

The  
McCormick  
Tribune  
Fellowship

# The McCormick Tribune Fellowship

The McCormick Tribune Foundation and the National Association of Minority Media Executives Foundation invite applications for the 2006 McCormick Tribune Fellowship program. Eight media executives of color will be selected to join an exclusive braintrust designed to help the news media achieve its diversity goals. In addition, each fellow will participate in an innovative mentoring experience and attend one of the country's most prestigious executive development programs run by Northwestern University's Media Management Center.

The fellowship program seeks to increase both the number and impact of minority executives in the news media. It also helps fellows individually in their careers while providing other news media leaders the benefit of the wisdom and insight the fellows have to offer. In the process, the program adds to the critical mass of high-performing senior managers and executives of color prepared to bring the most innovative strategies to the news media's most pressing challenges.

The McCormick Tribune Fellowship program is a partnership of the McCormick Tribune Foundation and the National Association of Minority Media Executives (NAMME) Foundation.

## **WHO IS ELIGIBLE?**

McCormick Tribune Fellowships are for executives of newspapers, broadcast stations and news companies. Editorial candidates must have approximately 10 years or more experience in the news business and should be at the level of assistant managing editor or higher at newspapers or newspaper companies, or the equivalent at television stations, groups or companies. Applicants from business departments should have at least 10 years of professional experience and have reached the level of assistant director. Fellows must be leaders within their organizations and be seen by their organizations as key players in the future. The fellowships are open to African American, American Indian, Asian American and Latino executives.

## **APPLICATION PROCESS**

Candidates should submit the enclosed application and required attachments. Application forms also are available on the NAMME website, [www.namme.org](http://www.namme.org). Applications must be postmarked by October 1. Applicants will be notified by December 1. For more information, contact:

NAMME Foundation  
1921 Gallows Road, Suite 600  
Vienna, VA 22182-3900  
Phone: 888/968-7658  
Fax: 703/893-2414

## **THE FELLOWSHIP YEAR**

Eight fellows, four from the newspaper industry and four from the television industry, are selected each Fall for a fellowship year that begins in January.

## **EXPECTATIONS**

Current fellows must participate in all events during the fellowship year. They may also be asked to discuss the Fellows' "State of the Industry" report at industry events. Additionally, while not required, previous fellows are strongly urged to participate in the annual Fall Forums as well as contribute to subsequent State of the Industry Reports after their fellowship year.

Fellows must enlist an appropriate mentor for the fellowship year who will commit to attend both the January Forum and the Success Forum; participate in mentoring conference calls and surveys; and actively mentor the fellow throughout the fellowship year.

## **EXECUTIVE DEVELOPMENT COMPONENT**

Fellows attend the premier leadership programs for media executives. Newspaper executives attend the four-week Advanced Executive Program and broadcast executives attend the seven-day Management Development Seminar for Television Executives, both conducted at the Media Management Center (MMC) at Northwestern University in Evanston, Illinois, which is located about 30 minutes from downtown Chicago. MMC is a joint venture of the J.L. Kellogg Graduate School of Management and the Medill School of Journalism at Northwestern University. The television seminar is a joint project of MMC and the National Association of Broadcasters.

### **■ Advanced Executive Program**

The Advanced Executive Program (AEP) is a four-week seminar for senior executives in the newspaper industry. The program concentrates on five subjects: strategy, journalism, marketing, critical decision-making and leadership.

Leading professors illuminate these concepts:

- strategy and strategic planning
- demographic changes and how they affect readership
- marketing, brand development and brand management
- managerial accounting and activity-based costing
- financial analysis, decisions and support
- innovation and new product development
- leadership skills, negotiating, dispute resolution and change management.

The importance of journalism is interwoven throughout most coursework. The program is divided into two-week segments. The first session lays the foundation for strategic thinking. Participants will be asked to apply that knowledge to projects at their own newspapers during the interim. The second two weeks will be devoted to skills for strategy implementation.

### **■ Management Development Seminar**

The Management Development Seminar for Television Executives is a seven-day program for senior executives from television stations, groups and networks. It promotes management literacy and gives a broader perspective on the television business by bringing cutting-edge ideas from other sectors and media. Courses incorporate lectures, discussions, simulations, case studies, exercises and special interactive sessions with industry leaders.

The seminar provides participants with the tools and vision to implement the goals of their organizations more effectively. The curriculum includes:

- strategic management
- negotiating, decision-making and conflict resolution
- managing diversity
- competitive marketing for television
- managerial accounting
- financial management
- strategic alliances
- the changing business environment
- the changing regulatory environment
- leadership
- managing change.

### **MENTORING COMPONENT**

The mentoring component requires a significant commitment from both mentor and fellow, as a condition of receiving the fellowship. The various mentoring activities are designed to make the year a learning and growth opportunity for both fellows and mentors as they build important relationships and connections.

Fellows should select mentors who are senior executives from their companies; who are committed to the fellows' growth and development; and who welcome the opportunity to expand their own understanding through closer contact with the fellows. Fellows should not choose direct supervisors as mentors, however. Fellows should select individuals with whom they can have candid discussions and who will support them as they go through the fellowship year.

In addition to the one-on-one relationship of fellow and mentor, the mentoring component includes:

#### **■ January Forum**

At the beginning of the fellowship year, fellows and their mentors attend a two-day forum where they are coached by expert facilitators on how to achieve a successful two-way mentoring relationship and experience.

#### **■ Success Forum**

In June/July, fellows and mentors meet again to discuss progress and learn from the successes, challenges and other experiences of all fellows and mentors.

#### **■ Conference Calls and Surveys**

Fellows and mentors participate in a series of group conference calls and surveys throughout the year, designed to encourage candid discussions on relevant issues and enhance the progress of the mentoring component.

## **BRAINTRUST COMPONENT**

All the McCormick Tribune Fellows—from the current class and from all previous classes—are part of a braintrust of expertise which the program regularly taps to help the news industry better achieve diversity success. There are three main parts of the braintrust component:

### ■ **Survey**

Each spring, all current and past McCormick Tribune Fellows participate in a survey on some aspect of diversity in the media industry. The purpose is to bring to the fore the fellows' thoughts and ideas on issues that affect media companies' ability to advance and retain top minority talent and to produce content and products which serve a diverse society.

### ■ **Fall Forum**

Each Fall, all current and former McCormick Tribune Fellows gather for a two-day retreat. At this Fall Forum, fellows discuss issues raised in the fellows' survey and make recommendations to the industry on diversity. The resulting "State of the Industry" fellows report is disseminated to industry leaders. The Fall Forum also includes developmental sessions and speakers to further enhance the participants' leadership skills.

### ■ **Reports**

The Reports represent the collective insights of the multicultural media leaders who are McCormick Tribune Fellows and assist the industry in achieving its diversity goals by sharing insights and perspectives on relevant issues. NAMME will conduct workshops through the year based on these reports. Previous reports include:

#### *Do We Check It At The Door?*

Explores the extent to which executives of color feel they have had to "check it at the door" to fit in at work.

#### *Executives of Color: What It Takes To Succeed*

Examines the factors that have contributed to the success of executives of color.

#### *Leading the Way: Making Diversity Real*

Spotlights what a company would look like upon achieving diversity success and profiles media leaders who have been unusually successful at making diversity happen.

#### *Looking Inward, Going Forward*

Captures generational, racial, ethnic and gender perspectives on diversity and provides an introspective look at inter- and intra-group views about diversity.

## McCORMICK TRIBUNE FELLOWS

### Class of 1998

W. Faye Butts  
Charles L. Cammack, Jr.  
Edward E. DeBerry  
Charlene H. Li  
Steven Malave  
David P. Pego\*  
Catherine Shen  
Everton J. Weeks

### Class of 1999

John Garcia  
Jandell Herum  
Retha Hill  
James F. Lawrence  
Sandra Long  
Lincoln Millstein  
Steve C. Padilla  
Reid Sams  
Ricardo E. Trotti  
Lawrence E. Young\*

### Class of 2000

James L. Clifton  
Sidmel K. Estes-Sumpter  
Astrid J. Garcia  
James V. Greer  
Maria E. Gross  
Michael E. McCullough  
Maurice A. Mineart  
Jan Pierre Pallares  
Rod B. Richardson

### Class of 2001

George Bengé  
Lorraine Branham  
Eduardo Fernandez  
Jonathan A. Garcia  
Frank Carlos Gihan  
Beverly Shepard  
Helga Silva  
Stephen Thompson

### Class of 2002

Eva Aguirre Cooper  
Michael Days  
Tonnya Kennedy  
Larry Olmstead  
Jeff Wolfe  
Kim Young

### Class of 2003

Cristy Garcia-Thomas  
H. Renee Hampton  
Tharon L. Honeycutt  
Emilio Marrero  
Cheryl R. Olive  
Mark E. Russell  
Tina Alexander Sellers  
Don Wyatt

### Class of 2004

Gisselle M. Acevedo-Franco  
Ramona C. Alexander  
Dorothy M. Bland  
Shirley M. Carswell  
Michael D. Jung  
Gordon Peppers  
J. Wendy Thompson  
Cam B. Trinh

### Class of 2005

NeCorey Anderson  
Denise W. Bates  
Emily E. Chambers  
Araceli De Leon  
Katharine J. Fong  
Sharon J. Prill  
Julie Green Topping  
Tracy A. Wright

\*Deceased

# The McCormick Tribune Fellowship Application

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**APPLICANT INFORMATION**

|                                      |                |               |
|--------------------------------------|----------------|---------------|
| First name                           | Middle initial | Last name     |
| Nickname                             |                |               |
| Home address                         |                |               |
| City                                 | State          | Zip code      |
| Home phone                           |                |               |
| Newspaper/broadcast station or group |                |               |
| Newspaper/broadcast group or company |                |               |
| Title/Position                       |                |               |
| Work address                         |                |               |
| City                                 | State          | Zip code      |
| Office phone                         | Office fax     | Office e-mail |

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**RACE/ETHNICITY/GENDER**

African American/Black       American Indian       Asian American

Hispanic/Latino       Other (specify) \_\_\_\_\_

Male       Female

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**EXECUTIVE PROGRAMS ATTENDED** *(most recent first)*

|  |      |
|--|------|
| Program title                          | Year |
| Sponsoring organization or institution |      |
| Program title                          | Year |
| Sponsoring organization or institution |      |

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**CURRENT POSITION**

Describe your areas of responsibility

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Number of employees under your supervision

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List the levels between your position and your organization's senior officer

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To whom do you report?

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What is his/her level in the organization?

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## **REQUIRED ATTACHMENTS**

Please mail or fax this completed form along with:

1. A current resumé.
2. A letter from the person to whom the applicant reports, answering these questions:
  - Why do you see this applicant as a leader within the news organization?
  - What role do you see him/her playing in the future?
  - Does the applicant have the organization's commitment and support for full participation of both the applicant and his/her chosen mentor in all activities of the fellowship year, as listed?
3. A letter from the applicant answering these questions:
  - Why do you want to have this experience?
  - What do you feel you can contribute to the discussion of diversity issues within the news industry?
4. A statement from the applicant certifying that he/she has read the application document in its entirety, understands the expectations of the fellowship, and if chosen to be a fellow, will participate in all fellowship activities as listed.
5. A letter from the person the applicant has chosen to be a mentor during the fellowship year, answering these questions:
  - Why do you believe the applicant should be chosen?
  - Will you commit to participating in all activities of the mentoring program, as outlined?

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