



Enhancing Integrated Media Training for Scholastic Journalists and Their Advisers

CALENDAR

FEBRUARY

24 – FSPA Foundation scholarship application deadline

MARCH

17– Convention Deadlines:

- Membership Form
- Convention Registration form
- Hotel registration (must be received by 5 p.m.)
- ID badges / delegate list
- Adviser agreement
- On-the-spot contests entry form
- On-the-spot broadcast entry form
- Judging agreement

13 - 18 - FSPA Office closed for UF Spring Break

25 – Julie Dodd & Webb-Stapler scholarship application deadlines

31 – Convention late registration deadline

APRIL

20 - 22 – 2006 FSPA Convention in Tampa

23 - 29 – FSPA office hours adjusted for UF Final Exams

INDEX

PRESIDENT'S UPDATE:

Many awards and scholarships now offer larger cash prizes

PAGE 3

SCHOLASTIC JOURNALISM

WEEK: How to get your school and community to learn about your staff's success

PAGE 7

CONVENTION PARKING:

Tampa construction impacts directions

PAGE 8

FSPA, St. Pete Times announce new award

By **JOE HUMPHREY**
FSPA Vice President



As an adviser, nothing is more fulfilling than working with bright, driven students who “get it”—especially when those bright, driven students

are underclassmen.

After all, it can be frustrating when the best students are seniors, because they'll be out the door so quickly. When the All-Stars are young—freshmen and sophomores—it lets advisers know that their newspapers, yearbooks, magazines and TV programs will be in good hands for years to come.

With that in mind, along with our organization's goal of getting more young people excited about journalism, I am pleased to announce the creation of the Emerging Young Journalist Award.

This honor, co-sponsored by the St. Petersburg Times Fund, provides an outlet to recognize promising freshmen and sophomores while encouraging their involvement in FSPA and other scholastic press organizations. You should have received an application in the recently mailed convention booklet, and copies are available online at www.jou.ufl.edu/fspa.

The winning student will receive \$500 toward registration and travel costs for a journalism convention or workshop, plus free FSPA convention registration for the duration of their

involvement in the organization.

He or she also will partner with a professional journalist for mentoring and get a chance to study at the Poynter Institute, an internationally known school for journalists in St. Petersburg.

The student's adviser, meanwhile, will receive \$500 for staff development or other journalism-related activities for the staff. Our hope is that winners will remain active members of FSPA and ambassadors for the organization. We predict many of them will become district student reps or compete for the Todd C. Smith Student Journalist of the Year when they're seniors.

And beyond high school, we anticipate many of these students will one day become journalism professionals.

The applications are due March 1. Each staff may nominate one student. Beyond the entry form, nomination packets should include:

- A letter of recommendation from an adviser.

- A nomination letter from a junior or senior member (leader) of the staff, providing judges with a chance to hear from a peer how this young person has made a significant impact.

- A portfolio of the nominee's work, limited to no more than five samples.

- A 500-word essay by the student outlining his/her interest in journalism and media.

Questions can be directed to joseph.humphrey@sdhc.k12.fl.us. The St. Petersburg Times and the Poynter Institute will independently review the applications and announce the winner April 20 during the opening of our convention.

CONVENTION 2006 NBC's Kerry Sanders to deliver keynote address

By **TERRY SOLLAZZO**
FSPA President

FSPA is proud to announce that NBC's Kerry Sanders will deliver the keynote address at the convention banquet Friday night.

Sanders, a 1992 University of South Florida graduate and Miami-based correspondent, is presently in Torino, Italy, covering the Winter Olympics for the network.

He contributes stories regularly to *Dateline NBC*, *Today*, *NBC News*

With *Brian Williams* and *MSNBC*.



Sanders

This year Sanders was an NBC-embedded journalist in Iraq traveling with the US Marine Corps and has

reported on the war on terror from Iraq, Afghanistan, Kuwait and Saudi Arabia.

Platinum Keys: for advisers with 20 years of service

By **STEVEN JAY THOR**
FSPA District 7 Director

It was just announced recently that some CEOs of the largest corporations in the country are now scoring huge bonuses and Platinum status (they decided that Gold just didn't make it).

FSPA advisers with more than 20 years of advising experience shall therefore receive the same Platinum status

(especially since we probably taught one of those CEOs).

This year, in support of the 60th anniversary of our organization, we are proud to include members of our family in this award category. The Platinum Adviser Key for 20 or more years of advising experience will become a reality at this year's convention.

Make sure that you have notified the FSPA office so you may be awarded the prestigious Platinum Key for at least 20 years of service in the field of scholastic journalism.

Perspective

A message from FSPA Director
Jolene Pinder



Jolene Pinder
FSPA Director

Ten years ago I celebrated a milestone with FSPA—our 50th anniversary. I couldn't imagine then that a decade later I would find myself helping to plan another monumental event, a state convention marking FSPA's 60th anniversary. By now you've all had time to peruse the convention booklet and muse over the theme, *Changing Faces, Unchanging Truths*. As you think about how this idea relates to your journalism program—how your staffs are always changing while they continue to capture the truth in their publications and broadcasts—I would like to offer six suggestions (FSPA has been around for six decades after all) for how you can make this convention a memorable one:

1. Engage former advisers and staff members.

Do you have an alumni staffer who now works for the professional press? Do you remember a former adviser who served as an invaluable mentor? Consider inviting these special people to share in this incredible FSPA event. Extra banquet and luncheon tickets can be purchased when you register for convention (see page 7 of your convention booklet).

2. Celebrate 60 years of FSPA by helping our Foundation grow to \$60,000.

To commemorate FSPA's 50th anniversary, the organization established a Foundation. In just over ten years, that Foundation has grown to an impressive \$50,000. How are we going to honor our past while securing our future this anniversary? Consider this: if every FSPA member contributed just \$20 to the FSPA Foundation, we would raise almost \$5,000. Since these monies fund both student and adviser scholarships, that would make the organization that much more financially able to support scholastic journalism in new and exciting ways.

3. Invite an administrator to attend the state convention.

You all know how inspiring this event can be. What better way to gain administrative support for your journalism programs than inviting an administrator to the state Olympics for scholastic journalism?

4. Take center stage at the opening session.

Don't forget to submit raw, unedited footage for the opening video montage. Document what makes your staff unique and remember to include a shot of your school's marquee. The deadline is March 17 so start filming now! (See page 2 of your convention booklet for more details).

5. Apply for FSPA scholarships.

For seven years, FSPA has offered scholarships to need-based students to enable them to attend the state convention. Seven scholarship recipients will receive \$150 each and will be on their way to Tampa. The deadline is Feb. 24, so don't miss out! (See page 14 of your convention booklet for more details). Consider applying for the new Emerging Journalist of the Year Award sponsored by *The St. Petersburg Times*. This unique honor rewards both the promising young journalist and his/her adviser and staff. See the story on the front page for more information.

6. Voice your opinions to your student reps.

Your team of student reps and student co-chair came up with an exciting slate of creative activities for this year's convention. Now they are soliciting great freebies for your goodie bags. Do you have a contact who would like to make a donation? Contact District 3 Director and Student Rep Coordinator Shannon Zabele at smzabele@volusia.k12.fl.us

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The Foundation for The Gator Nation.

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.

Board decides on new changes to awards

By **TERRY SOLLAZZO**
FSPA President



This year's Executive Board, Director and office staff are making good things happen for the organization, soliciting help

from new and faithful sponsors to offer both advisers and students opportunities we never envisioned before.

First, Vice President Joe Humphrey has secured NBC's Kerry Sanders to keynote our state convention banquet.

Sanders has won numerous awards for his reporting including two Columbia-duPont awards, an RTNDA Edward R. Murrow Award, an Overseas Press Club Award and the National Headliner Award for his coverage of the Persian Gulf War.

Convention Co-Chair Humphrey is also bringing back CBS photojournalist Les Rose to teach sessions throughout the day on Friday, April 21. Rose will again present sessions for broadcast students as well as those student reporters who are interested in learning interviewing and storytelling techniques.

In honor of Rose's work with "Everybody Has a Story," an anonymous sponsor has donated two cash prizes for the winners of the broadcast and print "Every

Student Has a Story" contests. Each first place winner will receive a \$100 cash award.

Next, FSPA and the *St. Petersburg Times* are sponsoring the new Emerging Young Journalist Award. This award recognizes the top freshman or sophomore journalist who shows promise in journalism. The winning student will receive \$500 toward registration or traveling costs so that he or she may attend a journalism convention or workshop. In addition, the winner will receive free FSPA convention registration for the duration of the student's involvement with the organization. As a bonus, the winner's adviser will also receive \$500 to use for staff development or other journalism-related activities.

The student who is named our

President's Update

Emerging Young Journalist will have the unique opportunity to be mentored by a professional journalist and will be given a chance to study at the Poynter Institute for Media Studies. The deadline is March 1. Be sure to download an application today.

There is also good news for advisers, too. A criterion for the recognition keys for adviser service to their publications has been revised to include advisers who have survived more than 20 years

New and Revised SCHOLARSHIPS & AWARDS

NEW!

Emerging Young Journalist

For freshmen and sophomores who show promise in journalism. See story on page 1 for details.

Julie E. Dodd Adviser Scholarship

Award amount raised to \$500

Webb-Stapler Adviser Scholarship

Award amount raised to \$500

with their student publication. The Julie Dodd Scholarship and Webb-Stapler Scholarship have been revamped to encourage more advisers to take advantage of the scholarship dollars available for their journalistic development. Scholarship funds for these recipients have also increased.

In honor of our dedicated Morty Schaap District Teachers of the Year as well as our overall winner, the Board voted to increase the financial award given to each.

Kudos are in order for the office staff, Director Jolene Pinder and retired adviser Janie Robbins, who are working to revitalize District 2. They organized a workshop for the district that was held Dec. 3 at the University of Florida campus. Approximately 81 people attended the workshop that featured 15 newspaper, yearbook and broadcast speakers, many from the UF faculty. Congratulations are

also in order for District 7. Steven Jay Thor's workshop attracted 884 students and 75 advisers! Fees generated from their workshop totaled \$5,217.44. Thank you to all the district advisers who worked so hard to offer such wonderful learning experiences for our student journalists and their advisers.

Finally, I want to say thank you to you for supporting FSPA and your students by attending your district workshop. Not only did you meet the requirement to attend the convention, but you helped jump-start your program at a very crucial time of the year. Attending your district workshop helps your students learn, network, share ideas, and build lasting friendships with other staffs. It is because of your dedication to scholastic journalism and to your students that FSPA and scholastic journalism continues to thrive. You are the heart of FSPA.

See you in Tampa!

Look for new "Best of the Best" booklet at convention

Fla. Press Association funds project as a way to increase publication quality statewide

By **KELLIE RIDINGS**
FSPA Evaluations Coordinator



This year FSPA will introduce at convention a "Best of the Best" booklet that recognizes those publications that have been awarded a rating

of All-Florida in the 2005-2006 pre-judged evaluation contests. This booklet will include pictures and/or graphics from each All-Florida publication or broadcast program, as well as comments from the judges.

This new publication, which will be distributed to all staffs that attend the April convention, is just another wonderful benefit that can be gained from participating in FSPA's evaluation service.

Other benefits include:

- **Positive competitive spirit** can serve as a motivator to improve weak areas of a publication.
- **Consistent membership and rating** can

build a tradition of excellence from one year to the next.

● **Recognition** can enhance a student's college and career potential and can enhance an adviser's professional standing.

All-Florida and first place plaques and certificates for all pre-judged contests will be announced and awarded at the convention.

All newspaper, literary magazine, broadcast and individual entries and evaluations will be mailed back to the schools in early April, along with all second place, third place and honorable mention certificates and plaques.

If you have any questions, you may contact me at kellieridings@yahoo.com.

In the past eight years, FSPA has awarded advisers more than \$6,000 to help better prepare them for their advising. The scholarships on these two pages benefit the recipients, as well as scholastic journalism in Florida. We encourage you to take advantage of these educational opportunities.

Julie E. Dodd Scholarship for Advisers

For the fifth year, FSPA will offer the Julie E. Dodd scholarship to an adviser to attend a summer media workshop.

Dr. Dodd, who was FSPA's Executive Director from 1988-1999, served the longest term in the organization's history. During her 11-year tenure, Dodd helped develop FSPA's Student Journalist of the Year Award program and worked to gain FSPA the not-for-profit status designation. She also helped establish the FSPA Foundation, which funds these scholarships.

The recipient of the Julie E. Dodd scholarship will receive \$500 upon completion of a course or workshop and subsequent mentoring of a fellow adviser.

- Any adviser of an FSPA member staff is eligible to apply. You must have advised an FSPA-member staff for at least two years.

- All applicants must submit a letter of support from a colleague, administrator or local media contact.

- The postmark deadline for applications is **Friday, March 25**.

Applications for the Julie E. Dodd Scholarship will be reviewed by a panel from the University of Florida College of Journalism and Communications.

An adviser may apply for both the Webb-Stapler and the Julie E. Dodd Scholarships, but may receive only one scholarship.

The recipient of the scholarship will be notified by April 8 and recognized at the advisers' luncheon at the FSPA convention in April.

2006 Julie E. Dodd Scholarship Application

Please type or print in ink. Postmark deadline is **March 25, 2006**.

Adviser name _____

Address _____

City _____

Zip _____

Home phone _____

E-mail _____

School name _____

School address _____

City _____

Zip _____

School phone _____

E-mail _____

Publication/broadcast/media name: _____

Years advising FSPA-member staff: _____

Total years advising: _____

Have you received an FSPA scholarship in the last five years? [] Yes [] No

On a separate page, address the following:

1. Describe the course/workshop you propose to attend and the benefit this training will provide for you (helping you earn journalism certification, a course to complete a graduate degree, etc.). Provide specific information on the dates and location. If you plan to attend a workshop, include the sponsors of the workshop. If possible attach a copy of the workshop application form.
2. Select an adviser from your district who would benefit from learning about your involvement in the course/workshop. Arrange at least two mentoring sessions to share information and materials from the workshop.

Send this application and your letter of support by **March 25** to:

**Julie E. Dodd Scholarship
Florida Scholastic Press Association
University of Florida
College of Journalism and Communications
PO Box 118400
Gainesville, FL 32611-8400**

2006 Webb-Stapler Scholarship Application

Please type or print in ink. Postmark deadline is **March 25, 2006**.

Adviser name _____

Address _____

City _____ Zip _____

Home phone _____ E-mail _____

School name _____

School address _____

City _____ Zip _____

School phone _____ E-mail _____

Publication/broadcast/media name: _____

Years advising FSPA-member staff: _____

Total years advising: _____

Have you received an FSPA scholarship in the last five years? [] Yes [] No

On a separate page, address the following:

1. Describe the course/workshop you propose to attend and the benefit this training will provide for you (helping you earn journalism certification, a course to complete a graduate degree, etc.). Provide specific information on the dates and location. If you plan to attend a workshop, include the sponsors of the workshop. If possible attach a copy of the workshop application form.
2. Include any other information you feel would support your candidacy.
3. Follow up with an article in the back-to-school issue of *FSPA Today* that details your experiences as a student. Article must be received by late August.

Send this application and your letter of support by **March 25** to:

Webb-Stapler Scholarship
Florida Scholastic Press Association
University of Florida
College of Journalism and Communications
PO Box 118400
Gainesville, FL 32611-8400

Webb-Stapler Scholarship for Advisers

The Webb-Stapler Scholarship, named after former FSPA Executive Directors John Webb and Harry Stapler, is awarded to advisers to support their training and to improve scholastic journalism in Florida.

The recipient of the award will receive a \$500 scholarship, funded from interest on FSPA's long-term investments. More than one award may be presented each year.

The Webb-Stapler Scholarship recipient must attend a course or workshop and follow-up with an article for *FSPA Today* detailing their learning experience.

Applicants must meet these criteria:

- Be a member of FSPA.

• Provide information on the college or university course or media workshop you plan to attend.

• Include a letter of support from a colleague, administrator or local media contact.

• Complete this Webb-Stapler Scholarship application form.

• The postmark deadline for application is **Friday, March 25**.

Applications for the Webb-Stapler Scholarship will be reviewed by a panel from the University of Florida College of Journalism and Communications.

An adviser may apply for both the Webb-Stapler and the Julie E. Dodd Scholarships, but may receive only one scholarship.

Scholarship recipients will be notified by April 8 and recognized at the advisers' luncheon at the FSPA convention in April.

The first few months: a new adviser's take on teaching, advising and meeting deadlines



Shannon Zabele, a 2005 graduate of the University of Florida College of Journalism and Communications, was asked to write about her experiences in her first year of teaching and advising.

FSPA Today welcomes letters and columns from members.

By **SHANNON ZABELE**
FSPA District 3 Director

In three and a half very short months, I went from being a full-time college student with no real responsibility worth mentioning to a full-time teacher and adviser in charge of the entire journalism program at my high school alma mater. As a first-year teacher, I oversee 60-plus students, two publications and the largest activity fund of any club at our school. I am also easing into my responsibilities as the District 3 director.

Unlike the 10 or so other first-year advisers I met at a summer yearbook conference, I was a former yearbook editor-in-chief and I had the advantage of replacing my own high school adviser, so I thought I was ahead of the curve as far as resources and planning. Now that I'm more than halfway through my first year, I realize that I couldn't have been more wrong.

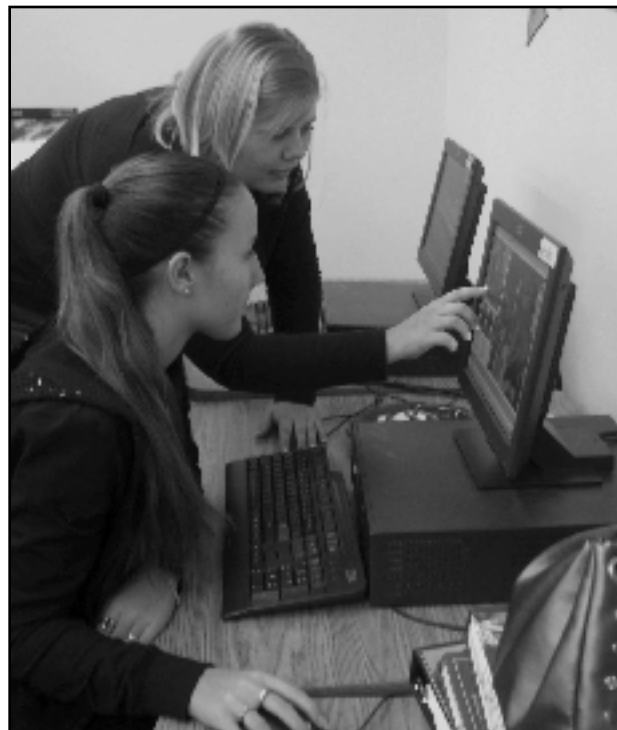
“I've been afforded an amazing opportunity to walk in the shoes of some of the most dedicated professionals.”

Advising has been a rude awakening for me. First of all, I've never dealt with \$60,000 before. I'm 22 years old, I don't own a house and my car cost less than half of that, so when I came across the yearbook bill that hadn't been paid yet, that five-digit balance made my heart jump a little. As a high school staff member and as a college student, it was so easy for me to ignore the fact that publications really do cost money, and even if the staff members don't sell the ads, the publisher still has to get paid.

It also took a little while for me to get a real grasp on the deadline concept. I was well aware that it is a very bad idea to tell the yearbook staff when the actual deadline is, but it took me two almost-late issues of the newspaper before it occurred to me that I should follow the same policy with my newspaper staff.

My most recent and significant revelation is that I *can* get too close to my students. Starting out, I figured my age would be a good thing. I would be closer to them, and in turn, they would *want* to do their work and sell ads for me. Reality actually set in a while back when one of my yearbook staff members said, “You're not an adult.” While she was just joking, it made realize that I have let the “I'm young” factor go too far. Yes, they do *want* to do the work, but that doesn't help me when their deadline was two days ago, several of their spreads aren't done and I have to try to pull a nonexistent authority card on them. Of course they feel bad that they let me down, but feeling bad doesn't inspire them to go to the beach and take the pictures they should have taken six weeks ago or spend their Friday afternoon selling ads.

When I really think about it, this isn't what I had planned on when I decided I wanted to be a high school journalism teacher.



FSPA District 3 Director Shannon Zabele works with Kristy Brimm, one of her yearbook staff members, on a recent yearbook deadline. “I've come to realize that the old saying is true: you learn something new every day,” Zabele said. “I look forward to every day that I spend with my students.”

At the time it seemed like the path of least resistance, but the longer my hours get and the more energy I put into getting my two (very small) staffs to sell ads and meet deadlines and write stories that they “don't know anything about,” the more I appreciate just how much of their “real” lives veteran advisers have given up to promote the institution of scholastic journalism.

“... the more I appreciate just how much of their “real” lives veteran advisers have given up to promote the institution of scholastic journalism.”

I've been afforded an amazing opportunity to walk in the shoes of some of the most dedicated professionals who have helped mold the Pulitzer Prize winners of today. As an adviser with only a few months under my belt, I have learned (very quickly) to appreciate the advisers who have been doing this for more years than I've been alive. It's the late-night editing sessions, stress over budgets and deadlines, attention to basic English grammar and simple dedication that have made the journalism profession what it is today. It all started in the high school journalism classroom.

Scholastic Journalism Week starts Feb. 20

The Journalism Education Association publishes a weekly newsletter publicizing Scholastic Journalism Week, set for Feb. 20 - 24. Advisers are encouraged to find ways to “brag about successes” and increase community and school awareness of their journalism programs. Photo courtesy Journalism Education Association.

By LINDA EVANCHYK
Special to FSPA Today

The Journalism Education Association sets aside the last full week of February each year as Scholastic Journalism Week. This year, the week of Feb. 20-24 is the designated week. By then, most schools will be in their last quarter, spring break is close by, and most staffs could deserve a chance to celebrate their accomplishments.

There are many ways to celebrate the week. Something as basic as having a local professional journalist visit your staff or touring your local newspaper will help recharge the staff and adviser as they look toward the last remaining deadlines of the school year.

Scholastic Journalism Week is a great time to brag about your successes and hard work this school year. Make sure others in your school and community are aware of how hard you and your students work to put out publications or produce news shows.

JEA has a weekly publication with great tips and ideas for celebrating the week. The publication can be printed by going to www.jea.org. You can catch back issues as well.

Start planning now for a week to celebrate your staff's successes and to get motivated to complete the school year.

Ideas for how to get others in your school and community to notice your students' efforts:

- Have each staff member send out an invitation to one teacher to share lunch with him or her in the staff room.
- Have “Scholastic Journalism Week” placed on your school's marquee.
- Make a display of publications through the years at your school. Put this in the media center or another highly visible place.
- Fan mail. Send a letter home to the parent of each staff member. Explain that you want the parent to send back a letter or card to the student praising his/her article or other contribution to the publication. After collecting the letters, present them at a “special ceremony” in class one day. This can be adapted for students who work on yearbook and broadcast staffs as well.
- Host a parent open house one evening.
- Take this opportunity to recruit new staff members.
- Create some “commercials.”
- Take this time watch a journalism movie such as *Absence of Malice* and have a class discussion.

opening video

Show the many faces of your staff...

Be a part of the 2006 convention video!

Submit DV or mini DV tapes of **raw, unedited** footage that show off your journalism program.



Send your tapes by **MARCH 17** to:

Steven Jay Thor

Deerfield Beach High School

910 S.W. 15th Street

Deerfield Beach, FL 33441

Questions? Call Mr. Thor at 754.322.0650.

FSPA, Hyatt working to make convention parking easy

By **JILL MAASSEN**

FSPA Past President & Hotel Liaison



FSPA convention delegates have been offered free valet parking on a first come, first served basis if traveling by car, van or truck. Those delegates should come to the main entrance on Tampa Street and identify themselves as FSPA convention attendees. Once

there, delegates can leave the valet garage during the day or evening and return to the valet at the front entrance of the hotel and have their original spot reserved.

Additional parking is also available. The open air lot is one-half block down from the main entrance to the hotel on Tampa Street. This lot is open to the public. Current rates are \$8 per day. People working in the surrounding buildings utilize this lot. There are no reserved spots in this lot, so convention-goers who leave will not be guaranteed a spot when they return.

A third option is the Ft. Brooke Parking garage, owned and operated by the City of Tampa. This

garage is one-half block down from the main entrance of the hotel. Delegates should turn left at Whiting Street and turn left again into the garage at the underpass. Delegates will get a parking ticket when entering and pay upon departure.

The current parking fee is \$9.50 a day on a 24-hour basis. Spaces are not guaranteed nor reserved.

There is a walkway leading directly to the Hyatt Regency on the third floor of the parking garage.

If traveling by bus to the convention, advisers should phone the hotel identifying themselves as FSPA delegates and give the hotel the approximate arrival time of the bus. This will allow the hotel to have people there to help unload and direct the bus. Buses should let delegates off at the Jackson Street entrance. If your school will need to secure overnight bus parking, please make contact directly with the hotel at least two weeks in advance of your arrival. Overnight bus parking is \$50 per night.

Exit numbers for hotel change

Due to construction on I-275 through Tampa, the exit numbers for the Hyatt Regency hotel have changed. For complete directions, see pg. 5 of the convention booklet.



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