



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 when we receive all materials by the seminar's application deadline.** Application materials will not 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 (if applicable)
- 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 to your work or newsroom
- Current résumé or job history statement
- Samples of work (if requested in seminar description, usually digital)
- 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 applicable 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 16 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 are 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 2009 ranges from \$795-\$995. Tuition covers materials and instruction and sometimes some meals. Fees for short conferences and specific NewsU courses range from \$195-\$395.

■ **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 scholarships are available for those in need of assistance with the tuition fee. Applicants seeking financial assistance should attach a letter to this application explaining why scholarship help is needed and what the applicant/applicant's organization can contribute toward the tuition. In addition, please provide a letter of support from someone who can explain how this scholarship will contribute to your development as a journalist.

■ **Cancellations.** A \$100 cancellation fee is retained for cancellations within 14 days of the beginning of a seminar. 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.

■ **Travel, transportation and lodging.** Most seminars are held at the Institute in St. Petersburg, Fla., unless noted otherwise in the seminar description. Participants are responsible for their travel and housing expenses. 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). Nearby hotels to the Institute are within walking distance and most can provide a shuttle to Poynter when needed, so it isn't necessary to rent a car. A block of rooms for each seminar will be held at a nearby hotel, with a discounted room rate, subject to availability after the reservation cut-off date.

■ **Application information online.** www.poynter.org/seminar/application_info.asp
NewsU courses apply online at www.newsu.org

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