



ROBERT C. MAYNARD INSTITUTE FOR JOURNALISM EDUCATION

# Cross-Media Journalism

## A P P L I C A T I O N

**Fee:** \$1,500

The sponsoring news organization is responsible for travel and lodging costs.

**Lodging:**

Projected lodging costs are up to \$900.

UC Berkeley has special rate arrangements with several near-by hotels, subject to availability.

**Food:** Some meals provided.

**Application deadline:**

November 2, 2001

**Submit application to:**

Maynard Institute  
409 Thirteenth St., 9th Floor  
Oakland, CA 94612

Tel: (510) 891-9202  
Fax: (510) 891-9565

E-mail: [info@maynardije.org](mailto:info@maynardije.org)  
Web site: [www.maynardije.org](http://www.maynardije.org)

### REQUIREMENTS

- A cover letter discussing your professional career to date, including your most significant accomplishments. Discuss how your participation in the program will help improve your organization's cross-media capability and assist your career goals.
- Submit this application with your résumé. Keep a copy for yourself. No application materials will be returned.

NAME \_\_\_\_\_

NAME OF NEWSPAPER / TV, RADIO OR WEBSITE \_\_\_\_\_ NETWORK AFFILIATION (IF ANY) \_\_\_\_\_

WORK ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TITLE \_\_\_\_\_

WORK PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

PREFERRED MAILING ADDRESS (CIRCLE): **WORK** OR **HOME**

STARTING DATE OF CURRENT JOB \_\_\_\_\_ DATE OF BIRTH \_\_\_\_\_ SOCIAL SECURITY NUMBER \_\_\_\_\_

**Gender**

Female

Male

**Race/Ethnicity**

Black or African American  Asian or Asian American  Hispanic or Latino

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

• COMPUTER PLATFORM USE:  MACINTOSH  PC  OTHER \_\_\_\_\_

SELECT THE APPROPRIATE LEVEL OF COMPUTER SKILLS:

SOFTWARE:	NONE	BEGINNING	INTERMEDIATE	ADVANCED
PHOTOSHOP	_____	_____	_____	_____
PAGEMAKER	_____	_____	_____	_____
QUARKXPRESS	_____	_____	_____	_____
MS WORD	_____	_____	_____	_____
MS EXCEL	_____	_____	_____	_____
DREAMWEAVER	_____	_____	_____	_____
PREMIERE	_____	_____	_____	_____
OTHER(S). LIST BELOW:	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

• WRITING AND REPORTING SKILLS:

- TV  NEWSPAPER  
 RADIO  MAGAZINE  WEB

• PRODUCTION SKILLS:

- TV  NEWSPAPER  
 RADIO  MAGAZINE  WEB

• HOW DID YOU LEARN ABOUT THE MAYNARD INSTITUTE'S PROGRAMS?



# Cross-Media Journalism

Broadcast, Print and the Internet  
Graduate School of Journalism  
University of California at Berkeley  
January 5 -12, 2002

## Curriculum

- Writing and reporting for print, TV and Web
- Web site production
- Visual storytelling

## Who should apply?

- Newspaper reporters and editors
- Television and radio news producers and reporters
- Web journalists
- Newsroom managers
- Journalists with five or more years experience

## Fee

\$1,500

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## Lodging

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## To Apply

Complete and submit the application form or apply online. Visit our Web site at [www.maynardije.org](http://www.maynardije.org).

## Application Deadline

November 2, 2001

The Cross-Media Journalism program offers storytelling strategies and technical training for seasoned professionals who are using multimedia platforms to deliver the news. The week-long program provides the framework for journalistic narrative in print, broadcast and the Internet across the "Fault Lines" of race, class, gender, generation and geography. The program teaches the technical skills necessary to produce multimedia coverage. Participants are taught to layout the front page of a newspaper, produce a five-minute broadcast and build a Web site.

Faculty and guest speakers provide insider views of the cross-media landscape, teamwork, management challenges, technology advances, and Web research techniques.

The inaugural Cross-Media Journalism training was held at the Columbia University Graduate School of Journalism in July 2000. The University of Southern California Annenberg School of Journalism hosted the second training in March 2001.



Voices From L.A., 2001 USC Cross-Media Project

## Contact information

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