

Access BIPOC (Black, Indigenous and People of Color) Intern Program

Access developed our BIPOC intern program to help focus our efforts to diversify our agency and our industry. We see it as a two-way street, offering the Access team a chance to listen, learn, and broaden our views while we help create opportunity for Black and minority students in advertising and public relations.



We combine real-world work experience with the Access interdisciplinary team as well as networking and interactions with strategic partners, vendors, and clients.

Interested candidates are asked to complete an application process which includes written and video presentations. Access may decide to accept up to 2 qualified students each spring/summer for an eight-week, paid internship. The program is open to any minority high school or college student interested in a career in advertising or public relations from the cities of Roanoke and Salem and the counties of Roanoke, Franklin, Botetourt, and Montgomery. Candidates are accepted in accordance with the same guidelines set by the Virginia Western BIPOC (Black, Indigenous and People of Color) Annual Scholarship.

Each intern experience is crafted uniquely to meet the goals and needs of each student and is designed to create hands-on experience and exposure in the areas of account service, research, graphic design, advertising, and public relations — with added insights into photography and videography.

EVALUATION CRITERIA:

CREATIVE TRACT (design, video, photography, illustration, and copywriting)

- 20% Letter of recommendation from teacher/faculty
- 10% Short one-page or less essay on your goals in the industry and/or internship
- 10% Application completion
- 40% Portfolio/creative/samples and/or creative writing samples
- 20% Video interview

ACCOUNT TRACT (public relations, research, account management, and client service)

- 20% Letter of recommendation from teacher/faculty
- 40% Short one-page or less essay on your goals in the industry and/or internship
- 10% Application completion
- 30% Video interview

Applications will be accepted until May 31. The top five candidates will be selected for online video interviews to determine the recipient(s).

Interns will be compensated \$10/hour for 24-hour/week minimum (no more than 40 hours per week) for 8 weeks.