

Back to School 2003

FSPA Today

Enhancing integrated media training for scholastic journalists and advisers

2003-04 Calendar

SEPTEMBER

- 13 – District 5 Workshop in Ft. Myers
- 18 – District 1 Workshop in Pensacola
- 19 – Fall Yearbook Evaluation deadline
- 20 – District 4 Workshop in Tampa and District 7 Workshop in Deerfield Beach
- 27 – District 2 Workshop in Tallahassee

OCTOBER

- 4 – District 3 Workshop in Orlando and District 6 Workshop in Miami

NOVEMBER

- 6-8 – Winter Board Meeting
- 15 – Membership deadline

DECEMBER

- 5 – Teacher-of-the-Year application deadline
- 15-19 – FSPA office hours adjusted for UF Final Exams
- 22-January 5 – FSPA office closed for UF Winter Break

JANUARY

- 6 – FSPA office reopens
- 23 – Literary magazine, newspaper and individual contest entry application deadlines

FEBRUARY

- 6 – Student Journalist-of-the-Year application deadline
- 27 – Broadcast evaluation deadline

MARCH

- 8-12 – FSPA office closed for UF Spring Break
- 19 – Convention registration deadline

APRIL

- 2 – Convention late registration deadline
- 24-30 – FSPA office adjusted for UF Final Exams

MAY

- 6-8 – Convention 2004 at the Hyatt Orlando in Kissimmee

CATCOM staff members receive four student Emmys

Seven Lakewood High School Center for Advanced Technologies' Communications and Original Multimedia (CATCOM) staff members received recognition from the National Academy of Television Arts and Sciences this summer. The seniors won four of the 42 National Student Excellence Awards for their broadcast work on Fox Thirteen Magazine.

The show, produced entirely by CATCOM students, airs Saturday mornings on WTVT Fox 13 in Tampa.

Ryan Baker, John Bambace, Erik Born, Mary Hill, Thomas Vermeer, Jamie Weber and Devan Wilber received an all-expense paid trip to the awards luncheon in Washington in June. The CATCOM entries topped hundreds of submissions from around the nation. Baker received an award in the arts and entertainment/documentary category for a news package on am-



photo courtesy of Mark Granning

National Student Excellence Award winners Mary Hill, Devan Wilber, Jamie Weber, Thomas Vermeer, Ryan Baker (front row), Erik Born and John Bambace (back middle) take a moment to celebrate in Washington at the NATAS luncheon June 8.

phibious vehicle tours. Bambace, Born and Vermeer compiled a graphics montage that won an award for technical achievement. Weber received a script-writing award for a segment on teen communication. Hill and

Wilber produced a segment on teen pregnancy, which earned an award in the news category for outstanding achievement in a regularly scheduled presentation of timely news, information and current events.

Choctawhatchee student journalists appear in national PBS program

Members of the *Smoke Signals* newspaper staff of Choctawhatchee High School in Fort Walton Beach, were featured on the national television show, "Zoom!," May 31. "Zoom!" is a educational show for the Public Broadcast System geared toward elementary and middle school students. The Choctawhatchee students have a literacy program they sponsor for el-

ementary students called Kid's World. Kid's World involves printing a newspaper for elementary students and having the high school students serve as mentors. The local PBS affiliate filmed the Choctaw students with elementary students, and sent it to the national PBS for syndication. This is the first time high school students have been featured on the show.



Districts 1, 3, 5 and 7 hold elections for Directors to serve a two-year term on FSPA's Executive Board.

All Districts elect Student Representatives to help plan and conduct the 2004 state convention and select Teachers-of-the-Year.

district workshops 2003

The countdown to convention 2004

- 7 districts
 - 6 for media
 - 5 sessions
 - 4 months of preparation
 - 3 days of communication
 - 2 days of competition
 - 1 chance of a lifetime
- ... see page 6 for details



Perspective

a message from executive director **Judy M. Steverson**

Unbelievable . . . well, at least it is hard to imagine that some of you went back to school in July. Hopefully, you packed those precious few days of summer vacation with relaxing and rejuvenating activities like those newly elected President Terry Sollazzo describes on page 7.

This summer I was disappointed that I did not have the opportunity to write checks for some of you to receive the Webb Stapler and Julie E. Dodd Scholarships to help defray the costs of adviser workshops. Perhaps you were all too busy to attend workshops, or maybe you just didn't realize these great opportunities are available to FSPA members. One thing is for certain, this year we are redoubling our efforts to communicate all the benefits of FSPA membership for advisers and students. Don't forget to rejoin by Nov. 15.

I did have the pleasure of writing honorarium checks for our 2003 Teachers of the Year. While these awards are not great in monetary value, they are sincere tokens of appreciation which pay tribute to the time and talent advisers so generously share with students. Don't miss the next issue of *FSPA Today*, which will feature the outstanding advisers of 2003 offering insights on establishing and maintaining successful journalism programs.

Also, in the next *FSPA Today*, we will be hearing from our 2003 Student Journalists of the Year. I am truly anxious to hear how these talented graduates are adjusting to college life. Hopefully, these stories will inspire your seniors to begin working on their portfolios. The deadline for SJOY applications is Feb. 6. Forms will be available in the next newsletter and on the Web site.

You can also find all the evaluation forms now posted on the Web site. Having your publication evaluated is another great opportunity you do not want your students to miss. While it's exciting for students to hear their names called as winners at the convention, more importantly, as Marge Craig says in her article on page 7, the evaluations serve as a very important learning tool. Record all those evaluation deadlines on your calendar today and also mark the dates of convention. By planning early you and your students can avoid conflicts. For those of you planning to attend Columbia Scholastic Press Association's convention, note the post mark deadline for FSPA registration falls that same week.

We've included the pictures from FSPA 2003 so that you can reflect on the great time we had and next years delegates can start getting excited.

Before you put this newsletter in your FSPA notebook, take a few minutes to share the centerspread pictures from FSPA 2003 so you can reflect on the great time we had and allow next year's delegates to start getting excited. Also, I hope you will discuss the important story written by Vice President Linda Evanchyk on page 8. She addresses the 18-credit hour diploma and offers 10 sure-fire ways to help keep journalism programs alive in these challenging times. Work with your students to incorporate as many of these points into your own program as possible. Also, share with your staff the exciting awards the students at Lakewood and Choctawhatchee recently won. Challenge your staffers to set high goals for this year as they seek new ways to communicate.

Here in the office and on your FSPA Board, we too are in the process of setting high goals for the organization. We are constantly seeking new ways to serve you and your students, and always welcome comments and suggestions. We look forward to working with each of you this year.

SPJ Offers Unique Opportunities for High School Advisers

The Society of Professional Journalists National Convention will take place at the Hyatt Regency in Tampa this year and will offer programming on many issues, including a special track devoted specifically to youth journalism. This special opportunity consists of the following sessions:

Saturday, Sept. 13, 2003

- | | |
|------------|--|
| 10:15 a.m. | <i>Start 'Em Young</i> (A "How to.." session on starting youth news programs) |
| 11:30 a.m. | <i>Not Kidding Around</i> (An inside look at the successful youth news operations and the stories they have told.) |
| 1 p.m. | <i>Mark of Excellence Awards Luncheon</i> (Help honor the year's outstanding college print, broadcast and online journalism and recognize outstanding educators, advisers and students.) |
| 2:30 p.m. | <i>The Mouths of Babes</i> (Youth journalists advise the pros on how to cover youth issues and why youth can be valuable sources.) |

Call Mac McKerral at 813/342-2472 for details on this special offer. Visit www.spj.org/convention.asp for complete convention details. SPECIAL HIGH SCHOOL RATE: \$55 each

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2003 - 04 fspa membership

MEMBERSHIP APPLICATION FORM

- **Membership valid through Nov. 15, 2004**
- Please type or print neatly in black ink.
- After completing form, mail a photocopy and keep original for your records.
- Publications from new schools (opening in Fall 2003) are eligible to receive a one-year complimentary membership.
- Use this form to apply for membership in one publication category only. Copy this form if you want membership for more than one publication.

school/company/organization information

 Name

 Address

 City Zip

 Phone Fax

adviser/affiliate information

 Name

 Address

 City Zip

 Phone E-mail

FSPA District: 1 2 3 4 5 6 7

County: -----

Publication Name: -----

- [] Broadcast/Multimedia [] Magazine [] Newsmagazine
 [] Newspaper [] Yearbook

(If your student editor(s) would like to receive the FSPA Today newsletter.)

 Editor Name

 Address

 City Zip

Registration Fees

- Check your records to make sure you haven't already joined. A \$5 processing fee will be charged for membership refund.
- Make checks payable to: Florida Scholastic Press Association
- Mail completed form and check to:

FSPA
University of Florida
College of Journalism and Communications
Weimer 2032
P.O. Box 118400
Gainesville, FL 32611-8400

Membership Type

- \$25** [] **High School**
- \$7** [] **Middle School**
- \$25** [] **Professional Affiliate**
 (non-advising high school or college teachers)
- \$50** [] **Business Affiliate**
 (yearbook and photography companies, newspapers)
 *Attach a list of four company representatives who will receive FSPA mailings. Please provide all contact information, including name, address, phone number and e-mail.
- \$0** [] **New Publication at New School**
- \$10** [] **Late Registration Fee** (after Nov. 15, 2003)
- \$25** [] **Late Registration Fee** (after Jan. 15, 2004)

Options

- \$8** [] **Editor's Newsletter**
 Your student editor(s) can receive the year's issues of FSPA today, the organization's newsletter
- \$20** [] **FSPA History Book**
- \$____** [] **FSPA Foundation Contribution**
 The FSPA Foundation was created to support scholastic media by providing scholarships for FSPA advisers and students. Please make checks payable to:
The Community Foundation of Tampa Bay

_____ **TOTAL AMOUNT**

Office use only

 Date Check # Amount Receipt #



Convention Wrap-up

Centered on the theme, *Making a World of Difference*, the FSPA 2003 state convention, May 8-10 at the Hyatt Orlando in Kissimmee, provided Florida's student journalists and their advisers an opportunity to celebrate the school year's accomplishments, as well as to reflect on the sacrifices being made daily by journalists throughout the world.

Scholastic Journalism Week

Governor Jeb Bush signed a proclamation declaring May 4-10 as Scholastic Journalism Week to recognize the importance of high school journalism programs throughout the state. Citing the value of these programs, which "enrich students' lives and provide real-life skills in communications, writing, photography, design, money management, technology and leadership," the proclamation invited "all teachers, administrators and members of the professional press to encourage and support the efforts of scholastic journalists."



photos by Nick West

FSPA President Terry Sollazzo, Dean Terry Hynes of the UF College of Journalism and Communications and FSPA Vice President Linda Evanchyk share a moment at the May 9 advisers' luncheon.



Open mike. At the panel discussion and following the keynote speaker, students had the opportunity to ask questions.

Guest Speakers

This support was apparent as more than 60 speakers volunteered to share their expertise with nearly 1,000 students and advisers who attended the convention. Pulitzer prize-winning reporter and bestselling author Rick Bragg delivered the keynote address and answered student's questions at the banquet.

Also highlighting the list of impressive guest speakers was Fawn Germer, a Pulitzer-prize nominated investigative reporter, whose book "Hard Won Wisdom" earned a spot on many best-seller lists and a feature on Oprah. Germer hosted several workshop sessions and participated in Friday morning's panel discussion. Another featured panelist and session speaker was Kelly McBride, a member of the ethics faculty at the Poynter Institute.

Todd C. Smith Student Journalist of the Year Award

In addition to featuring exciting speakers, sessions and entertainment, the 2003 convention showcased accomplishments of Florida's scholastic journalists and advisers. Lauren Johnson, co-editor-in-chief of the *Predator* newspaper at Wharton High School in Tampa,

was named Florida's Todd C. Smith Student Journalist of the Year. Jenni Schwoerer, editor-in-chief of the *Rampage* newspaper at Rutherford High School in Panama City, earned second place.

Scholarships will be awarded in the amount of \$500 to the first-place winner and \$300 to the second-place winner. These awards are funded by contributions from *The Independent Florida Alligator* and FSPA.

Morty Schaap Florida Journalism Teacher of the Year Award

Carl Zimmermann, from Countryside High School in District 4, was announced as Florida's Morty Schaap Journalism Teacher of the Year. Zimmermann will represent Florida in the Dow Jones Newspaper Fund's National High School Journalism Teacher of the Year competition. Other nominees for Florida's Teacher of the Year included Celene Sessions (District 1 - Pace High School, Pace), Roy Mays (District 2 - Williston High School, Williston), Gail Haack (District 3 - Timber Creek High School, Orlando), Gordon Gair (District 5 - Cypress Lake High School, Ft. Myers), Judy Cowan (District 6 - Miami Sunset Senior High School, Miami) and Carol Neal (District 7 - Westminster Academy, Ft. Lauderdale). The Teacher of the Year received a \$100 honorarium and each district winner received a \$50 honorarium. These awards are funded by Taylor Publishing and FSPA.

Gold Key, Silver Key and Gold Medallion Honors

A Gold Key went to Gail Haack (Timber Creek High School, Orlando), signifying 10 years of involvement with FSPA. Earning Silver Keys for five years of involvement with FSPA were Vicki Broadhead (Palm Harbor University High School, Palm Harbor), Dawn Donnelly (Dillard High School, Ft. Lauderdale), Pamela Eubanks (Osceola High School, Seminole), Christie Gold (Freedom High School, Tampa) and Celene Sessions (Pace High School, Pace). Three prestigious Gold Medallion awards, FSPA's highest honor, were presented to Ed Barber of *The Independent Florida Alligator*, Gail Haack (Timber Creek High School, Orlando), and Carol Neal (Westminster Academy, Ft. Lauderdale). This award acknowledges individuals who have made outstanding contributions to high school journalism for at least five years. Lifetime membership was awarded to Judy Booth Richman (Blake High School, Tampa) and to Gail Haack (Timber Creek High School, Orlando).



All dressed up. FSPA convention delegates enjoy recording the moment before the banquet and keynote address by former *New York Times* correspondent Rick Bragg.

photos by Nick West,
FSPA staff volunteer



Taking a break from the intense heat, but not the competition, convention delegates battle it out in the Hyatt Orlando pool (above).



Thank you. After receiving the Gold Medallion award, Ed Barber, President and General manager of *The Independent Florida Alligator*, expresses his appreciation to advisers during the advisers' luncheon (middle left).

Welcome newcomers. Advisers help distribute information at the advisers' reception hosted by the University of Florida's College of Journalism and Communications (right).

districtworkshops2003

District 1 - Sept. 18 in Pensacola

University of West Florida
Theresa Myers, Director
850-937-2316 or tmyers@escambia.k12.fl.us

Registration begins on-site at 8 a.m., with a cost of \$7 per student and adviser. The program will feature break-out sessions with speakers from a variety of journalism fields, including graphic design, newspaper feature writing, yearbook design, and more. Director Theresa Myers is looking forward to a large crowd and hopes to see you there. Students should bring money for lunch in the university cafeteria.

Each fall, FSPA's seven districts hold a workshop to prepare student journalists and advisers for the new year. Contact your district's director for additional information on your district's workshop. District 1, 3, 5 and 7 will hold elections for district director this year and all districts will elect new student representatives to the FSPA board and Teachers of the Year. Remember, attendance is required for convention eligibility

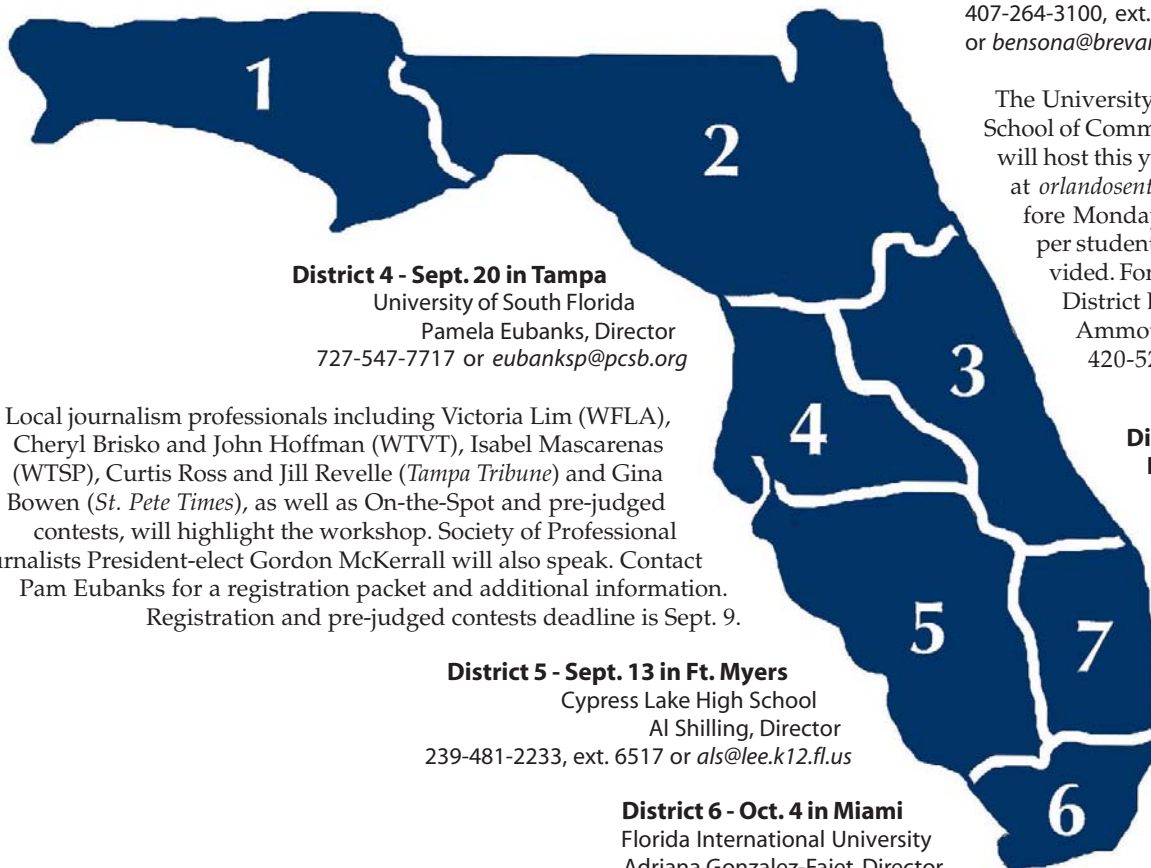
District 2 - Sept. 27 in Tallahassee

Godby High School
Sharon Thomason, Director
850-921-8373 ext. 337 or
thomasons@mail.godby.leon.k12.fl.us

District 3 - Oct. 4 in Orlando

University of Central Florida
Aimee Benson, Director
407-264-3100, ext. 231
or bensona@brevard.k12.fl.us

The University of Central Florida's Nicholson School of Communications and *Orlando Sentinel* will host this year's workshop. Register online at orlandosentinel.com/journalismworkshop before Monday Sept. 22. The cost will be \$12 per student and adviser. Lunch will be provided. For more information contact either District Director Aimee Benson or Heila Ammoon of the *Orlando Sentinel* at 407-420-5295.



District 4 - Sept. 20 in Tampa

University of South Florida
Pamela Eubanks, Director
727-547-7717 or eubanksp@pcsb.org

Local journalism professionals including Victoria Lim (WFLA), Cheryl Brisko and John Hoffman (WTVT), Isabel Mascarenas (WTSP), Curtis Ross and Jill Revelle (*Tampa Tribune*) and Gina Bowen (*St. Pete Times*), as well as On-the-Spot and pre-judged contests, will highlight the workshop. Society of Professional Journalists President-elect Gordon McKerrall will also speak. Contact Pam Eubanks for a registration packet and additional information. Registration and pre-judged contests deadline is Sept. 9.

District 5 - Sept. 13 in Ft. Myers

Cypress Lake High School
Al Shilling, Director
239-481-2233, ext. 6517 or als@lee.k12.fl.us

District 6 - Oct. 4 in Miami

Florida International University
Adriana Gonzalez-Fajet, Director
305-885-3585, ext. 343 or doralmedia@hotmail.com

District 7 - Sept. 20 in Deerfield Beach

Deerfield Beach High School
Steven Jay Thor, Director
954-422-5940
or sjtrucker@aol.com

"You direct your future" whether you enter the field of broadcasting multimedia, graphics, newspaper, film or even public relations. William Randolph Hearst did, so did Orson Wells, Walter Cronkite and even Steven Spielberg.

Now it is up to you in your high school studies, college studies and then in "real life." During the workshop, students will be exposed to all of these areas, presented with new ideas and hopefully get closer to deciding upon a super college and lifetime career.

The 31st South Florida Journalism Day, themed "Let Your Voice Be Heard," will feature keynote speaker Rick Sanchez, a current WTVJ news anchor and former MSNBC anchor. The conference will be held from 8 a.m. to 3:15 p.m. in the Graham Center at FIU's South Campus. Groundbreaking topic discussion and one-on-one networking with local journalism professionals (who will be teaching sessions and sharing useful resources) make the workshop uniquely tailored for both broadcast and print media staffs. On-the-Spot contests will offer students the opportunity to demonstrate their ability to think on their feet. First, second and third place winners in each of the many categories will be recognized during the closing session. Registration materials are due Friday, Sept. 19. There is a \$5 fee for late registration. Registration includes continental breakfast and lunch. However, registrations received after Sept. 19 will not include lunch.

The cost is \$10 per attendee. All schools in Broward, Martin and Palm Beach counties should have received registration materials. There will be 60+ sessions with many surprises. The attendance goal is more than 1,000 students from at least 120 member publications. Make sure that you are counted. Contact Steven Jay Thor for additional information.

Top 10 reasons to attend your district workshop

10 Skills development. New staffers can start gaining the knowledge and experience it takes to be effective journalists.

9 Refresher course. Veteran staffers can renew and improve skills that often rust over the summer.

8 Leadership training. Editors can further develop leadership skills needed to improve publications.

7 Show and tell. Advisers get the opportunity to share motivational and organizational strategies.

6 Networking capabilities. Staffs have the chance to network with other staffs to share valuable experiences, solutions, skills and techniques.

5 Seminars and discussions. Sessions led by fellow students, advisers and professionals cover a wide range of topics from photography to copy writing, from broadcasting to Web publishing and from free speech to the legal rights and responsibilities of the scholastic press.

4 Promoting partnerships. Staffs have the opportunity to build relationships with professional journalists.

3 Teacher of the Year. Districts select their Teacher of the Year at the workshop, who is then nominated for FSPA's State Teacher of the Year award.

2 Your vote counts. Districts, 1, 3, 5 and 7 will hold elections for District Directors, who will serve a two-year term on the FSPA Executive Board. In addition, all districts will elect new Student Representatives. Only FSPA member publications can cast votes.

1 Convention eligibility. Only staffs that send an adviser and at least one student to their district workshop will be eligible to attend the state convention at the Hyatt Orlando May 6-8.

Fall-delivery evaluation deadline approaching



By Marge J. Craig
Evaluations Coordinator

As teachers we all understand the necessity for grades, but we recognize just how subjective grading can be and how it can differ from one teacher to another. The same can be said of evalua-

tions, but ultimately we recognize the value of being critiqued.

At the convention, I heard from several of you about publication evaluations and what they have meant to your programs. One adviser told her principal that it was the best \$50 she had ever spent. I shared that message with the judge who had evaluated the newspaper and she was delighted that her comments were helpful. After all, our judges are busy professionals themselves and we are only able to offer a token payment that in no way covers time it takes to complete a publication/

Evaluations Coordinator

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video evaluation. Many judges volunteer because they know just how much evaluations have meant to their own programs.

Another adviser said she received a lower rating this past year, but agreed with the evaluation and a majority of the judge's comments. She said, "It was just the spark my editors and I needed to get our staff back on track." Those comments are always great to hear, but not everyone agrees with the judge's

remarks. The staff/adviser want to be reevaluated, which is certainly their right. Once again, the outcome is always going to be a subjective critique, meant to provide positive feedback and suggestions for improvement. With that in mind, we hope that those of you who

haven't submitted your yearbooks for judging this year will reconsider and submit them by the Sept. 19 postmark deadline.

For everyone else, mark the January publication deadlines on your calendar. Have a great year.

Honing your skills a great way to aid students



By Terry Sollazzo
FSPA President

Teachers need summer. It's a time when we can sleep later than 5 a.m. and reacquaint ourselves with our children—not the people who inhabit our classrooms, but those who meet us every night at

the door with starving tummies and a never-ending list of destinations to which they must be chauffeured. Summer is also a time for us to bask in the sun reading all those novels we have been dying to start and finish. It's a time for us.

While I didn't get the chance to read those novels, I did get to do something selfish. I got to write for just me. I spent two weeks at the "Writing Excellence: Writing Beyond the Formula" workshop taught by Hillsborough county teachers and language arts supervisor. The unique thing about the workshop was that teachers were the writing students. We felt the same anxiety and writer's block our students feel. We were hesitant to share our stories reluctant to sit at the keyboard and compose. However, at week's end, I left the workshop with around 30 new writing lessons, several stories of which I am extremely proud, a renewed confidence in my writing abilities, greater empathy for my students and a revitalized spirit. It was the best therapy session for which I ever got paid.

The next week I hit the highway for Gator Country to teach at UF's Summer Journalism Institute (SJI). My goal was to share my passion with SJI's student editors. I was fortunate to work with an extremely talented group of young ladies who gave me a new respect for Florida's scholastic journalists. Their concern for quality and for their staffs was sincere. They developed a stylebook, brainstormed story ideas,

formed an editorial policy, shared motivational tips and wrote. However, what fascinated me the most were their opinions about the state of journalism after the Jayson Blair scandal. Kaity Pursino's statement in her editorial on Blair and his faulty reporting has stuck with me until today. She said, "Jayson Blair has given journalism a swift kick in the rear... Journalists today must now strive to prove their integrity to the world." She hit the truth on the head.

We, as advisers, have a mission. It is up to us to train the ethical reporters of tomorrow. Jayson Blair's fiasco reminds us that we must demand integrity from our students. There may be no half-truths in any story. We must insist on accuracy and objectivity. My SJI experience also reminded me to listen to our youth, we have much to learn from each other.

Finally, my summer concluded with a teaching stint at ASNE's Summer Journalism Program for Advisers at USF. For the third consecutive year, I had the honor of serving on the teaching faculty. Waiting to greet me this summer were 35 anxious newspaper advisers from 19 states—all passionate about becoming better advisers. I was brought in to throw a lifeline and share my passion, and, I must admit, it was nice to feel wanted. I was bombarded with questions, and left each session wishing the program had been available when I was starting out.

While my summer was a busy one, and I didn't meet all of my goals, I made a difference in my own life, and, hopefully, in the lives of several scholastic journalists and advisers. I challenge you to do the same this year. If you are a veteran adviser, make a difference in the life of a young adviser. Call us and ask to be a mentor. If you're a young adviser, call us and ask for a hand. You don't have to go it alone. We're here to help you.

Good luck this year, and don't forget to take care of yourself, too. This is your time.

Spotlighting student achievement helps save elective programs



By Linda Evanchyk
FSPA Vice President

Once again, our Legislature has handed us a challenge. This time, it is the 18-credit diploma.

When I first heard of this legislation, my heart sank because I saw an end to the journalism program at my school and programs across the state. Now that we are back in school, however, I am finding that the students who tend to be on journalism staffs are not the ones who generally choose the condensed high school plan. No doubt, we will lose a few, but not many, because most journalism students are college-bound. They realize that getting accepted to a university is already competitive, and that, while technically the 18-credit diploma is accepted by state colleges and universities, we all know that it is not as competitive as a 24-credit diploma.

This scare, however, is again too close for comfort. Public education is changing, and can often change fast, as we saw this summer.

Now, more than ever, journalism advisers must continue to put a spotlight on the great accomplishments of our students and the growth of our journalism programs. The list below will not offer necessarily any new idea, but will remind us of ways we can be pro-active when it comes to saving our programs. Showing off doesn't necessarily come easy to teachers, but the time to do so has come. Consider this: If your school publication or broadcast is important enough

for you to advise, then it is important enough for you to brag about from time to time.

Here are some ideas to remember this school year:

1. Make sure the school is aware that your publication exists. Take an active part in school activities.
2. Let your administration know of any successes your students and/or you achieve.
3. Contact local media for coverage of events your students are doing or to publicize awards, etc.
4. Invite your administration, other faculty and staff members to come visit your publications room. Let them see how hard you and your students work.
5. Display your works in the school. Create some excitement for your publication.
6. Ask former staff members—especially those majoring in journalism in college or those who have gone on to journalism careers—to write a brief statement on how the program at your school contributed to their success. Give copies to your administration.
7. Have a student create a brochure about your publication or the entire journalism program at your school. Have them available in the guidance office, media center and other appropriate areas.
8. Start a parent and/or alumni support group.
9. Give your principal the list from JEA that shows stats of how well journalism students do in all academic areas—including standardized tests.
10. Last, but not least, contact your legislators and tell them how important electives such as journalism are.

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