The Media and Leadership Academy is for rising high school sophomores, juniors and seniors interested in careers in mass communications.

Application Deadline
May 12, 2017

Program Dates
June 4-11, 2017

Program Tuition
$550

An application for need-based scholarships is also available for students.

What's included:
• focused instruction in each track
• site travel to professional companies
• nightly group activities
• collaborative projects
• experiencing college life

More details at grady.uga.edu/apply/high-school-discovery
Tracks

Only 20 students per track will be selected

Journalism

The journalism field is evolving to encompass multiple platforms. In this track, students will acquire some of the tools needed to become a multi-skilled journalist in this digital age. In the first part of the week, students will review and learn the essentials of writing for print, online and broadcast. They also will practice the art of interviewing and reporting. Furthermore, they will learn the fundamentals of producing a broadcast and the basics of photojournalism. During the second half of the week, students will experience teamwork and collaboration firsthand in a newsroom. They will be divided into two groups and each will produce a project. One group will produce a news website, while the other group will produce a broadcast show.

Advertising & Public Relations

Want to join the ranks of the “Mad Men” or women? In the AD&PR track students will learn how to become creative problem solvers, writers, decision makers and persuasive communicators within traditional and new media. In the first part of the week, students will take introduction classes in the advertising and public relations fields. During the second half of the week, students will choose a non-profit organization to sponsor. Students will experience teamwork and collaboration as they find ways to reach target audiences and effectively communicate their message to the general public. They will be divided into two groups and each will produce a project. One group will produce a mini advertising campaign, while the other group will produce a mini PR campaign.

Entertainment

Calling all the screenwriters, editors, camera operators, producers and directors! Discover how to tell and share stories through video production. In the first part of the week, students will be introduced to the entertainment field and what it encompasses. Students will learn the basics of video production, from operating a camera to digital editing. Additionally, they will discuss the basics of screenwriting. During the second half of the week, students will work with the advertising group to create a short commercial or PSA to promote the non-profit organization.

Join for an interactive learning experience

Experiencing professional life

The students will travel to a professional company and/or venue for a field trip. In one visit, the students will be introduced to a professional in their track and experience what they do on a day-to-day basis. Special speakers will facilitate track-related activities during the afternoon breaks.

Becoming the next generation’s leaders

The students will travel to a professional company to participate in activities focused on the attainment of leadership skills and competencies. Students also will learn more about the company by touring the facility.

Let the fun begin!

Even though this academy will expose students to an intensive week of learning and working, nightly activities will be planned to let the students have some fun. These activities are designed for the students to get to know each other, get a taste of campus and Athens and relax. Special events through the week include an opening orientation, a Grady After Dark activity and a closing dinner, where the students will showcase their work.

Required Materials

Applying the fun begin!

1) Download forms from grady.uga.edu/apply/high-school-discovery
2) Fill out form(s) (type), print and sign
3) E-mail forms and materials (in one PDF) to rmgandia@uga.edu

Apply Now!

Contact
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