
APA DIVERSITY PROGRAMME UPDATE

We told you about our partnerships with Hackney and Westminster Councils to provide opportunities for young people from disadvantaged backgrounds and ethnic minorities to learn about the commercial production industry.

We recently teamed up with Morpeth School in Bethnal Green too, to help their sixth form students gain a Work Experience placement at our member companies.

APA Members- Rogue, Finish, Pulse and Park Pictures- took six students and provided them with one week's work experience, so the students could understand something of their businesses and the opportunities within them.

The companies provided the students with various tasks including treatment exercises, spending time with visual researchers to see how the pitching process works, creating clocks in Photoshop and set visits to see how a commercial is shot.

That was part of the commitment that the participating companies made and kept to endeavour to provide useful experience and not just tea making and copying.

HERE IS WHAT SOME OF THE STUDENTS HAD TO SAY THEIR PLACEMENTS

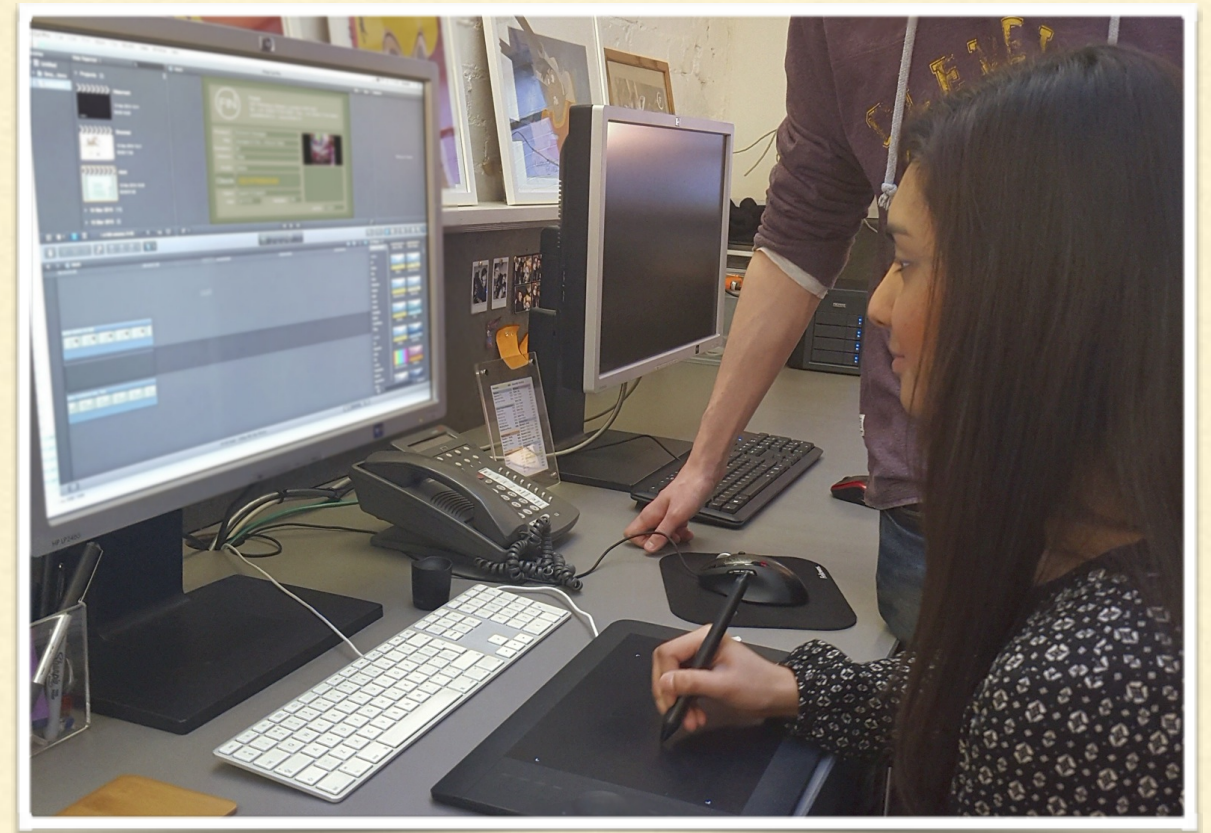


"I am really excited about having such a great opportunity and to have met so many helpful and kind people. I am determined to work in this area and this opportunity has given me a good insight into what to expect." - **Adrian Campbell** who was placed at **Rogue**

"I've always wanted to be a film editor and after seeing how editors work I feel even more determined to become one!" - **Zayn Ali** who was placed at **Rogue** but had the opportunity to visit **Marshall Street Editors**.

"It is my aim to get into the creative media industry. This experience has allowed me to understand that typically it's not all about going on shoots but a lot of work goes on behind the scenes to enable a project to succeed." - **Halimah Khanom** who was placed at **Finish**

"It's given me more focus on all the things that you can do in this industry and get involved in. It has definitely encouraged me not to give up on achieving my dream job!" **Taz Islam** who was placed at **Park Pictures**



HOW TO GET INVOLVED

Please read our Diversity Guide [HERE](#) which outlines how to get involved without our partnership with Westminster City Council and Inspire! which we hope you will find useful.



APA

Advertising Producers Association
