



WETA News Academy 2008

June 16th – 21st, 2008

America's public television stations are well known for the quality of their programming, and viewers have come to expect nothing less than the best when they tune into PBS. Timely topics, human stories, world class production values – all of these qualities have become synonymous with PBS programming over the years, across every genre.

Our news and current affairs programming has a special responsibility in today's complex and crowded media environment – the responsibility to be trustworthy, accurate, authoritative and balanced. As we approach the 2008 Elections, that responsibility will certainly come into sharper focus. And when combined with the extraordinary opportunities of instantaneous access that global digital technology affords, that responsibility becomes even more acute.

WETA News Academy 2008 has been designed to offer successful applicants experience in the practical and technical capabilities of contemporary local news gathering and reporting, both on TV and online. The Academy will also enable participants to explore and discuss the underlying principles of modern news programming with some of the nation's premier journalists and producers.

This intensive, five day, residential course in the nation's capital includes interactive classes at WETA's Virginia headquarters, meetings with other public television news colleagues and professionals, discussions of best practices, and visits to the DC studios where national daily and weekly news and current affairs programs are created. Throughout the course, participants will have the opportunity to share their challenges and experiences -- both successes and failures -- with their public broadcasting peers. WETA News Academy 2008 will pay particular attention to the opportunities and responsibilities associated with election (and pre-election) news coverage.

The purpose of the course is to enhance the efficacy and quality of news and public affairs production in both television and new media, with particular emphasis on election-related programming, throughout the public broadcasting system. The workshop will also stimulate and facilitate collaboration among news and public affairs producers across the nation.

The WETA News Academy is open to ambitious news and current affairs professionals who have been developing their skills locally and nationally as employees of a public broadcasting station or as independent contractors working with a public broadcaster. Each attendee will gain an insight into the logistical, technical, legal and financial realities of news and public affairs production.

The course is being managed by specialists from WETA and has been designed with the advisory supervision of a panel of experts drawn from public television stations, PBS, CPB and the Independent Sector.

For additional information and APPLICATION FORMS, visit www.weta.org/newsacademy

Submit questions to newsacademy@weta.com. DO NOT CALL WETA OR CPB.