

2007 SEMINAR APPLICATION FORM

Seminar for which you are applying _____ Seminar code _____ Date of seminar _____

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

APPLICATION MATERIALS

Use this checklist to assure that you are submitting a complete application. **We cannot consider an application to be complete unless we receive all materials by the seminar application deadline.** Application materials cannot be returned (original samples of work will be returned upon written request).

Be sure to include:

- Application form
 - Current résumé
 - 100 word professional biography to be used in the seminar syllabus
 - 250-500 word essay 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.
 - Letter of recommendation from your nominating manager or supervisor
 - Samples of work (only if noted in seminar description)
- **Please do not send a check for tuition** until you are notified of acceptance into the seminar for which you are applying.

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.

INFORMATION

Name, First _____ M.I. _____ Last _____

News Organization _____

Position/Title _____

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

Preferred Address business address home address

Business Address _____

City _____ State _____ ZIP _____ Country _____

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

Work Phone _____

Work Fax _____

Web site URL _____

Home Address _____

City _____ State _____ Country _____ Postal Code _____

(_____) _____ (_____) _____

Home Phone _____

Home Fax _____

E-mail _____

Preferred Name for Badge _____

Gender:

Race/Ethnicity (choose all that apply):

- Male American Indian or Alaska Native Asian Hispanic or Latino Other
- Female Black or African American Native Hawaiian or Pacific Islander White

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

Experience: Number of Years in News _____

Previous Poynter seminars attended and years (Including under other names).

Previous seminars you applied to and when (Including under other names).

Other seminars applied for with Applications Pending.

Nominating Editor or Manager _____

Title _____ Phone (_____) _____

News Organization (if different from applicant) _____

Business Address (if different from applicant) _____

Editor/Manager E-mail _____

Who initiated the process for you to attend Poynter?

you your supervisor

If you, how did you learn about the seminar for which you are applying?

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

If your supervisor, how did he/she learn about Poynter?

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

Why did you decide to apply to this seminar (please check all that apply)?:

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

Who is paying for your seminar tuition? _____

Who is paying for your travel? _____

Will you use vacation? _____

What are the best 3 months for you to attend a seminar?

APPLICATION GUIDELINES

At Poynter, we keep our classes small (around 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 should attend" section for each seminar in the 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.

■ **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.

■ **To Apply:** 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.

■ **Enclose an up to date 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 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.

■ **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.