

THE

MARCUS

GRAHAM

PROJECT

SUMMER BOOT CAMP APPLICATION

## BACKGROUND:

The advertising & media industry, a multi-billion dollar international business has long asked the question: "Where can diverse talent be found?" In response to this issue, The Marcus Graham Project has created a summer boot camp, teaching transferable skills to potential and future media, marketing & advertising professionals.

This idea was posed in a blog written by Tiffany R. Warren, Chief Diversity Officer of The Omnicom Group and Founder of the AdColor Industry Coalition :

*"One idea proposed is the creation of an industry sponsored advertising "boot camp." Such a camp could assist those agencies who need to diversify, but are worried about lack of advertising experience in potential candidates. This would also help professionals yearning to be free from other sectors hit the ground running when they enter ours."* Tiffany R. Warren (["The Big Tent"](#), Ad Age Blog)

The goal of this boot camp is to do just as Ms. Warren suggested, identify opportunities in the industry and those interested in pursuing them.

**Objective:** The boot camp's primary purpose is to provide diverse aspirants in the field of advertising & marketing with the exposure and experience necessary to solidify careers within the advertising, media & marketing industry. The summer long boot camp consists of a topical case study and concept development initiative focused on creating research-based solutions to social issues.

**Assignment:** The boot camp team provides pro-bono consultancy for selected non-profit organizations. The team will be responsible for creating an awareness campaign centered around a marketing challenge of the selected non-profit initiative.

## APPLICATION PROCESS

Be sure to complete both of the following steps to submit your application. If both steps are not completed, your application will not be processed.

**Step 1:** Set up a MGP member account on our membership Network by visiting:  
<http://network.marcusgrahamproject.org>

**Step 2:** Complete the attached application in writing or typed and mail with additional application materials including, Resume, Portfolio of prior work (printed or on CD), and college transcript to: The Marcus Graham Project c/o iCR8 Bootcamp 1409 S. Lamar #1111, Dallas, TX 75215. (*Note: Incomplete applications will not be reviewed*)

**APPLICATIONS MUST BE SUBMITTED BY FRIDAY, January 14, 2011. (\*New Deadline)**

## SELECTION PROCESS

Application materials are reviewed by members of The Marcus Graham Project and partner organizations, clients and corporations to determine semi-finalists. All semi-finalists are interviewed via telephone by an MGP member. After reviewing applications and interview evaluations, finalists are selected. Finalists will be interviewed in person or via Skype.

### MGP SELECTION PROCESS TIMELINE

**September 6, 2010** - Boot Camp Applications available online

**January 14, 2011** Applications must be postmarked and mailed (**\*New Deadline**)

**January 2011** Applications are reviewed by Bootcamp Steering Committee & Semi Finalists chosen

**February 2011** Boot Camp semifinalist interviews conducted nationally by MGP partner agencies, alumni and/or MGP staff members

**March 2011** Boot Camp finalists announced

**May 2011** Travel and housing packages are sent to Boot Camp team members

**June 2011** MGP Bootcamp 2011 begins

## FINANCIAL AND HOUSING INFORMATION

The MGP Bootcamp is an unpaid training program. Initiates who don't reside in the Dallas area will be provided with MGP arranged housing options. MGP will also assist in travel arrangement to and from the city of Dallas, for those who do not live in the area. Participants are responsible for their own meals, entertainment and hospitality/ transportation, though MGP and partner organizations will do their best to minimize this expense.

### **Housing & Work Space:**

South Side on Lamar Lofts  
1409 S. Lamar  
Dallas, TX 75215





## **AGENCY POSITION DESCRIPTIONS**

Selected participants will work as agents of a newly formed consultancy entitled, LocoMotives - The Brand Transit Authority. The following are descriptions of the departments that team members will gain experience in and how many team members per department that we are looking for.

### **Brand Management (2)**

The brand management department oversees the advertising business that has been assigned to the agency and is ultimately responsible for the quality of service the client receives. An effective brand management team develops a thorough knowledge of the client's business, acts as a liaison between the client and the agency staff, and ensures the final product is profitable and effective. Brand managers should have strong general-business, marketing, communications, leadership and organizational skills.

### **Media Strategy (1)**

The media department is responsible for placing advertising where it will reach the right people, at the right time, in the right place, and in a cost-effective way. Planning and buying media is exciting and challenging because ways of communicating are constantly changing and becoming more complex. Media planners make crucial decisions such as deciding what print or broadcast media a client's ad should appear in or selecting the best opportunity or event for product placement. When working on a particular ad campaign, media planners discuss the goals of the marketing strategy as well as a description of the potential consumer. Once the media plan has been developed, presented to the client, and approved, the media buyers begin negotiations for space and time in the appropriate media. Buyers must find and reserve available space and time and negotiate the best price. Buyers are responsible for the maintaining the client's media schedule and building and maintaining relationships with television, radio, print and other media outlets. Successful candidates will have strong general business skills, aptitude for working with numbers and statistics, and good computer skills.

### **Account Planning (1)**

The account planner is responsible for directing and managing the day-to-day relationship of consumer strategy and planning. The account planner analyzes detailed data such as demographics, socioeconomics and the market for the client's product along with information such as market share to achieve a comprehensive background, which will inform the advertising strategy. Reviewing research is required to inform the strategy using both qualitative methods such as focus group discussions and structured interviews and quantitative methods such as demographic profiling and questionnaires. The account planner monitors cultural and social trends to gauge their impact on consumers' attitudes, behavior and perceptions, using a variety of data. He or she frequently meets with the client to learn the background of the brand, and advise the client on possible approaches or adaptation of approach to the target market. Candidates should have strong observational skills and the ability to conceptualize and think strategically.

## **Public Relations (1)**

The public relations department creates and promotes a positive image for the company and its clients. Public relations specialists may arrange and direct speaking engagements, press conferences, meetings and conventions, films or videos, and fundraising campaigns. These workers usually have to prepare a number of materials for these events, such as speeches and press releases, magazine articles, scripts, fact sheets, pamphlets, and newsletters. They may also need to conduct interviews and speak on the telephone frequently. On a large PR staff, a worker's duties may be directed in only one area. In smaller companies or organizations, a worker may be involved in all aspects of the job. Candidates should have strong verbal and written communications skills.

## **Project Management (1)**

The project manager is the communications hub between all agency team members and agency partners that may touch an assigned account or project. He or she ensures that proper forecasting is being done for all projects on assigned accounts. The project manager must be accountable for each step of the creative development process, proactively guide projects through the internal system, manage schedules and budgets, and work with the creative services manager to manage and plan creative and account resources. The project manager must also keep detailed records of the life of a project and share information with team members as necessary. Candidates should have strong organizational skills, the ability to multitask and have good follow through.

## **Broadcast Production (2)**

The broadcast production department is responsible for making the TV or radio spots created by the agency's creative team. Producers hire the right talent, director, location, editor, etc., for each ad. They also coordinate budgets, arrange network and legal clearances, and handle any last-minute problems that may arise. Candidates should be attentive to detail and have good organizational skills and effective negotiating abilities.

## **Digital/Interactive Design (2)**

Digital/interactive is one of the fastest growing areas of the advertising agency business today. This department is responsible for a wide range of activities that may include the development of online marketing campaigns, presentation design, post-production, audio-visual services, CD-ROM services, and much more. The staff in this department is proficient in computer programs and languages such as Flash, HTML and CCS, and keeps on top of daily changes in digital technology and its capabilities.

## **Copy Writing (2)**

The creative department is responsible for developing the ideas, images, and copy that initiate ads. While many people in the agency contribute to the process, the creation and production of advertising is mainly the responsibility of copy writers and art directors. A successful copy writer not only has outstanding writing skills, but also has a passion for words and symbols and their use in communication. In addition, some knowledge of marketing and how words and visuals are used in advertising is required.

## **Art Direction (2)**

Art directors are the other half of the duo responsible for the creation and production of an ad. Art directors have strong visual-concept skills and good, basic drawing and design abilities. Candidates should have strong computer graphic skills, good visual imagination, and an interest in applying that ability to tackling marketing and advertising problems.



## **SUMMER BOOT CAMP**

### Program Application

The Marcus Graham Project, a network of advertising, media, marketing & entertainment professionals is looking for a dynamic group for its summer boot camp program. Candidates must possess a general knowledge of internet/mainstream marketing, fashion, music & popular culture, as well as exhibit creative spirit and strong communication/organizational skills. Must have basic graphic and web knowledge and possess your own laptop & transportation. You must be willing to learn an extreme amount of valuable information in a short period of time. In order to be considered for an internship, you must submit a signed and completed application form along with your resume. Incomplete applications will not be reviewed.

#### Contact Information

First Name:

Last Name:

Birth Date: (mm/dd/yyyy)

Email:

Cell Phone:

Phone:

Address Line 1:

Address Line 2:

City:

State:

Province:

ZIP/Postal Code:

**Section 2 - (Attach an additional page if necessary)**

Education Information

College or University

Major

Graduation Year (or Anticipated)

Grade Point Average

Special Skills

Application Information

If you are an out of area applicant, will you have accommodations and transportation in the Dallas area?: Yes    No

Describe what motivates your interest in the advertising, marketing, media and/or entertainment industries?

What experience/qualities could you bring to this position?:

What experience/qualities do you hope to gain out of an internship/experience?

What are your future academic and/or career goals?:

What position(s) are you applying for and why? *(see position descriptions page)*