



# Media Academy Application

## Maynard Media Academy

**January 11 – 15, 2009 and March 22 – 26, 2009**

At Nieman Foundation at Harvard University  
Cambridge, Mass.

(Participant must attend both sessions.)

Application Deadline December 1, 2008

The Maynard Media Academy is an immersion management training program with a track record of helping new managers achieve success.

The program is run in partnership with the Nieman Foundation at Harvard University.

To apply, participants must be assessed by superiors as having the potential to rise several levels within their organization. Coming into the program, participants complete a detailed management skills assessment. The teaching then focuses on the manager's toughest tasks: communication, resolving conflict, change management and leading the changeover to multimedia. New managers from all areas of their news organizations – editorial, advertising and other business-side departments, and multimedia operations – benefit from the immersion in a range of management tools and revenue models.

Teaching methods include the famous Harvard Business School case study method, small group work and discussion with high-achieving peers. An e-learning component completed between sessions provides an overall view of news organization operations. Faculty includes top media leaders and professors from the Harvard Business School.

For more information:

Robert C. Maynard Institute for Journalism Education

1211 Preservation Parkway

Oakland, CA 94612

Phone: 510-891-9202

Fax: 510-891-9565

Email: [info@maynardije.org](mailto:info@maynardije.org)

[www.mije.org](http://www.mije.org)

### Curriculum

- \*MARKETING
- \*FINANCE
- \*MANAGING A MULTIMEDIA ENVIRONEMNT
- \*COMMUNUCATION
- \*CONFLIT RESOLUTION
- \*CHANGE MANAGEMENT
- \*STRATEGY
- \*PREFORMANCE MANAGEMENT
- \*NEGOTIATION SKILLS
- \*TEAM BUILDING
- \*DECISION MAKING

The Maynard Institute prides itself on generating media leaders who operate effectively in both multicultural and multimedia environments. Maynard institute programs offer:

- \*An intensive, hands-on approach.
- \*One-on-one attention in small groups.
- \*Faculty from the nation's leading news organizations and universities
- \*Immersion in new media and new technologies.
- \*Diversity in the curriculum, faculty and participants.
- \*An intensive network of graduates, including prize-winning journalists, managers and publishers - colleagues for a lifetime.

### WHO SHOULD APPLY

Managers from business, editorial and multimedia. While the Maynard Institute emphasizes participation by people of color, the program is open to all journalists.

### FEE AND EXPENSES

The total fee is \$3,000.

The fee covers the on-campus tuition and includes lodging and some meals. Travel expenses not included. Ten percent of the fee must accompany the application and is non-refundable; the remainder of the fee is due four weeks before the start of the program.

### TO APPLY

Complete the enclosed application form. Applicants must also submit a personal essay and two letters of recommendation, including one from an immediate supervisor outlining the applicants's advancement possibilities. Applicants can also download an application at: [www.mije.org](http://www.mije.org)



# Media Academy Application

Name \_\_\_\_\_



Title \_\_\_\_\_

Organization \_\_\_\_\_

Start Date of Current Job \_\_\_\_\_

Number of Years in the Industry \_\_\_\_\_

Work Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ Work Email Address \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone Number \_\_\_\_\_ Cellphone Number \_\_\_\_\_ Home Email Address \_\_\_\_\_

*Please Check*

Preferred Email Address:  Work  Home

Gender:  Male  Female

Race/Ethnicity:  Black/African American  Asian/Asian American  Hispanic/Latino

Native American  White  Mixed  Other \_\_\_\_\_

Have you ever applied for a Maynard Program before? Yes or No If so, what year? \_\_\_\_\_

How did you learn of the Maynard Training Program? \_\_\_\_\_

\_\_\_\_\_

**Requirements:**

◆ Email us along with your application a color photograph of yourself (in jpeg format). This photo may be reproduced after program acceptance.

◆ Two letters of reference, including one from your department head specifically outlining the organization's plans for your career.

◆ An essay of 750 to 1,000 words discussing your professional career to date. Describe your most significant accomplishments, especially those that demonstrate management ability. Also describe how participation in the Media Academy will assist you in achieving your career goals.

**Email Your Application To:**

Agata Lowell  
alowell@maynardije.org

Robert C. Maynard Institute  
for Journalism Education  
1211 Preservation Parkway  
Oakland, CA 94612

Tel: 510.891.9202  
Fax: 510.891.9585  
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**APPLICATION DEADLINE: December 1, 2008**



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## Education

| NAME, ADDRESS, CITY, STATE                | DATE OF ATTENDANCE | DEGREE OR DIPLOMA | MONTH AND YEAR AWARDED | MAJOR |
|---|--------------------|-------------------|------------------------|-------|
| COLLEGE(S)                                |                    |                   |                        |       |
| GRADUATE, PROFESSIONAL AND OTHER TRAINING |                    |                   |                        |       |

## Experience

| NAME AND ADDRESS OF EMPLOYER (MOST RECENT FIRST) | TITLE | DATES | MONTH AND YEAR AWARDED | SUPERVISOR |
|--|-------|-------|------------------------|------------|
|  |       |       |                        |            |
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|  |       |       |                        |            |

## References

| NAME | ADDRESS | PHONE |
|------|---------|-------|
|      |         |       |
|      |         |       |

## Sponsoring Executive

| NAME | ADDRESS | PHONE |
|------|---------|-------|
|      |         |       |