

Fall 2003

FSPA Today

Enhancing integrated media training for scholastic journalists and advisers

2003-04 Calendar

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
12 - Convention registration deadline
15 - Art Institute of Fort Lauderdale scholarship application deadline. For more information, visit www.aifl.edu.
18 - Convention late registration deadline

APRIL

6 - Independent Florida Alligator scholarship deadline for a student who will major in print journalism at UF. For more information on the application process, visit www.alligator.org.
19-21 - Convention 2004 at the Hyatt Regency in Tampa
24-30 - FSPA office adjusted for UF Final Exams

MAY

3 - FSPA office closed for UF summer break

JUNE

19-24 - Summer Journalism Institute at the UF College of Journalism and Communications. For more information, visit www.jou.ufl.edu/sji.

Mentor program matches seasoned advisers, newcomers



By Terry Sollazzo
FSPA President

Publications' advisers and broadcast instructors are probably their school's best kept secrets. Everyone enjoys the product but rarely does anyone enter the newsroom or broadcast studio to pat the instructor on the back or cheer on the staff. There are no pep rallies before impending deadlines and I can't think of a single case where the news media covered the Signing Day of a student journalist. The student journalist and his or her adviser are basically unappreciated, even though, in the words of William Allan of the *Pittsburgh Press*, they are able to "lift tall buildings and walk under them, kick locomotives off the track, catch bullets in their teeth and eat them, and freeze water at a single glance."

As advisers we end up compensating for the lack of gratitude our students receive by becoming their biggest cheerleaders. We understand that while we can live without the "glory" or "recognition," the students cannot. We enter the trenches to fight for their rights and we field endless criticisms. Our jobs as champions of the truth and documenters of history can be exhausting and lonely. While some attempt to under-

stand our stress or needs, it takes another journalism adviser to truly empathize.

Today we don't have to feel isolated, unappreciated or frustrated. Help is on the way. Carla Sparks, from Tampa Bay Technical High School's Journalism Academy, is laying the groundwork for FSPA's Mentoring Program. She is compiling the names of members willing to mentor new advisers and those who want a hand. At the District 4 Fall Workshop, she began matching mentors with their "mentees" according to the type of publication they advise. Each mentor was given the address and e-mail of his or her new contact and encouraged to offer moral support and to establish a help-line with the new adviser.

Long range goals for this program include the compilation of tips from seasoned advisers and a list-serve program where advisers can go online to request help with a particular problem, hopefully getting a reply in minutes. Sparks is asking experienced advisers to e-mail her tips and resources (books, periodicals, Web sites, etc.) they feel would benefit new advisers.

If you interested in participating, please contact Carla Sparks at carla.sparks@sdhc.k12.fl.us. Send all your tips and resource lists to her as well.

Advisers don't have to ride the range like the Lone Ranger. Tonto is waiting in the wings. You just need to ask. We'll teach you how to "let your secret out."

Hyatt Orlando closes, convention moves to Tampa

By Jill Maassen

FSPA Past President and Hotel Liaison

The Hyatt Regency in Tampa will be the site of the FSPA 2004 state convention, April 19-21, 2004 (Mon.-Wed.). The site change is a result of the unfortunate and sudden closing of the Hyatt Orlando in Sept.

Since 1976, we have held our annual convention in Orlando at the Hyatt. FSPA had a contract with the hotel signed through 2007. The closing came as a complete surprise. Immediately upon official notification from the Hyatt Orlando, the Executive Board began the search for a new site.

The original dates for the 2004 convention were in May. At the request of many of our members, we had already been trying to change those dates to April. The Orlando facility's closing offered the opportunity to seek better dates for our membership. While several hotels expressed interest, only the Regency will

be able to fully accommodate the FSPA convention and all of our delegates.

Advisers need to be aware that this hotel has 185 double/double bedrooms (a bedroom with two double beds). The triple and quad occupancy rooms have king sized beds. All beds will be filled on a first come basis.

The high-rise hotel has four elevators and 17 stories. The convention center is on the second floor.

Check-in begins at 3 p.m., with check-out at noon. Single and double room rates are \$130 and triple and quad room rates are \$145.

Located in downtown Tampa, the Regency offers a variety of res-

taurants and shops within walking distance or via a short trolley ride. Tampa offers no free parking in the downtown area, so parking may be a problem, but there are several parking garages nearby that offer overnight parking. The average price for the parking garage is \$8 per day. The hotel will make arrangements for buses to park away from the hotel.

New 2004 Convention Dates

Mon. April 19 - Wed. April 21 2004
at the Hyatt Regency in Tampa



Perspective

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

For nearly 30 years, my husband and I have lived in the same house.

Our two children, and many hopes and dreams, were born and nurtured in this aging, but comfortable home. Now, experiencing bouts of empty-nest syndrome, we have discussed downsizing, and have actually considered moving into one of those snazzy new boomer communities. We just can't seem to get

beyond the talking stage, however, since our location is so convenient and our neighborhood is so safe. Of course, we are also reluctant to leave three decades of memories behind.

That's pretty much the way I have always felt during past discussions of FSPA convention sites. I was always hesitant to leave the safety and comfort of the Hyatt Orlando where we established almost three decades of convention memories. Now, with the Hyatt's closing (see front page story) that decision is out of our hands and we must, as Hotel Liaison Jill Maassen says, "look on the good side." Earlier April dates and a number of new amenities should help us deal with elevators and parking challenges. I encourage you to join me in thanking Jill for securing a home for us this year in time for our Winter Board Meeting. That was no small feat considering our organization's very unique requirements. As she notes in her article, we have signed with Tampa's Hyatt Regency for only one year, and at the WBM we will consider other options. If you have contacts at other locations, do share that information with any board member. We welcome your input.

Here in the FSPA office we have also been dealing with changes. Actually, I am faced with partial empty nest syndrome here too, since we have had to say good-bye to Lauren Fackender and Beth Nabi who gave so much of themselves to FSPA the past four years. Even after graduating from UF and entering Savannah School of Design last year, Beth continued to maintain the Web site she established, and she assisted with design projects, she will now help teach volunteer Liz Stemm to maintain the site. Thankfully, Lauren, who did such a superb job maintaining the membership and convention database is making time in her busy schedule as a UF grad student and debate coach to assist our new coordinator, Cristy Loftis. While we will miss these two talented staffers, we are in very good hands with Chris, Cristy and our volunteers.



chrisjensen

Publications Coordinator and Office Manager

Jensen, a fourth-year history major, serves as a liaison between the district directors and Executive Director Judy Steverson, and assists anyone who contacts the office with questions or comments. In addition to his office duties, Jensen oversees the planning, designing, editing and production of each issue of the newsletter, as well as other FSPA publications.



cristyloftis

Membership and Convention Coordinator

Loftis is a senior in the UF College of Journalism and Communications, specializing in reporting. She currently freelances for the *Gainesville Sun* and writes a weekly column for the *Independent Florida Alligator*. After graduating in May, Loftis plans to work at a daily Florida newspaper. As Membership and Convention Coordinator, she processes membership applications and maintains databases. She coordinates projects, prepares office reports and assists with finances.

FSPA Volunteers

yavoneskillman
Volunteer



Skillman is a first year journalism and psychology major at UF. In her free time, Yavonne volunteers as an assistant to Chris Jensen. She helps plan, design and edit the newsletter and other publications.

lizstemm
Volunteer



Stemm is a first year magazine journalism major at UF. She was very involved with FSPA during high school and served as the District 5 Student Representative in 2002 and as one of the Student Co-chairs the following year.

nickwest
Volunteer



West, a third-year photojournalism major at UF, currently works as a staff photographer for the *Independent Florida Alligator* and *Gator Bait*. West writes a photography tips column for FSPA Today and offers his photography services for FSPA activities.

FLORIDA SCHOLASTIC PRESS ASSOCIATION

PHONE

352-392-0460

FAX

352-846-2673

E-MAIL

fspa@jou.ufl.edu

ONLINE

www.jou.ufl.edu/fspa

EXECUTIVE BOARD

President

Terry Sollazzo

terry.sollazzo@sdhc.k12.fl.us

Vice President

Linda Evanchyk

levanchyk@yahoo.com

Past President

Jill Maassen

maassenje@usa.net

**Evaluation Service
Coordinator**

Marge Craig

fspaevaluations@aol.com

Executive Director

Judy M. Steverson

jsteverson@jou.ufl.edu

OFFICE STAFF

Chris Jensen

Cristy Loftis

Volunteers

Liz Stemm

Yavonne Skillman

Nick West

FSPA TODAY

Editor

Judy M. Steverson

Copy and Design Editor

Chris Jensen

Staff

Cristy Loftis

Liz Stemm

Yavonne Skillman

Nick West



**UNIVERSITY OF
FLORIDA**

FSPA Today is the official newsletter of the Florida Scholastic Press Association, Inc., a not-for-profit organization, housed in the College of Journalism and Communications at the University of Florida. *FSPA Today* is printed on recycled paper.

2003 student journalists of the YEAR



FSPA again extends congratulations to the 2003 Student Journalists of the Year.

Lauren Johnson was named the Todd C. Smith Student Journalist of the Year and Jennifer Schwoerer won second place. We asked each of the students to share what they are currently doing and what they have planned for the future.

The deadline for the 2003 Todd C. Smith Student Journalist of the Year application is Feb. 6. See the insert in this issue and visit www.jou.ufl.edu/fspa for forms and other details about the registration process.

All applicants must be high school seniors who have participated for at least two years in a scholastic journalism program. All applicants must also be on the staff of a current FSPA member staff.

lauren JOHNSON
Wharton High School, Tampa

From the Sunshine State to the chilly Northeast, Johnson has made a smooth transition from high school in Tampa to active college life at Emerson College in Boston.

"My News Gathering professor told our class to visit any courthouse in Boston and find a story, he didn't care what the story was about--it just had to be interesting," said Johnson. "After wandering through the labyrinth that is one of Massachusetts's federal courthouses for an hour or so, not having a clue as to what I should write about, I finally stumbled upon a human interest story that had previously been unknown to the public. I felt like a true reporter when I walked away from the courthouse."

Johnson is currently an assistant editor for the feature section of the college newspaper, *The Berkeley Beacon* and is involved with WEBN News, which airs on the college station. She continues to pursue her main passion, creative writing, through *Gauge*, Emerson's literary magazine, and by living in 'The Writer's Block,' an on-campus housing facility.



jennifer SCHWOERER
Rutherford High School, Panama City

"For me, life began moving in a fast forward motion the week after the FSPA convention in May," said Schwoerer.

Immediately after returning, she attended graduation practice, senior recognition and graduation ceremonies. That same week, "jumping with both feet in," she began the summer session at Gulf Coast Community College.

Keeping a busy schedule between classes and work, Schwoerer continues to work for her local newspaper, *The News Herald*, writing a monthly column and any other stories she can get her hands on. She currently plans to join *The Gull's Cry*, GCCC's newspaper in the spring.

At the beginning of the fall semester, a story Schwoerer wrote was published as part of a collection in a new book for girls titled, *Girl Wars: 12 Strategies that will end Female Bullying* by Cheryl Dellasega and Charisse Nixon.

After receiving her associate degree at GCCC, Schwoerer plans to attend either the University of West Florida or Southeastern College and major in communications.



SPJ announces \$10,000 Hazel Bryson Grant for high school programs



By Mac Mackerrall
Society of Professional
Journalists President

High school and junior high school journalism programs in Hillsborough and Pinellas County now have the opportunity to receive a \$10,000 grant awarded from the Hazel Bryson Fund of the Community Foundation of Tampa Bay in conjunction with the Mid-Florida Professional Chapter of the Society of Professional Journalists.

The local chapter of the national journalism organization, Society of Professional Journalists, the Mid-Florida chapter in Tampa will select the grant recipient for a \$10,000 annual award to be used by a journalism program adviser in Hillsborough or Pinellas county middle and high schools to strengthen the journalism program.

SPJ is partnering with the Community Foundation to provide this annual grant to encourage interest in journalism and enhance students skills in accurately and fairly reporting on community issues.

Grant applications must be submitted by Nov. 30, 2003. The winner will be announced on Jan. 10, 2004.

Hazel Bryson, 100, a retired educator living in Sun City Center, said she understands that quality journalism betters the lives of individuals and improves their communities.

"Money in itself is not valuable," Bryson said. "It is only how you use it to improve the quality of life that really matters."

And that's why the grant recipient's obligation to publish a body of work that can improve the lives of others and strengthen the community is key to this grant.

Bryson's passions are literacy and young people, and this grant program combines these loves.

Bryson recognizes that scholastic journalism not only serves as the training ground for future careers in the profession, but equally importantly, teaches the skills of hard research and effective communication that remain important throughout our lives, no matter the career path.

Bryson promotes understanding

Hazel Bryson has been brightening the world with her smile and helping others for much of her adult life.

She was born in Worth, Ill., a suburb of Chicago. She attended the University of Chicago and Northwestern University, earning Bachelor of Philosophy and a Master's degree in history and a minor in Spanish. Bryson also studied in Mexico, Cuba and Peru.

"I wanted to teach history because I wanted to help my students understand the importance of democracy. I studied Spanish because I believed that better communication between peoples would increase the likelihood of world peace," she said.

Bryson taught at the elementary, high school and university levels for 30 years. She held offices in the Illinois Education Association and served as director of the National Education Association. In Addition, she represented the US in People to People, the organization created under President Eisenhower to promote better understanding among people of the world.

2003 teachers of the YEAR



FSPA again extends congratulations to the 2002-03 Teachers of the Year. We asked each of the seven teachers to share some personal insights regarding the value of teaching high school journalism. We heard from five. Some chose to share anecdotes while others provided a list of survival tips, but all wrote with the hope of inspiring new teachers and encouraging veteran advisers.

carlzimmermann

fspa 2002 morty schaaap teacher
of the year/district 4 winner
countryside high school
clearwater



Many years ago I worked at a large company in their 40 person, in-house advertising agency. As a recent graduate and only 24 years old, I was thrilled to get a huge promotion to Advertising Production Manager after only three weeks.

It didn't seem to matter that I didn't know anything. I benefited from my predecessor being fired for stealing and me looking promising to the VP of Advertising – the right place at the right time.

Not everyone was as excited as I was, however. Jim, the copy chief, had a big problem with it and I suddenly found myself in a very deadly game of office politics. Although we were on an equal level on the corporate ladder, I was following my dream of writing copy on the side - making me his subordinate for those projects. He hated everything I did and threw most of it back at me. He also worked my new boss (the VP was fired for stealing as well) to be against me.

The pressure was intense and nothing seemed to overcome it. I left production and became a full-time copywriter, a move I had wanted, just not under these circumstances. Things got very bad and I found myself having to defend everything I did, every break I took, every call I made, every word I wrote.

One day, I got a call from a friend offering me a job in Japan. I wasn't ready for such a move, but convinced him to call Jim. Jim took the job and set out to get me fired before he left. With just days to go, the new VP had a nervous breakdown and resigned. Jim left for Japan and I took it upon myself to move into his office. Two weeks later when the new VP arrived, I said "Hi, I'm Carl, your copy chief," and the other 37 people in the office all went along with it. All was well.

That's a true story. I tell it because I learned an awful lot from my first job. I learned that self worth isn't always accurately measured by others, that as a teacher I need to encourage students to develop their own self worth

based on self confidence and their own accomplishments because that strength will take them through life. I learned that respect for others and kindness may not work on all the Jims in the world, but it sure went a long way with the other 37 people in the office. And I learned that opportunity presents itself when you least expect it and success often depends on taking chances and creating opportunities.

For the past 16 years, I have run a very successful TV program at Countryside High School. I started it in a similar fashion to the story I told above. I saw an opportunity and grabbed it. I began without any equipment or any budget, but I did it anyway. Over the years I've heard many teachers complain that they are stuck in the same position - no money and no equipment. They usually leave. They don't see the same opportunity.

In my program everything is student run. I have a hierarchy that takes care of everything from running the show, to learning new software and equipment, to teaching everybody else. It's peer-to-peer teaching and it works very well. I learned in the private sector that successful managers allow their employees to rise above the limits of the manager and not to be threatened by it, but to embrace it and encourage it.

Many of my students know far more than I do about many things, and that's made the whole program grow bigger than me (But, they still know I'm the boss). In my class, empowerment is a vehicle for encouragement and self-initiative is the means to success. I rarely ever have to choose my executive producers, they choose themselves. When they have the self worth and confidence based on their accomplishments to be worthy of running the program, they're then ready to come up to me and say: "Hi, I'm your new executive producer" and if they're right, most of the other students in class will know it as well. And all will be right in TV land. Life is too short to live just one life, live as many as you can handle.

celenesessions

district 1 winner
pace high school
pace



Here are some survival tips from a "Not-so Veteran" veteran. After six years as serving as a yearbook adviser, the most important thing I have learned is that I have so much to learn! Some lessons I have, well let's just say, "experienced"...

1. Thankfully, each staff always contains members who know more about technology than advisers. If they are trustworthy, they can be your biggest assets.
2. The desire for perfectionism is to be admired, but do not let it become a quagmire.
3. Communicate, communicate, communicate, with your staff, faculty and student body. E-mail, visual, verbal, telephone, pinned to clothing – whatever it takes! As my principal says, "Tell them, remind them you told them, and remind them you reminded them."
4. Study and absorb as much as you can. Attend workshops and conventions. Seek out fellow advisers. Swap with local schools – see how "the other side does it."
5. Study your staff for natural leaders and put them in leadership positions. Your leaders need not always be your best photographers, copy writers, designers. If you get that too, you're really set, but the natural leaders know to how to inspire, encourage and motivate – the things that really get production swinging.
6. Create a morale boosting group – for YOU.
7. Focus on the positives as often as possible. It's very easy to let deadlines and stress bring people and production down.
8. Accept that there is no possible way you can do everything. Do what you can and try to do it as well as possible.
9. Organize. Color code. Photocopy. Save often. Back up everything.
10. Quit reading this and get back to work. I know you have a desk somewhere under all that stuff! Good luck!

roy may

district 2 winner
williston high school
williston



On my way back home from two years fighting communism in southwest Alabama with the U.S. Army, I stopped in Gainesville to see Hugh Cunningham, my last undergrad professor at UF. During the conversation I asked what, with the G.I. Bill, I should go back for a master's. "Not unless you want to teach journalism," was his reply.

"Teach? Me?" I shot back, and proceeded to St. Petersburg to start a job with the *Times*.

Another 10 years found me talking to the superintendent of schools in Citrus County.

"Have you ever thought about teaching?" he asked (I was on the *Times'* education beat).

Six months later, I was teaching my first journalism class, along with five English classes, at Lecanto High School.

Over the years, I brought students to Summer Journalism Institute and took classes myself, eventually taking a leave of absence for grad school. Today I'm back teaching journalism (newspaper and yearbook) at Williston High after 10 years as an adjunct at UF.

To me, the secret of success in journalism, whether teaching or writing, is a love of being nosy. Knowing what is happening before anyone else is exciting and passing this passion on to my students makes for better journalism and produces better journalists.

If it just wasn't for being sidetracked with such mundane things as raising \$30,000 for the yearbook, \$200 a month for the newspaper, buying printer toner, and keeping principal, teachers, students and parents happy.

Some of my high school students have gone into the journalism field. I was surprised last fall to see a former student conducting a class at the workshop for Taylor Publishing. She started off by noting her first byline was in the Lecanto High newspaper when I was there. Ironically, another of my former students is one of our yearbook reps for Herff Jones.

gail haack

district 3 winner
timber creek
high school
orlando



Maintain your sanity by getting organized with a staff handbook. The yearbook adviser should be the facilitator. Planning and organizing should be done as a committee composed of the adviser and ALL editors.

Your staff handbook should include:

Welcome: Benefits of Being on Staff, Functions of the Publication, Organization of Staffers, FAQs

Staff Mission: COVERAGE, CONSISTENCY, and ACCURACY.

Basics: Grading System, Rules of the Classroom, Materials Needed, etc.

Economics: Cost of the publication, etc.
Meeting Deadlines: Publication Assignments, Predeadline Assignments, Final Deadline Assignments, and Editor's Checklists

Systems: Progress Ladder and Checklists, System for Photography, Reporting/Interviewing Procedures, Guidelines, etc.

From the Publisher's Representative: Keep ALL handouts

Motivation: Reward staffers for a job well done.

Stylebook: EVERY staff should have and revise the staff stylebook annually.

1. For Layout Design: ALL staffers should know the rules.
2. For Copy Specifications: These should be posted on the wall, so everyone knows the font, size, and style for all copy.

Top Ten Successful Yearbook Components

A successful yearbook...

1. Is a historical record of one school year

2. Is a public relations vehicle for the school
3. Serves as a reference book to be housed in school's library
4. Is a memory book for members of the school's community
5. Is a great hands-on experience for the students who create the yearbook
6. Covers ALL members of the school community in pictures and in written material
7. Is accurate in reporting the facts concerning the people and events
8. Exhibits Editing Excellence (Spelling, grammar and usage are correct)
9. Follows the rules of journalism in copy writing, layout, and design
10. *Does not unduly feature the members of the staff and their friends.*

Top five yearbook production challenges

1. Getting organized at the onset, so all rules and guidelines are clear. A STAFF HANDBOOK is essential.
2. Choosing the editor-in-chief who will work side-by-side with you and the staff throughout the publication.
3. Maintaining time management that will allow you to get the job done.
4. Establishing a budget and a plan for paying the publication.
5. Ad Sales

Golden nuggets on choosing a theme that is clever, inclusive, and adaptable:

1. Think about what is unique when you think of your school THIS YEAR...
2. Themes are EVERYWHERE.
3. Let the students pick the theme.
4. Avoid lists produced by your publisher or from other yearbooks.
5. Once you have chosen a theme, try to work it through the cover, layout, and end sheets.
6. Remember that the theme does not have to be words.
7. A theme does not have to be clever.

carolNeal

district 7 winner
westminster academy
ft lauderdale



In my role as yearbook adviser, I see myself first and foremost as an inspirer. I try to inspire my students to greatness, whether that is in following sound journalistic principles or in producing a product with originality and freshness. I lay before them possibilities, and then I give them the tools and the freedom to bring those possibilities to life. Building a personal relationship with them helps me inspire them to their full potential.

I inspire when I connect. This means going to a volleyball game, even to the point of traveling to the state playoffs. It means celebrating a birthday or holding a hand during a funeral. Often it includes following my students' favorite TV shows to be knowledgeable of their world. It means giving my opinion of a prom dress or going out to the parking lot to look at a new car.

To inspire is to care. This ranges from baking cookies to decorating a locker. Sometimes it means adjusting a deadline or letting go of my own standard of perfectionism. It's recognizing I have been given the gift of a year in a student's life. That year is so much more than producing a book. It's love, laughter and tears. It's creating a bond that lasts long after the student has graduated. It's a late night phone call from a delivery room, hearing the teary male voice say, "You're the first person I've called after my parents. Will you be the godmother to my new son?"

2003 FSPA executive BOARD

Here are the representatives you have elected to serve you. Be sure to contact them with any questions, ideas or suggestions regarding FSPA before the Nov. 6 Winter Board Meeting. Let them know how you want to help the organization.

District directors serve a two-year term. Odd-numbered districts elect their directors in odd-numbered years, and even-numbered districts elect their directors in even-numbered years.

Student reps serve a one-year term and must be a junior in high school. Major duties include attending the board meetings, helping plan and organize district workshops and helping plan and organize the state convention, including developing a theme.

judy m. STEVERSON

executive director
tallahassee
jsteverson@jou.ufl.edu



Active in FSPA since her own high school days, Judy Steverson is beginning her fifth year as executive director. Steverson retired from the classroom after teaching journalism and advising the yearbook and newspaper for thirty years. "I am excited to see new advisers accepting responsibilities in our organization, and I am convinced more involvement from all members can help guarantee FSPA's continuing success," said Steverson.

jill MAASSEN

past president
desoto high school
arcadia
maassenje@usa.net



Currently, Maassen is the immediate Past President and Hotel Liaison.

"With the 18-credit option a sad reality in Florida schools, FSPA must not just survive, but thrive as a result of these educational directives. FSPA has always embraced challenges, and we must once again be determined, and resilient to this formidable challenge," said Maassen.

"As a student delegate to an FSPA convention I was overwhelmed by the dedication and commitment to journalism. As an adviser I am still awed by those things."

terry SOLLAZZO

president
wharton high school
tampa
terry.sollazzo@sdhc.k12.fl.us



"While planning an outstanding state convention is always one of my main goals, I also hope this year FSPA will be able to offer more support for scholastic journalists and their advisers," said Sollazzo.

"By establishing a mentoring program, maintaining an up-to-date and thorough Web site, working closely with state school superintendents on journalistic concerns, and producing a timely convention information booklet, FSPA will not only increase membership, but scholastic journalism in Florida will prosper."

linda EVANCHYK

vice president
choctawhatchee high school
ft walton beach
levanchyk@yahoo.com



"I have two major goals for FSPA. The first is to recruit more members. We must reach out to new advisers to make them a part of our organization. We need to make sure that all advisers in Florida know we are here to support them," said Evanchyk.

"The next goal is to increase adviser training and certification. It is important for advisers to keep updated by attending summer institutes, conventions and by obtaining certifications. Obtaining these credentials not only helps advisers grow professionally, but gives advisers credibility."

DISTRICT DIRECTORS

theresa MYERS

dist. 1 director
tate high school, gonzalez
tmyers@escambia.k12.fl.us



Myers has advised publications since 1994. Prior to that, she worked professionally in marketing, printing, publications and broadcasting. This year, Myers became the director of her school's Multimedia Academy.

"I am primarily concerned about responsibility as it relates to scholastic journalism: the responsibility of schools to maintain journalism programs, the responsibility of advisers to lead their students and the responsibility of students to report fairly and ethically," said Myers.

faye MILNER

dist. 2 director
lincoln high school
tallahassee
thomasons@godby.leon.k12.fl.us



A former FSPA Teacher of the Year and Dow Jones Newspaper Fund Special Recognition Adviser, Faye Milner has been advising the newspaper at Lincoln High School for 18 years. She looks forward to returning to the Executive Board and serving the interests of scholastic journalism in Florida.

teri MIDDLETON

dist. 3 director
university high school
orlando
middlet@ocps.k12.fl.us



I am the adviser for Unity Yearbook at University High School in Orlando. In addition to sponsoring yearbook I also teach Journalism 1 – Introduction to Journalism. As the new District 3 Director, I hope to bring in more professionals from outside of the schools to teach at the spring conference, so that the students and advisers may be exposed to a wide variety of subjects and perspectives regarding journalism.

janis PERFETTO

dist. 4 director
freedom high school
tampa
janis.perfetto@sdhc.k12.fl.us



"FSPA should set the example for other student press organizations. Students who attend FSPA conventions will be armed with the necessary information to take back to their schools in order to be more efficient in producing their publications. I will help FSPA cater to the needs of newspaper, yearbook, and TV broadcasting equally," said Perfetto, the *Glory* yearbook adviser.

kevin EASTMAN

dist. 5 director
estero high school
estero
keastman@lee.k12.fl.us



"I think that FSPA is a great way for kids to see and learn from each other. When they see a great picture, or a great newspaper layout, or a really cool TV story, they try to take those techniques and create something better," said Eastman, a television production adviser. A former professional in the television industry, Eastman draws upon his experience at WFTV in Orlando, WINK in Ft. Myers, and WNIT in Elkhart, Ind. to teach.

adriana gonzalez FAJET

dist. 6 director
doral academy
charter high school
miami springs
doralmedia@
hotmail.com



Adriana G. Fajet, has advised yearbook at Doral Academy Charter High School for the past two years and is currently committed to establishing the school newspaper, *The Insider*. Along with teaching TV production, Fajet barely has time for a journalism-free life. Before teaching at Doral Academy, she taught Journalism, TV Production and Marketing at Miami Springs Senior High for four years, where her students won numerous local, state and national awards. Fajet strives to increase attendance of aspiring student journalists at the district and state conferences and is steadfast on increasing FSPA membership among the journalist population in District 6.

steven jay THOR

dist. 7 director
deerfield beach
high school
deerfield beach
sjtrucker@aol.com



"Each year I question if I can still handle 'one more year,'" said Thor, who began his 20 years of FSPA service in 1984 when he was elected District 7's first director. In 1989, Thor served as president of FSPA, and as Contest Chair each year since 1990.

"Since I have been reelected at the recent district workshop, I guess that one year will now become another two, at least. In addition, I have volunteered to co-chair the state convention with Ms. Salazzo, our president. Why? I love FSPA and I like my job. My goal is create the largest and most complete state convention we have ever had in our history. In addition, we shall revamp some of the contests to 'keep up with the times.'"

STUDENT REPS

giovani BENITEZ

student co-chair
miami coral park
senior h.s.
coral springs
gio@gioreports.com



Benitez is editor in chief of his high school newspaper and is a work/study intern at the CBS TV station in Miami, WFOR-CBS4, through the Emma Bowen Foundation for Minority Interests in Media.

"I plan to help make this next convention innovative and interactive with new events. I want to make sure every student remembers FSPA for years to come," said Benitez.

tyler MAASSEN

student co-chair
desoto h.s.
arcadia
superboy_tm@
hotmail.com



Maassen is the editor of his school's newspaper, the *Bulldog's Bark* and the school magazine, the *Pedigree*. He has served on his journalism staff for four years.

"I want to see FSPA continue to grow echoing the equal voice of students and advisers and bring quality workshops and conventions to Florida's high school journalists," said Maassen.

steve SMITH

dist. 1 student rep
b.t. washington h.s.
pensacola
wakeman12986@
lycos.com



"In light of the unforeseen closing of Hyatt Orlando, this year will certainly bring many challenges," said Smith.

"Our main goal is to adapt to our new location and provide the same high-caliber FSPA convention. I look forward to communicating with the schools of District 1 regarding their suggestions for FSPA."

renee SIMPSON

dist. 2 student rep
lincoln h.s.
tallahassee
hellokitty31086@
aol.com



Simpson worked as a reporter and business manager for the Lincoln High School newspaper, *Trojan Talk*, her sophomore year. She now serves as co-editor.

"Although I have been to the FSPA convention only once, I hope to bring new ideas and a good attitude to this year's event," said Simpson.

megan DONAHUE

dist. 3 student rep
west shore h.s.
melbourne
megandonahue@
hotmail.com



"This year for FSPA, I am hoping to make the state conference even more fun than ever before by bringing in speakers on topics that staffs around the state are especially interested in learning about," said Donahue.

"I want all of the students attending the conference to go home knowing a great deal more about how to run their publications in the best ways possible so that they can improve upon them in years to come through what they learn at FSPA."

amy REN

dist. 4 student rep
king h.s.
tampa
kaosqt44@
yahoo.com



"As FSPA's District 4 student representative, I plan to improve this year's state convention by promoting more interaction between students of different schools, developing a creative theme, and scheduling informative speakers. I feel that the FSPA state convention will be a great experience for everyone if these goals are met," said Ren.

skye BURNUP

dist. 5 student rep
cypress lake h.s.
ft myers
skye@burnup.net



"My main goal related to FSPA is to create a greater impact on my peers. I am also aiming to become a better leader, and becoming very beneficial to my community," said Burnup.

carla TORRES

dist. 6 student rep
doral academy
charter high school
miami springs
carluluvzu808@
hotmail.com



Torres, a junior, has been involved in journalism for the past two years. She is co-editor-in-chief of the yearbook and sports editor of *The Insider*, the school newspaper. She wants to attend UC Berkley.

"I hope to increase FSPA membership and improve journalistic status in Florida. I also wish for District 6 to take home many awards and hope to unite all District 6 schools in order to compete on a local, state and national level," said Torres.

jeremy EMERMAN

dist. 7 student rep
deerfield beach
high school
deerfield beach
filmjvideo@aol.com



"Picture this: FSPA with a expanded broadcast category and a new film division at the convention. Being the District 7 student rep, I hope to help draw up plans that will create new 'extreme to journalism' through the medium of film," said Emerman.

"Combining the feature and team news competition, student broadcast journalists will be faced with a fresh new contest experience ... Since my mother is the Director of the Palm Beach Film Festival, I plan to help bring industry professionals to the workshops as speakers and possibly sponsors."

District 7 rivals team up to broadcast community news program



By Beth Hoffman
Special for FSPA Today

Lights, camera, action! The show begins in South Florida where Trojans from J.P. Taravella and Eagles from Marjory Stoneman Douglas High Schools team up to broadcast their weekly news programs for the community. Though rivals in the classroom and on the field, these teens know how to come together when it really counts. The Taravella Trojans' weekly news show, *The Truth in Silver and Blue* and the Douglas Eagles' weekly news show, *WMSD News*, air every Friday evening to the Coral Springs community through the local cable company, Advanced Cable Communications. The show airs on what the City of Coral Springs calls, City TV, Channel 19.

Both *The Truth in Silver and Blue* and *WMSD News* highlight school events including sports, arts, student features, entertainment, health, and school organizations. Students research story ideas, write scripts, shoot video and interviews and edit the stories using iMovie and Final Cut Pro software. Then, at the end of the week, the class shoots a live to tape news show complete with anchors, packages, a show opening and credits.

They shoot on their original set in the classroom or go to specific locations outside the school campus for specialty

shows. The shows air to the entire student body every Friday at the end of class and to the City on Channel 19 at 7 p.m. and 7:30 p.m. All of this experience helps students find success at the FSPA convention in May, as well as in the professional industry. Students take pride and are excited about having a show air to such a wide audience.

These students also work together to educate and inform the Broward County community by producing news packages for BTN, Broward Teen News.

Supervised by Cheryl Cammarano, a television production teacher at Broward Education Communications Network, teens from county middle and high schools contribute to this fast-paced 30-minute news program. BTN features local teens and community events. Members of the Student News Bureau on BTN have the opportunity to use state of the art digital video production equipment and editing stations, including Final Cut Pro and Media 100. Even if schools are not equipped with new cameras and production equipment, BTN affords students the chance to work in a professional environment by producing BTN and taping monthly school board meetings.

While some are struggling to find opportunities for community involvement (a graduation requirement), these District 7 teens are flourishing in it by educating and informing the community, while growing as broadcast journalists.

Beth Hoffman is the JPTV broadcast adviser at J.P. Taravella High School in Coral Springs. FSPA Today reserves a space for guest submissions of features, newsbriefs and tips in each issue. If you would like to submit something for a future issue, please contact Chris Jensen in the FSPA office.

Still haven't logged on? Visit FSPA's Web site today @ www.jou.ufl.edu/fspa

Florida Scholastic Press Association
University of Florida
College of Journalism and Communications
2032 Weimer Hall
PO Box 118400
Gainesville, FL 32611-8400