can fully express themselves, find community, and ultimately lead.

We want more diversity in the rooms that matter, from creative rooms to board rooms. We recognize the need to support more vocal, talented, paradigm-shifting people of color throughout our entire industry. Not just as participants, but as inspirational leaders and bold decision makers.

### BLAC internship program

A national summer internship program led by advertising agencies that trains, connects, and provides long-term career support for young and emerging Black professionals.

We seek to inspire and be inspired by a new generation of Black talent. We share connections, opportunities, and resources and are collectively committed to creating industry-wide change. We are champions for a more diverse, inclusive, and equitable advertising industry of the future.





is creating a  
bespoke and impactful  
internship experience.

Host agencies must meet  
the criteria and make the  
commitments as follows.

# Host agency criteria + commitments (1 of 2)

## 1 Have the support and active participation of at least one member of the agency's leadership team, including:

- + Participating in mandatory intern inclusion training, and
- + Becoming involved in one or more of the following ways
  - Meeting and engaging with your agency's interns regularly
  - Attending BLAC's agency leaders meeting(s)
  - Joining a volunteer committee of BLAC

## 2 Have a designated agency representative who will act as BLAC's primary point of contact, and will be responsible for:

- + Attending regular calls with the larger community of agencies and BLAC staff, and contributing to collective efforts such as intern recruiting
- + Administering and overseeing the BLAC internship program internally at your agency
- + Participating in mandatory intern inclusion training
- + Acting as the interns' on-site advocate, and a dedicated resource and support

*\* This role is typically filled by a staff member from HR, People + Ops, or DE&I*

## 3 Become educational partners in this process, dedicating resources to support interns' professional development, growth, and success, including, but not limited to:

- + Providing a loaned laptop to interns for the full 12 weeks of the program
- + Providing access to needed programs and equipment for the full 12 weeks of the program
- + Contributing to the building and improvement of interns' resumes and portfolios throughout the program

## 4 Agree to host two (2) BLAC interns this summer, in roles such as account management, art direction/design, copy, strategy, or production.

- + Providing each intern a dedicated supervisor, of the same discipline, who the intern will work with and learn from



## Host agency criteria + commitments (2 of 2)

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**Support each intern financially at 29 hours/week for the full 12 weeks of the program, at a competitive and equitable hourly rate. The minimum rate this year is \$18/hour.**

- + We encourage an increased hourly rate where possible, and especially in cities with a higher cost of living
- + In markets/locations where there are more than one BLAC host agency, the agencies will agree on the minimum hourly rate to compensate local interns, if higher than \$18/hour

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**Participate in mandatory intern inclusion training, as organized by BLAC.**

- + Each host agency will be provided four (4) seats, to be populated by:
  - One (1) member of the agency's leadership team
  - One (1) designated agency representative/BLAC point of contact
  - Two (2) intern supervisors

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**Be a small to mid-sized agency, with a staff of 20-150 people.**

- + If agency has multiple locations, participating office should be between 20-150 in staff size

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**Agree to publish your diversity data publicly.**

- + Within one year of becoming a BLAC host agency

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**Be based in the United States.**







Education.  
Inspiration.  
Experience.  
Community. **BLAC**





2024

## Intro Week

MAY 20  
MAY 24

The national intern cohort gathers virtually for a week of programming aimed to introduce them to advertising, agency roles, and countless Black leaders in the industry. Intro Week programming is hosted and facilitated by BLAC staff.

*\* This year Intro Week will include an onboarding day facilitated by host agencies on May 20. Virtual programming will take place May 21 - 24.*

## In Agency

MAY 28  
JULY 24

Interns get to work in their host agency, training in their role, participating in meetings, listening in on client calls, and helping with pitches to gain exposure and hands-on experience. BLAC staff gathers the national cohort 2 to 3 times a week, virtually, for continued professional development and community-building experiences.

*\* Observed holidays fall on May 27, June 19, and July 4.*

## Pitch Project

JULY 25  
AUGUST 2

The interns are briefed by P&G brand reps. Working in teams, they'll develop and pitch their creative concepts to leading national brands. The Pitch Project and related work time is hosted and facilitated by BLAC staff.

## Career Fair

AUGUST 5  
AUGUST 9

Two full days of workshops, guest speakers, and work time for final resume and portfolio tweaks help prep the cohort to enter interviews and info sessions with hiring agencies and brands participating in BLAC's Career Fair. The Career Fair and its prep programming are hosted and facilitated by BLAC staff.

*\* Dates and timeline subject to change*





Fee

BLAC





2024

**\$5,000**

**Includes:**

- + Internship program participation, hosting 2 BLAC interns
- + Intern inclusion training for 4 agency participants
- + Fee helps offset program-related operating expenses, including educational training, resources, and staff support

**Additionally:**

- + Each agency agrees to compensate their BLAC interns directly at a minimum rate of \$18/hour, at 29 hours/week, for the full 12 weeks of the program



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**To be considered as a BLAC internship program host agency,  
please submit an application [HERE](#).**

Applications will be reviewed on a rolling basis. As participation is limited, we urge interested agencies to apply as soon as possible.  
Applications close on December 15, 2023.

If you have any questions, please contact:  
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Thank you