

Poynter

The Poynter Institute • A School for Journalists
801 Third St. S., St. Petersburg, FL 33701
Phone: (727) 821-9494 • Fax: (727) 821-0583
www.poynter.org

APPLICATION MATERIALS

Use this checklist to assure that you are submitting a complete application. **We cannot consider an application to be complete unless all materials are received by the seminar application deadline.** Please make a copy for your files as application materials cannot be returned (original samples of work will be returned upon written request).

Be sure to include:

- Application form
- Current résumé
- Brief, up-to-date professional biography to be used in the seminar syllabus
- Letter of recommendation from your nominating manager or supervisor
- Samples of work (only if noted in seminar description)
- A statement or essay of 250-500 words describing your daily duties, the relevance of the seminar to your job, your goals for the seminar and how you will apply the training back in your newsroom.

■ **Please do not send a check for tuition** until you are notified of acceptance into the seminar for which you are applying.

■ **Financial Assistance:** Applicants seeking financial assistance should attach a letter to their application form stating the particular aid they are seeking (tuition and housing waiver and/or help with travel costs), and explaining why their organization is unable to pay should they be selected.

Please observe application deadlines shown in training guide and refer to the "Important Information" on the back of this form.

Send to:

Seminar Admissions
801 Third St. S.
St. Petersburg, FL 33701
Phone (727) 821-9494
Toll-free (888) POYNTER (769-6837)
Fax (727) 821-0583
www.poynter.org

The Poynter Institute maintains admission policies that do not discriminate on the basis of race, color, religion, sex, age, national origin, marital status, disability or sexual orientation. The Institute collects information concerning race, color, sex and national origin to facilitate compliance with Titles VI and IX of the U.S. Civil Rights Act.

2006 SEMINAR APPLICATION FORM

Seminar for which you are applying _____

Date of seminar _____

Please type or print legibly and do not leave any items blank.

Select where you prefer to receive mail business address home address

PERSONAL INFORMATION

Full Name _____

Preferred Name for Badge _____

Position/Title _____

News Organization _____

(Give full name of newspaper, station call letters, Web site, college or university, etc.)

Business Address _____

City _____ State _____ ZIP _____ Country _____

(_____) _____ (_____) _____ E-mail _____

Work Phone _____

Work Fax _____

Circulation/Market Size _____ Web site URL _____

Home Address _____

City _____ State _____ ZIP _____ Country _____

(_____) _____ (_____) _____

Home Phone _____

Home Fax _____

E-mail _____

Personal Web site _____

Gender:

Male

Female

Race/Ethnicity (choose all that apply):

American Indian or Alaska Native Asian Hispanic or Latino Other

Black or African American Native Hawaiian or Pacific Islander White

Are you a U.S. citizen? Yes No Nation of Citizenship _____

Poynter Institute seminars you attended in the past. (Please list.)

Poynter seminars you applied for but did not attend. (Indicate seminar and year.)

Did you apply for or attend a Poynter seminar using a different name (maiden, etc.)?
(Indicate name.) _____

Nominating Editor or Manager _____

Title _____ Phone (_____) _____

News Organization (if different from applicant) _____

Business Address (if different from applicant) _____

Editor/Manager E-mail _____

In order to assist us with our future promotional efforts, we would like to know how you learned about the seminar for which you are applying:

- Poynter training guide, quarterly update or special promotion
- Ad (please specify publication) _____
- ShopTalk _____
- Other listserv (please specify) _____
- Poynter Web site (www.poynter.org)
- Supervisor
- Co-worker
- Other (please specify) _____

How did your supervisor learn about Poynter?

- Poynter training guide or special promotion
- Ad (please specify publication)
- ShopTalk or listserv
- Poynter Web site (www.poynter.org)
- Other (please specify) _____

IMPORTANT INFORMATION FOR SEMINAR APPLICANTS

At Poynter, we keep our classes small (most consist of only 17 participants) to encourage lively discussions and to allow faculty members to give focused attention to individual participants. Here are some helpful hints to assist you in applying for a Poynter seminar.

■ **Are you eligible?** Generally, participants for Poynter seminars and conferences should be full-time employees of a print, broadcast or online news organization, or journalism educators. Free-lancers, however, are welcome to apply. For additional information, check the "Who will benefit" section for each seminar in the Poynter training guide or visit the seminar pages at www.poynter.org/seminars. If you're still not sure whether you're eligible, telephone or e-mail the contact person listed online for the seminar that interests you.

■ **Don't procrastinate.** Allow yourself sufficient time to develop a package of informative application materials. Send the entire package all at once, and be sure you get it to Poynter by the application deadline.

■ **Information please.** Complete ALL questions on the application form. We encourage the application of women, minorities, persons attending a Poynter seminar for the first time, organizations nominating a staff member for the first time, and individuals who have applied for previous seminars but were not accepted.

Generally, we accept only one participant from a newsroom (except for conferences and seminars designated for teams), however more than one candidate from an organization may apply. We're also sensitive to how many participants we accept from a single ownership group. We try to create a seminar group that reflects a rich mix of people, and we consider the factors of experience, race, gender, ethnicity, circulation/market size and geography.

■ **Polish up your résumé.** Be sure it is up to date and presents your experience and accomplishments in their best light.

■ **Introduce yourself.** Write a brief professional biography (about 100 words) for us to include in the seminar syllabus. This is not the same as (or in place of) your résumé.

■ **The boss' letter counts.** Your boss' recommendation letter is every bit as important as the other pieces of your application package. The letter should provide details about your strengths, your value to your newsroom and your commitment to journalism.

■ **Now it's your turn.** Develop a terrific 250-500 word essay describing your daily duties, how this seminar is relevant to your job, your goals for the seminar, and how you will apply your training when you get back to your newsroom. Tell us about your journalistic passions and how you'll take back what you learn to your colleagues.

■ **And don't forget!** Some seminars require you to include samples of your work. If so, take the time to put together examples of your best work that meet the requirements of the seminar.

■ **Tuition & Fees.** Tuition for most professional seminars in 2006 is \$895. Tuition covers all materials, instruction and, generally, hotel for a predetermined number of nights, depending upon the length of the program as indicated (see section on Accommodations).

NOTE: Please do not send a check for tuition until you are notified of acceptance into the seminar for which you are applying.

We would also like to know what motivated you to apply for this seminar (please check all that apply):

- Content was applicable to my needs
- Content was applicable to my organization's needs
- My boss/organization wanted me to attend
- Time of year course is offered
- Duration of the course
- Location
- Ease of travel
- Cost
- Other (please specify) _____

How long have you been a journalist?

- 1-5 years
- 6-10 years
- 11-20 years
- more than 20 years

■ **Financial Assistance.** A limited number of fellowships will be available for those in need of assistance. Applicants seeking financial assistance should attach a letter to their application form stating the particular aid they are seeking (tuition and housing waiver and/or help with travel costs), and explaining why their organization is unable to pay should they be selected.

■ **Cancellations.** A \$100 cancellation fee is retained for cancellations within three weeks of the beginning of a seminar, unless a substitute attends. Refunds will be made within 30 days.

■ **Schedule.** Most seminars begin on Sunday evening and end the following Friday afternoon. Daily sessions begin promptly at 9 a.m. and last until at least 5 p.m., with some evening meetings. Dress throughout the week is casual.

■ **Participants** are urged to attend seminars without family members or other company, prepared to devote full attention to the seminar.

■ **Accommodations.** All participants and visiting faculty stay in the same hotel, and informal evening and breakfast conversations are part of the learning experience. Lodging generally is included in tuition fees.

■ **Travel and Transportation.** St. Petersburg is served by Tampa International Airport, located 25 miles from Poynter. Transportation from the airport to the hotel is available by taxi (\$30-\$45) and van/limo (\$20). Hotels are within walking distance of restaurants, and the hotel provides a shuttle when necessary, so there is no need to rent a car.