



The Poynter Institute
A School for Journalists

APPLICATION MATERIALS

Use this checklist to assure that you are submitting a complete application. **We consider an application to be complete we receive all materials by the seminar's application deadline.** Application materials be returned (original samples of work will be returned upon written request).

Be sure to include:

- Application form (both sides)
- Letter of recommendation from your nominating manager or supervisor
- A 100-word professional biography written in the third person
- A 250-to-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
- Current résumé
- Samples of work (if requested in seminar description)
- Optional letter requesting financial assistance, see other side for information)

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.

SEMINAR APPLICATION FORM (PAGE ONE)

Online application preferred

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

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

PERSONAL INFORMATION

Name: First _____ M.I. _____ Last _____

Preferred Name for Badge _____

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

Circulation/Market Size _____ Web site URL _____

Home Address _____

City _____ State _____ ZIP _____ Country _____

(____) _____ (____) _____ E-mail _____
Home Phone Home Fax

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 business _____

Previous seminars you attended and when (if your name was different, what was it?)

Previous seminars you applied to and when (if your name was different, what was it?)

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 _____

Please fill out both sides of this form and send all application materials at the same time.

SEMINAR APPLICATION FORM (PAGE TWO)

Who initiated the process for you to attend Poynter?

you your supervisor

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

_____ Poynter training guide or special mailing
_____ Ad (please specify publication) _____
_____ ShopTalk or Other listserv (please specify) _____

_____ Poynter Online (www.poynter.org)
_____ Co-worker
_____ Other (please specify) _____

If it was your supervisor, how did he/she learn about the seminar for which you are applying?

_____ Poynter training guide or special mailing
_____ Ad (please specify publication) _____
_____ ShopTalk or other listserv (please specify) _____

_____ 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) _____

SURVEY

Who is paying for your seminar tuition?

I am my employer is
 shared by employer and me other _____

Who is paying for your travel expenses?

I am my employer is
 shared by employer and me other _____

Will you use vacation? yes no

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

Jan. Feb. Mar. April May June
 July Aug. Sept. Oct. Nov. Dec.

IMPORTANT SEMINAR APPLICATION INFORMATION

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 of Poynter seminars and conferences should be full-time employees of a print, broadcast or online news organization, or journalism educators. Freelancers, 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/seminar. If you're still not sure whether you're eligible, telephone or e-mail the contact person listed online.

■ **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.

■ **Tuition.** Tuition for most professional seminars in 2008 ranges from \$795-\$995, and sometimes includes hotel (see seminar description for specifics). Fees for short conferences and specific NewsU courses range from \$195-\$395. Tuition covers all materials and instruction and some meals.

■ **Tuition 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 are available for those in need of assistance. *Applicants seeking financial assistance should attach a letter to their application* stating the particular aid they are seeking (tuition waiver and/or help with travel costs within the United States), and explaining why their organization is unable to pay should they be selected.

■ **Cancellations.** A \$100 cancellation fee is re-

tained for cancellations within three weeks of the beginning of a seminar, unless a substitute attends. Refunds will be made within 30 days.

■ **Schedule.** Usually daily sessions begin promptly at 9 a.m. and last until at least 5 p.m., with some evening meetings.

■ **Attire.** Dress throughout the week is casual.

■ **Accommodations.** Lodging is included in some tuition fees at a designated hotel. For programs that do not include hotel, a list of nearby hotels with negotiated Poynter rates are provided to you. Most participants and visiting faculty stay in the same hotel, and informal evening and breakfast conversations are part of the learning experience. Participants are urged to attend seminars without family members or other company, prepared to devote full attention to the seminar.

■ **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 (approximately \$45) and airport shuttle (\$25). Hotels are within walking distance of restaurants, and most provide a shuttle to Poynter when needed, so it is not necessary to rent a car.

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