



# BLAC 2024

Internship Program  
Applicant Info + Resources

**MAY 20 - AUG 09, 2024**



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



**The advertising industry needs  
new perspectives and rising  
leaders in order to stay relevant.**

**That's where you come in.**



“BLAC changes lives. Period.  
You will always have community.  
You will always feel safe.  
You will always feel loved.  
You will always feel inspired.”

**Aaliyah Ali,**  
Aurora, CO

# Here's what BLAC has meant to past interns.

"No other community feels as powerful as this one."

**Pedro Molina,**  
San Francisco, CA

"I recommend this program to anyone in pursuit of community, come as you are. This program is for you."

**Sun,**  
Chicago, IL

"BLAC made sure I was prepared for everything on my first day of my internship, and the support never stopped."

**Olayinka Braimah,**  
Los Angeles, CA

"BLAC is hands down the best internship/professional development program I've ever been a part of. It's a community of the best industry professionals who genuinely want to help you succeed at the highest level."

**Jelani Gibson,**  
Columbus, OH

"BLAC gave me the opportunity to gain real ad agency experience and walk away with work materials that prove my strengths and capabilities to work in marketing. All while building a sense of community with beautifully, unapologetically Black people – truly priceless!"

**Armani Parker,**  
New York, NY





**Here's what BLAC has meant to past interns.**

OUR MISSION

**To bring more young Black people into advertising, ensuring they can fully express themselves, find community, and ultimately lead.**

1

Turn your passion into your profession.

2

Get paid, trained, and placed in a leading ad agency this summer.

3

Thrive and grow with the long-term support of a professional community invested in your success.



Education



Inspiration



Experience



Community



# 2024 Schedule

## MAY 20 - AUG 09, 2024

**Intro Week:**  
**May 20 - 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.

*\* Arrangements will be made, when needed, to accommodate school obligations during the first weeks of the program*

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

**In Agency:**  
**May 28 - Jul 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.

**Pitch Project:**  
**Jul 25 - Aug 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.

**Career Fair:**  
**August 5 - 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.

**BLAC**

“This program is amazing! You get real, valuable experience in an agency where you are able to improve your skills while networking with other interns from all over the country! It is a great experience and I would 100% recommend it.”

**Maelisha Boclair**  
St. Louis, MO

APPLY



**BLAC**  
BUILDING LEADERS AND CREATORS

# No portfolios, resumes, or recommendations are required.

To apply, just send us a **2-minute video** showing and/or telling us what makes you a creative thinker and problem solver. Your video can be as simple as you talking straight to your phone camera or as elaborate as your creative expression desires.

Check out these sample submission vids from past BLAC interns.





Join a community of  
like-minded emerging  
professionals.

Launch your career  
in advertising.

BLAC 2024 applications are open!

**Apply now** at [blacinternship.org/#apply](https://blacinternship.org/#apply)