



Application Form for MFA
Intern Program

For students studying MFA Accredited
Advertising:Media Courses

Students to apply for selection by their Lecturer

March 2017



To be completed by Student and sent to Lecturer

Application for Intern Program with MFA Member Agencies

Date of application

Student Name

Tertiary body (please note once internship placement has been secured, it is the students responsibility for completing the insurance documentation, and providing to the agency as early as possible for signing/record)

Contact details (email address and mobile)

Name of Course

Are you an Australian Resident? (If not, we are unable to accept your application)

What date do you complete your studies (degree)? Preference is given to students in their final year of study.

Requested/preferred dates for internship?

Aside from a job, what do you hope to get out of this experience?

What do you expect to do on the internship?

If you could wrap your personality up in one word...

- What would that word be?
- What word would your family use?
- How would your friends describe you?

We would love to hear some of your thoughts/understandings about our industry. Can you create a short two-minute video that answers the following questions.

Please include a link to your video with your application.

Don't forget to keep it short – two minutes max!

Questions to answer...

- 1. What do you think are the biggest changes/challenges in our industry?**
- 2. What is the best media campaign you have seen in the last six months, and why?**
- 3. What do you believe are some of the key functions of a Media Agency outside of strategic planning?**
- 4. What do you believe each department does, eg Planning, Investment, Strategy?**
- 5. What three things/skills can you bring to the agency?**

Tips for making a great stand -out video:

1. Look at the camera, not your notes or yourself.
2. Don't read! If you can't remember what you want to say, post a few reminders around the screen, not the whole script – but still look directly at the camera. Far better to stumble a little, than to read.
3. Very important - ramp up the enthusiasm! (again it will feel unnatural, but when you play it back it shows you are full of energy)
4. Look professional. That doesn't mean you have to wear a formal suit, but don't have your dirty washing hanging in the background.
5. Show a little bit of effort, creativity and care.
6. Suggest that you upload your video onto Youtube and share a link.



To be completed by Lecturer

Application for Intern Program with MFA Member Agencies

Attention: Linda Wong
MFA
linda@mediafederation.org.au

From:

Lecturer:	
University:	
Date:	
Student Name:	
Student's email address:	
Student's mobile number:	
Name of MFA Accredited Course	
Why have they been chosen for this internship?	

Intern Program

Positions are available for students - nominated by their Lecturer for an internship at one of the MFA's member Agencies. These Agencies are:



Objective

To provide students who have studied Advertising: Media 'hands on' experience in the industry. Our intention is that the experience is positive for both you and the agency. Since the commencement of the program, 80-90% + students have been placed at the agency where they interned or within the industry.

MFA Intern program expectations

- Four weeks minimum, hours to be agreed with Student and Agency
- Timing to be agreed with Student and Agency
- There will be no payment
- Students must be residents of Australia and in their final year of studies
- On completion an MFA Internship certificate will be provided
- MFA Digital Foundations, Certification I badge (if pass exam)

MFA Intern Program details

- Group/buddy system to ensure learning and positive experience
- Daily journal to be kept by student
- MFA Intern Day
- MFA Digital Foundations Program Certification I, participate in workshops and Exam.
- MFA Discovery program to be completed
- Evaluation sheet for supervisor and student
- Record of participation and comments by agency to be centrally kept at MFA for future reference (hopefully for future employment at the agency where intern was placed or within the industry)

To apply

- Simply complete the form - and apply through your Lecturer. The Lecturer is to nominate and send to Linda Wong at the MFA – linda@mediafederation.org.au
- Applications close **Monday 10 April** for placement in June/July mid-term
- Students will be advised by **Monday 1 May** (if not sooner)
- Students will be contacted by the agency, soon after and maybe required to attend an interview at the agency.

Agencies' responsibilities

Group/buddy system to ensure learning and positive experience

- Agency to nominate a key point of contact for the Intern, the group will supervise their work and learning. Objectives of the student and the agency to be discussed on Day One.
- Introduction pack to be given to student.
- Interns to be given work to complete as well as the Discovery program, also to observe various agency meetings, client, media, research etc.
- The time at the Agency should cover all roles e.g., Strategy, Implementation, Digital, Buying, Assistant and Research.

Students' responsibilities

Daily journal to be kept by student

The purpose for the daily journal is to keep notes and learnings of what happens each day. No two days are ever the same in this industry. List questions to ask supervisor or team. Diarise thoughts and share ideas with team.

The journal is to be submitted at the end of the Intern program to the MFA (please send to linda@mediafederation.org.au).

Discovery program

The Discovery program is a self learning program, and will provide further learning of the industry

1. Familiarisation – understanding of the agency and the industry
2. Understanding Media – the different roles and responsibilities of the people you will meet, as well as, understanding each different media
3. Strategic Planning – the process required to develop a Strategy
4. Implementation Planning and Buying – the evaluation required for selecting which specific media is required
5. Accountability – the critical tasks required to ensure that all is achieved