

Newspaper Association of America®

Minority Fellowships

Business

Technology/
Production

Editorial

Leadership

Design/
Photography

24th
Year!

Climbing the Ladder to Newspaper
Management Success

Deadline: October 31, 2003
www.naa.org/diversity/minorityfellowships

31 Fellowships | January - June 2004



September 2003

Dear Colleague:

In 2004, the Newspaper Association of America's Minority Fellowship program celebrates its 24th year. This translates into a long-standing commitment to advancing the careers of newspaper professionals throughout the United States. Since the program began, we have awarded more than 800 fellowships to ethnic minority newspaper personnel and journalism educators.

Look at the folks who have come through this program, and you will see names that are now at the upper echelon of newspapers throughout the country—evidence that this program is helping change the face of leadership in the newspaper industry.

I am delighted to announce that NAA will award 31 fellowships for the application period of January - June 2004. I sincerely hope you encourage staff members of your newspaper—or faculty at your university—to apply for a fellowship.

The fellowship program is designed to widen opportunities for ethnic minority professionals to enter or advance in newspaper management. Newspaper executives and journalism educators are asked to nominate candidates who demonstrate managerial potential. The supervisor's recommendation plays a key role in the selection process. For that reason we suggest that all applicants work closely with their supervisor when preparing the applications.

The fellowships cover seminar registration fees, travel, meals and hotel expenses. Fellowships and the organizations that sponsor them are:

American Press Institute, Reston, VA
Advertising Leadership: Building Your Team, Your Revenue, Your Marketshare
City and Metro Editors
Consumer Marketing Strategies
Design for Tomorrow's Readers
Executive Development Program (community)
High Performance Leadership
Lifestyle Editors: Reflecting Everyday Life for Everyday Readers
Single Copy: Hot Ideas for High Volume Sales

Asian American Journalists Association
Executive Leadership Program

Maynard Institute for Journalism Education, Oakland, Calif.
The Editing Program

Media Management Center, Evanston, Ill
Advanced Executive Program

National Association of Minority Media Executives
Leadership Development Institute

National Institute for Computer Assisted Reporting, Columbia, Mo.
Investigative Reporting


Newspaper Association of America
NAA Marketing Fellowships
NEXPO/SuperConference

Poynter Institute for Media Studies
Design/Type/Color
Designing with Type: Print & Online
Information Graphics: Process, Conception and Presentation Techniques
Newspaper Reporting, Writing and Editing: A Coaching Approach
Poynter Leadership for Mid-Level Editors: Be Effective, Be a Leader
Poynter Leadership for New Leaders: Starting Smarter

Seminars offered for the period of January - June 2004 are listed with the program description and detailed information on the following pages. Applications must be postmarked no later than October 31, 2003. Once the fellowships have been awarded, recipients will be contacted by NAA. A letter confirming the award will be sent to recipients, and a copy will be forwarded to the fellow's supervisor. If you have any questions or require further information, contact MiChelle Duke at (703) 902-1727 or dukem@naa.org.

Thank you for supporting NAA's Minority Fellowship program.

Sincerely,



Jeanne Fox-Alston
Vice President
NAA Diversity

Seminars/Fellowships Available For NAA Minority Fellowships

Business

Single Copy: Hot Ideas for High Volume Sales
January 11-14
American Press Institute
Reston, Va.

For: single copy managers, single copy representatives.

Single copy long has been the stepchild of circulation departments, even though it offers a spectacular opportunity to increase frequency and circulation revenue. Participants in this session will discuss how to target thin slices of the single-copy market, growing the ranks of "Sunday-Only" buyers, innovative sales and promotions that grow readership and revenue and more.

Consumer Marketing Strategies: Romancing the Reader
March 14-18
American Press Institute
Reston, Va.

For: circulation directors, directors of promotion and special events, single copy managers, home delivery managers, circulation marketing managers and direct marketing managers.

This seminar will explore how circulation sales and marketing executives can cut through the din to get their messages into the minds and hearts of the marketplace. Participants will focus on non-traditional approaches to marketing and winning strategies to help build the subscriber base, push the single copy needle and extend the lifetime value of customers.

Advertising Leadership: Building your Team, Your Revenue, Your Market Share (for metro markets)
March 28-April 2
American Press Institute
Reston, Va.

For: advertising supervisors, managers and directors.

This session will tackle the tremendous challenges facing advertising managers in metro markets today. Participants will learn how to train and coach their staff for top performance while simultaneously leading the sales effort and discovering new ways to allocate limited resources.

NAA Marketing Fellowships, Newspaper Association of America Marketing Conference
January 16-21
San Diego, Calif.
Ten slots available

For: marketing, advertising and circulation non-managerial staff, managers or executives with three or fewer years in their current marketing position. Participants must be first-time attendees of an NAA Conference.

The NAA Diversity Department will provide fellowships for 10 newspaper professionals to attend the 2004 conference. The conference features panels and seminars on the issues surrounding advertising, circulation, promotion and market development. Fellowship recipients will also participate in the NAA Future Leaders program, which precedes the Marketing conference. The Future Leaders program was developed to foster the growth of up and coming decision-makers across the country. The goal of the program is to provide understanding of marketing leadership principles and the skills and practical ideas necessary to foster better sales and marketing management that will build business and brand.

Upon completion of the program each participant will be better able to:

- Develop marketing plans which reflect the strategy and culture of their paper
- Gain acceptance of marketing plans
- Implement marketing strategies and tactics more effectively
- Lead their paper's marketing effort.

Technology/ Production

Nexpo/SuperConference 2004
June 19-22
Washington, DC.

For: production, health and safety, operations personnel and anyone involved in buying technology hardware, software and services for newspapers.

NEXPO is the world's largest annual newspaper technology exhibition and conference. In 2004, as it has for 77 years, the Newspaper Association of America will bring newspaper executives together to investigate new technology, share best practices and explore the future.

Editorial

City and Metro Editors: Leading a Reader Driven Newsroom, (metro markets)
January 18-22
American Press Institute
Reston, Va.

For: anyone who needs to know more about city/metro desk operations, including managing editors, city and metro editors or longer tenured editors who need a fresh perspective.

This seminar is designed to help city and metro editors meet the challenges of an evolving newsroom. These challenges are greater in metro markets than anywhere else, with an increasing emphasis on local coverage and with the growing fragmentation of readership. This seminar will focus on how to enhance management skills and improve content.

Newspaper Reporting, Writing and Editing
February 8-13
Poynter Institute
St. Petersburg, Fla.
Two slots available.

For: reporters, editors and copy editors from all departments of the newsroom.
Sharpen your writing skills and examine the techniques of effective reporting, writing and editing while working with award-winning reporters, editors and writing coaches. This seminar will emphasize reporting, critical thinking, organizing principles, drafting and revision.

Lifestyle Editors: Reflecting Everyday Life for Everyday Readers
March 21-25
American Press Institute
Reston, Va.

For: feature editors, lifestyle editors, special section directors, culture and leisure editors, entertainment editors, features copy editors and science and medicine editors.
Pick up the skills to create a focused section that captures your community's life and times, attracts new audiences and helps to retain readers. Learn how to spot trends, draw in readers with compelling entertainment coverage and develop high-impact writing and design. Develop your leadership skills.

Investigative Reporting
March 21-26
NICAR
Columbia, Mo.

For: investigative reporters, general assignment reporters and other journalists
Participants in this seminar will learn to acquire and negotiate for electronic information using various kinds of software to analyze the information and translate that information into high-impact stories.

The Editing Program
May
Maynard Institute for Journalism Education
Location TBA.

For: editors and copy editors.
The five-week program immerses participants in everything from the basics of headline writing, grammar, page design and story organization to interpersonal skills that enable editors to work successfully with reporters and other editors. The program produces effective newsroom leaders who can promote teamwork, introduce and manage change and ultimately improve the quality of journalism at a newspaper.

Leadership

Poynter Leadership for New Leaders Starting Smarter
January 25-30
Poynter Institute
St. Petersburg, Fla.

For: recently promoted editorial managers or managers with only a few years of experience and a desire for leadership training.

This seminar helps participants define and refine their leadership style, learn to coach colleagues to higher performance and build newsroom cultures that value ethical decision making, diversity and constructive feedback. One of Poynter's most popular leadership seminars, this one turns new leaders into true leaders.

Poynter Leadership for Mid-Level Editors: Be Effective, Be a Leader
February 8-13
Poynter Institute
St. Petersburg, Fla.

For: mid-level newspaper editors from all departments, including online.
Mid level editors lead up, down and sideways in their newsrooms. In this seminar, editors identify and hone their leadership skills, Participants learn to coach, motivate and develop staff, develop strategies for collaborating with colleagues on goals and enhance their ability to develop newsroom cultures with other editors who value ethical decision-making, diversity and constructive feedback.

Executive Development Program, (metro markets)
February 8-13
American Press Institute
Reston, Va.

For: corporate executives, publishers, chief financial officers, operations executives, advertising, circulation and marketing executives as well as executives with various other titles and responsibilities.
Gain five years of executive-level newspaper experience in five days, with timely feedback on decisions made while publishing a mythical 220,00-circulation metro daily in a sophisticated computer-simulated atmosphere.

Leadership

Advanced Executive Program
February 23-March 5 and April 26-May 7
Northwestern University
Evanston, Ill.

For: senior-level executives only.

This four week intensive training course will give participants the powerful new tools necessary to lead their newspapers into the next century. The program will cover the following topics: competitor analysis, strategy development, strategy implementations, target marketing, customer satisfaction and retention, preserving and enhancing journalistic values and trust and leadership.

AAJA Executive Leadership Program
March 10-14
Chicago, Ill.

For: senior reporters, city editor, copy editors, graphics editors, photo editors, entry or mid-level editors and entry or mid-level supervisors. Two slots available.

This program is tailored to help Asian American journalists become newsroom leaders and executives by looking at how Asian American values relate to decision-making processes and leadership development at a high-level.

Leadership Development Institute
March
National Association of Minority Media Executives, Location TBA
Two slots available.

For: managers and assistant managers of color across functional areas – news, advertising, circulation, finance, marketing, systems, graphic arts, human resources, production, operations, etc.

A hands-on workshop designed to sharpen leadership skills and management techniques. Participants work with top-notch professionals to learn how to develop their careers while successfully contributing to the goals of their companies.

High Performance Leadership
May 2-5
American Press Institute
Reston, Va.

For: experienced leaders.

Broaden your thinking from operational to strategic leadership issues, including engaging and retaining talent, negotiating complex decisions, coaching future leaders and handling tough topics and difficult people.

Design/ Photography

Designing with Type, Print and Online
January 25-28
Poynter Institute
St. Petersburg, Fla.

For: anyone who designs with, studies or otherwise loves to use and think about typography.

This three-day conference will expose print and online publication designers to a variety of experts known for their use of typography in their design work. An emphasis will be on thinking intelligently and creatively about using typography to reflect content.

Information Graphics: Process, Conception and Presentation Techniques
February 8-13 Poynter Institute
St. Petersburg, Fla.

For: visual journalists for print and online, news artists, web artists, designers, graphics editors and researchers.

In this seminar you will learn how to produce high impact graphics through the use of photo integration. You'll learn how to use grids to improve the clarity of graphics and how to write appropriate headlines for both print and online graphics.

Photographic Reporting: Finding Untold Stories
February 22-27
Poynter Institute
St. Petersburg, Fla.

For: photojournalists, newsroom assigning managers, photo managers.

This seminar will focus on ways to develop photographers as integral members of the newsgathering team. Participants will develop skills that will improve their photographic storytelling, consider effective ways to find good ideas, develop meaningful documentary stories, and publish them in traditional and non-traditional ways.

Design for Tomorrow's Readers: Building a showcase for the News
February 22-26
American Press Institute
Reston, Va.

For: anyone concerned or dealing with the look and presentation of the newspaper including managing editors, AME of graphics, design graphics editors, staff artists, layout editors and copy editors.

This seminar covers everything from the basics of good typography and visual packaging to demographics and visuals, to how and why readers read. Participants will have an intensive week of design and graphic brainstorming that will provide them with materials and ideas to take away and implement immediately.

Newspaper Association of America Minority Fellowships

A P P L I C A T I O N

January - June 2004

Deadline: October 31, 2003

Seminar/Fellowship applied for: _____

Date, location of seminar/fellowship: _____

Name of candidate: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

Check one: M F Race: _____

Name of newspaper: _____

Newspaper group: _____

Newspaper address: _____

Present position: _____ How long in present position: _____

Answers to the following must be typed on a separate sheet and attached to this application. (Your name, address and phone number must also be typed on the sheet.)

1. Please explain your current responsibilities.
2. Please detail your previous work experience (list dates).
3. What industry seminar(s)/fellowship(s) have you attended in the past three years?
4. What are your short-range goals?
5. What are your long-range goals?
6. Why do you believe this seminar/fellowship will be helpful in your career advancement?

Minority media association membership(s):

AAJA NABJ NAHJ NAJA NAMME NLGJA Other: _____

I give NAA permission to use the information on my application for statistical purposes as possible source material for NAA publications and achievement awards. Yes No

Home address: _____

Home phone: (_____) _____

Signature: _____

Please return this form with Application answers and Supervisor's Recommendation form to:
MiChelle Duke, NAA, 1921 Gallows Road, Suite 600, Vienna, VA 22182-3900
Phone: (703) 902-1727 • Fax: (703) 902-1735 • E-mail: dukem@naa.org
You may photocopy these forms.



Newspaper Association of America Minority Fellowships

S U P E R V I S O R ' S R E C O M M E N D A T I O N

(APPLICATION WILL NOT BE CONSIDERED WITHOUT THIS FORM.)

_____ is applying for an NAA Minority Fellowship to attend
(Name of Candidate)

(Name of Seminar/Fellowship, Place, Date)

This form asks questions about both the individual applying and your organization's reason for nominating him/her. In the increasingly competitive process of selecting Minority Fellows, the selection panel needs your help in making its choice. Be as specific as possible in relating your nomination to the candidate's career advancement at your newspaper. Please read carefully the description of the session the nominee wishes to attend to be certain it fits your plans for this staff member.

1. What immediate benefit will your organization gain from the candidate's attendance at this session?

2. Do you have plans for this candidate that make attendance at this seminar/fellowship particularly appropriate?
Where do you expect this person to be in your organization one or two years from now?

3. How do you see this seminar/fellowship relating to the candidate's career goals as stated on his/her application?

Supervisor's name (please print)

Signature/Title

Name of Newspaper

(_____)
Phone

Newspaper's address

Application deadline: October 31, 2003

Please return this form with Application form to:
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Phone: (703) 902-1727 • Fax: (703) 902-1735 • E-mail: dukem@naa.org

You may photocopy these forms.



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Act Now!

Minority Fellowship applications
must be postmarked by **October 31, 2003**



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www.naa.org

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