



INDIANAPOLIS ASSOCIATION
OF BLACK JOURNALISTS

Multimedia Workshop for Minority Students
At Butler University • June 19 – 26, 2011
Application Form (Due May 1, 2011)

Application requirements To be considered, students must complete this application form. Other requirements are **(1)** completion of the sophomore year in high school by the beginning of the workshop; **(2)** a 500-word essay by the student describing his/her career goals and how the workshop would help the student achieve those goals; **(3)** submission of three samples of the student's writing, preferably published non-fiction or graded exercises; **(4)** two letters of recommendation from the student's teachers/advisers. Final application deadline is May 1.

Please type or clearly print your information.

Name _____ (M / F) _____

Home address (street) _____

City _____ State ____ ZIP _____

Home Telephone () _____ Cell phone () _____

E-mail _____

Ethnicity _____

School _____ Graduation date _____

School address _____ City _____ Zip _____

Teacher _____ Phone _____

Focus (please circle area of interest): **Print** **Broadcast** **Public Relations**

Parents or legal guardian: _____

Name(s) _____

Address _____ City _____ Zip _____

Telephone(s) () _____ () _____

Other information or emergency numbers _____

ESSAY: In 500 words or less, tell us your career goals and how the workshop would help you to reach them.

In your application packet please be sure to provide the following:

- This application
- Your essay
- Three samples of your work
- Two recommendation letters

Application must be postmarked by May 1, 2010. Please return to:

DeShong Perry, Workshop Director
WTHR TV
1000 North Meridian
Indianapolis, IN 46214
(317) 655-5802

Indianapolis Association of Black Journalists

Multimedia Workshop for Minority Students

At Butler University

June 19 – 26, 2011

Application Form (Due May 1, 2011)

Workshop Description: IABJ's High School Multimedia Workshop for Minority Students at Butler University is an 8-day residential program that immerses Indiana students into the field of journalism. Through classroom experience at Butler and internship experiences in newsrooms and Public Relations firms across the city, our organization will work to promote this multimedia profession by giving young students an early opportunity to see the field firsthand. Students will be mentored by a team of working journalists and PR professionals. Our workshops will cover many topics including: The editorial meeting, news writing basics, ethics, plagiarism, storytelling and production, the art of the interview and the science of research. Our students will produce an online newspaper, press/media releases and TV news packages during the course of the workshop.

Purpose: Year after year IABJ members have encountered minority interns from some area colleges and universities woefully unprepared for the newsroom – much less ready to compete for entry-level jobs. Our skills-based workshop is intended to equip future minority journalists and media professionals, early on, with tools necessary for a successful career, and give a real-world view of expectations before they jump into the field with no real experience.

Instruction: The 8-day workshop for up to 20 students will take place summer of 2011 at Butler University and in newsrooms across the city. It will be open to Indiana minority students (statewide) who are going into their junior or senior high school year or first year in college. The workshop will be led by IABJ members; Butler journalism instructors and Butler journalism student volunteers; and reporters, producers, PR professionals and editors at stations, firms and newsrooms citywide.

PART 1 – Learning the Basics: The first 2 DAYS are devoted to instruction and related exercises, including news-gathering field trips. Professional journalists and Butler University faculty will provide most of the instruction. Additional assistance will be provided by reporters, editors, producers, news directors, anchors, PR professionals and newsroom website managers at local stations, media firms and newspaper newsrooms.

PART 2 – The Internship: In part 2 of the workshop, students will intern in pairs for 3 DAYS at several news organizations. We have solicited help from the following news operations: Indianapolis Star, Indianapolis Recorder, NUVO News Weekly, Indianapolis Business Journal, WISH-TV (CBS), WTHR-TV (NBC), WRTV (ABC), FOX 59 (FOX), and a couple of local news radio stations. Students will get on-the-job training on how to write for newspapers (print and online), television and radio. The remainder of the workshop will be devoted to producing their stories for an online publication and putting together a 22-minute news magazine program. IABJ members as well as instructors and students from Butler University will work with students over the final two days to help them finish their projects.

Presentation: The students will present their projects at a banquet luncheon at the end of the summer workshop where they will also receive a certificate for successfully completing the program.

Field trips: For entertainment as well as instruction, students will participate in several field trips including the City-County building, Statehouse, Fox News affiliate and the Indianapolis Star newsroom.

Impact: The workshop will have a positive impact on students, the industry and IABJ members. First, students who have little knowledge of a professional news operation will be better prepared to get right to work once they get into college-level journalism classes. Additionally, these young student journalists will have a higher level of confidence and skill when they head into internships and later into the working world. They'll also be more likely to stay in the industry and contribute to its excellence and diversity. Lastly, this workshop is an opportunity for IABJ, Butler University and media organizations across the city to mentor a new generation of journalists.

IABJ plans to stay in touch with our interns as they move on in school and into their careers. We will initially use social media like Facebook and Twitter to keep in contact (our way of meeting them where they are), and send out a survey to them a few months after their workshop. We will also invite them to an IABJ monthly meeting six months after their workshop experience and invite them to work as volunteers and mentors to the next class for the following summer. IABJ members will also give them personal attention by keeping in touch with them via email and by phone.