



CALENDAR

SEPTEMBER

16 – District 3 Workshop
28 – District 1 Workshop at Pensacola Junior College
30 – District 4 Workshop at University of South Florida

OCTOBER

7 – District 7 Workshop at Deerfield Beach H.S.
14 – District 5 Workshop at Cypress Lake Center for the Arts
19-20 – Winter Board Meeting

NOVEMBER

4 – District 6 Workshop at Florida International University
15 – Membership deadline
23-24 – Thanksgiving Break

DECEMBER

1 – Teacher of the Year application deadline
1 – Late membership deadline
11-15 – FSPA office hours adjusted for final exams
18 – FSPA office closed for Winter Break

JANUARY

8 – FSPA office re-opens for spring semester

Educational opportunities abound


By TERRY SOLLAZZO
FSPA President



Welcome back. I hope your summer was relaxing and that you had the opportunity to rejuvenate yourself for the

new school year. I know some of you have already produced three or more weeks of morning shows, cranked out that first issue or even met that first yearbook deadline. However, before you head off on your next advising adventure, I would like to remind you of a few excellent opportunities available for you and your students.

First, your FSPA district workshop is coming to a school or university near you. Please take advantage of the classes offered at this fall seminar. It is an excellent way to start off the school year and motivate your staff. Attendance at this workshop is mandatory if you wish to attend the state convention in April. At least one staffer and the publication's adviser MUST attend. You must also join FSPA by November to be eligible to attend



Districts 2, 4 and 6 hold elections for a director to serve a two-year term on FSPA's Executive Board.

All Districts elect student representatives to help plan and conduct the 2007 state convention and select Teachers of the Year.

the convention. The membership registration form is on page three of this issue, as well as on our Web site.

We hope your entire staff will take advantage of this wonderful learning experience. District 2 schools are welcome to attend any FSPA district workshop. You can find information concerning your district's workshop on page four of this issue, as well as on FSPA's Web site.

Next, make it a habit to check FSPA's Web site. Several teen-oriented publications ask us to periodically post their reporter-recruitment information. For example, Florida Trend's NEXT: Your Future After High School in

Florida is looking for experienced student writers. Interested students need to send a resume, contact information and writing sample to Editor@FloridaNEXT.com.

Rise Magazine is also asking for students to write sports articles about athletes in their schools. The magazine is slick and extremely professional. Not only will your students get published in a regional magazine, but the athletes in your school will receive the much-needed exposure to help them get recognized by college recruiters. Advisers should e-mail avalachovic@schoolsports.com to ask for the area representative for

SOLLAZZO continued on 7

Evaluations help staffs see what other schools are doing



By JANE ROBBINS
Evaluation Services Coordinator

Each staff takes something unique from evaluations and contests. Some staffs get another award to frame. Some staffs use the suggestions in their evaluation booklets to improve their products. Some staffs have ongoing competitions with rival schools. Whatever the reason, FSPA's evaluation service is here to help take your publication to the next level.

As the new FSPA Evaluation Services Coordinator, I want to see more staffs take advantage of this opportunity. When your staff gets that high rating, it's a pat on the back for all who have worked so hard. Hearing the whoops and yelps at convention strengthens the staff's morale. But,

most importantly, evaluations help each staffer grow as a journalist.

Don't be afraid to try new things. Look to the award-winning and professional publications to emulate. Make the judges gasp, "Wow!" as they read stories never before tackled, see new designs not tried before in yearbooks or magazines and experience strong photography that moves them.

Contests and deadlines will posted be on the FSPA Web site at <http://www.jou.ufl.edu/fspa> throughout the year. And remember – you've got to be a member of FSPA to take advantage of evaluations.

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Perspectives

messages from interim Dean of the College of Journalism and Communications Dr. John Wright and FSPA Executive Director Dr. Judy L. Robinson



John Wright is interim-Dean of the University of Florida College of Journalism and Communications.

Greetings!

I send best wishes for a most productive year to Judy, FSPA President Sollazo, advisers and students working for publications, online media teams and broadcast programs across the state of Florida.

I am delighted to announce the appointment of Dr. Judy Robinson as the new executive director of FSPA. Judy assumed leadership on Aug. 16 when she joined the College as an assistant professor in the Dept. of Journalism. Judy succeeds Jolene Pinder, who served as director for one year.

I am particularly excited because Judy brings such a high level of enthusiasm, professional expertise and leadership ability to the position. For the past year, Judy has been assistant professor in the Dept. of Educational Research, Technology and Leadership at the University of Central Florida. She earned her doctorate in mass communication from UF in 2000 and wrote the history of FSPA as her thesis for her master's.

We are looking forward to an exciting year in the College. We are engaged in dialogue to enhance our focus on multi-platform and online methods of delivery and faculty are developing courses to be delivered online. We also are looking forward to continuing our partnership with FSPA to promote excellence in scholastic journalism

In this digital age...

by DR. JUDY ROBINSON
Executive Director, FSPA

It is now October, and we are working in the FSPA office with a vision to the future of FSPA. As you know with your own publications and students, planning for the future while trying to survive today becomes quite the art of balancing immediate needs with future goals.

One of the not-too-future goals I hope to facilitate for our FSPA members is to move more materials online to the FSPA Web site. In these digital times we increase FSPA's digital presence through more complete access to FSPA forms, materials, teaching resources and news coverage of scholastic media.

One way to help disseminate information and news to you is the newly released FSPAcast, an FSPA podcast. You can subscribe to the FSPAcast through iTunes. If you search for "FSPAcast" in the iTunes search engine, you will find two episodes: a welcome and an interview with FSPA Student Journalist of the Year Miles Doran.

If you've never listened to a podcast before, or if you want to understand how iTunes works, check out Podcast 101 at <http://www.apple.com/support/iPod101/tunes/1/>.

I first started listening to free podcasts last year when I was doing too much driving around Orlando. I downloaded several free podcasts, many of which related to education and resources for my students. I learned more about the software I like to use, such as Photoshop, while I sat in the car waiting for traffic than I did sitting at a computer.

Sharilyn Wiskup, one of our volunteers in the FSPA office, has written reviews of some Photoshop podcasts, which can be found on page 3 of this issue of FSPA Today. Photoshop podcasts are most useful to students who can view or listen via mp3 player, CD or on a computer. You don't need to have an iPod to listen to or view podcasts.

In these digital times of e-mail, podcasts and Web sites, it is still important to have our face-to-face interactions. For that reason, I look forward to meeting many of you "f2f" at our FSPA convention in April 2007.



Robinson outside the College of Journalism & Communications.

want to continue to

FLORIDA SCHOLASTIC PRESS
ASSOCIATION
<http://www.jou.ufl.edu/fspa>

PHONE
352-392-0460

FAX
352-846-2673

E-MAIL
fspa@jou.ufl.edu

EXECUTIVE BOARD

President
Terry Sollazzo
terry.sollazzo@sdhc.k12.fl.us

Vice President
Joe Humphrey
joseph.humphrey@sdhc.k12.fl.us

Past President
Jill Maassen
maassenje@usa.net

Evaluations Coordinator
Jane Robbins
jprob212@aol.com

Executive Director
Dr. Judy L. Robinson
judyrobinson@jou.ufl.edu

OFFICE STAFF

Erin Cannaday
Jessica Palombo

Volunteers
Melissa Stauble
Sharilyn Wiskup

FSPA TODAY

Editor
Jessica Palombo

Copy Editors
Melissa Stauble
Sharilyn Wiskup

Managing Editor
Dr. Judy L. Robinson



FSPAToday is the official newsletter of the Florida Scholastic Press Association Inc., a nonprofit organization housed in the College of Journalism and Communications at the University of Florida. FSPA Today is printed on recycled paper.

These three video podcasts offer easy-to-understand help with Adobe Photoshop. Use these tips and more to add spice to your yearbook or newspaper layouts. You don't need an iPod to view podcasts you can watch these podcasts on your computer. To find these podcasts, download iTunes, then do a search for the podcast title. Click "subscribe" and whenever the podcast is updated you will receive the next episode on your computer.

Podcast: Photoshop Killer Tips
 Produced by Matt Kloskowski

Compiled by Sharilyn

In this podcast, you can watch Kloskowski and learn by trying the tips yourself. Check the episode on Reverse Layer Mask. In less than two minutes Matt Kloskowski describes how to cover your photo with a black layer of paint and pick the pieces you want. This trick is opposite to the normal approach, which begins by seeing your photo and covering the pieces you don't want. Kloskowski's tips are simple and he goes slow enough that you can follow him. He describes the changes he made in his photo while suggesting alternative ways to continue changing the photo effect, such as the angle and size of the brush. An excellent podcast for learning tricks to save you time.



Podcast: Photoshop Wednesdays
 Produced by John Chambers

Every Wednesday, Photoshop users can look forward to watching John Chambers' video podcast and one minute tip. With more than 40 tips to choose from, he selects one Photoshop feature and efficiently describes it in several simple steps. Each tip is listed by subject, so you don't even have to start from the first one. Chambers speaks with a clear, succinct and strong voice. His tips are easy to follow, because of his step-by-step instructions. He emphasizes the goal of the tutorial in the beginning and concludes with stating his e-mail address for further questions.

Podcast: Photoshop "Quick Tips"
 Produced by Justin Seely

The focus of making a good picture to a great picture is strongly emphasized in this tip. To create a professional image, this tip-giver suggests a variety of ways to use the marquee tool, which adds light and lines around the subject and background. With a casual tone and frequent pauses, the advice is given at a slow pace. This allows the student to follow along and use Photoshop, while listening and watching how it's done.

FSPA Office Staff



Erin Cannaday
 Office Manager and Membership Coordinator
 Erin Cannaday is a fourth-year recreation and event management major. She was editor in chief of the Aftermath yearbook at Palm Harbor University High School. Cannaday helps with membership applications, maintains the membership database and acts as a liaison between members and the FSPA office.



Jessica Palombo
 Publications Manager
 A third-year journalism major from Jacksonville, Palombo has been working in the FSPA office since February. She was co-editor in chief of the Chalice yearbook at St. Johns Country Day School and academics section editor of the Renegade yearbook at Florida State University. She recently completed a copy editing internship at the Florida Times-Union. Palombo edits, designs and publishes FSPA Today and other printed materials.

Staff says thank you to FSPA's former director Jolene Pinder

By ERIN CANNADAY
FSPA Membership Coordinator



There was no one better to fill the spot of FSPA director after Judy Steverson than her former student, Jolene Pinder.



By ANDY LEWIS
Former FSPA Publications Manager

Jolene Pinder's dedication

to FSPA was evident even before she became its director.

When she and I met at the 2005 state convention, she had flown to Tampa from Boston—during a hectic time at her old job, no less—to help us out. She told me that she wanted to

And she never stopped smiling and laughing.

work a convention so she could see firsthand what it was like behind the scenes.

Jolene exemplified that dedication every day, as she worked to strengthen so many aspects of FSPA, while balancing a full course load of graduate work and several



Jolene Pinder (left) conducts an interview in Eenton, Fla., for her short documentary film, "Freedom Bound," while co-director Sarah Zaman adjusts the camera. While serving as director of FSPA, Pinder was also a student at the University of Florida's Documentary Institute.

Jolene took on the role of Director the

What Jolene

”

same year she started a graduate program—all in an unfamiliar city.

Jolene put together a fall workshop at the University of Florida

for District 2. This was not a part of her job

2006 Student Journalist of the Year: Don't be afraid to think big while still in school

By MILES DORAN
University of Florida student



My time at East Lake High School was very rewarding. Under the supervision of Patricia Cunningham, Eagle Eye News was founded and quickly rose to one of the highest quality high school TV news programs in the county – with a staff of student volunteers who taught themselves!

Les Rose, a photographer for CBS News, and the entire staff at WFTS-TV in Tampa were incredible mentors to me. I would highly recommend that any student interested in broadcast journalism go to every one of Les' seminars at the next FSPA conference. Just watch, listen and remember. You'll learn so much.

I chose the University of Florida for its journalism and telecommunications program. Already, I've started volunteering at one of the campus radio stations, 850 WRUF-AM. I write and report for their newscasts. UF is a great school with a beautiful campus, and I'm sure I will enjoy my time here.

For those in high school who wish to go far in journalism, I have some advice: Never let your position as a 'high school journalist' deter you from going after the big stories. The First Amendment applies to you just as much as it does to those who get paid to do this. Be curious, question everything, jot down the answers, and then tell everyone what you learned.

REMEMBER...

Dec. 1 is the deadline for Teacher of the Year nominations.



KNOW YOUR DISTRICT DIRECTOR

District 1



Director: Pat Morres
 morresp@mail.santarosa.k12.fl.us
 (850) 623- 2392

District 5



Director: Joan Stickles
 joangs@leeschools.net
 (239) 482- 1086

The District 5 Oct. 14 workshop will be held at Cypress Lake Center for the Arts in Fort Myers. Plans are well under way and the excitement is building.

Due to the popularity of last year's speakers, many are being invited back, including political cartoonist Doug MacGregor from the Fort Myers News Press and Lois Thome, broadcaster for WINK TV, both longtime supporters of FSPA in District 5.

Sessions begin at 9 a.m. and will run until 2 p.m. Registration begins at 8 a.m. and the cost is \$12 per student or advisor. Lunch will be provided by the Cypressonian yearbook staff and catered by Jason's Deli. We encourage all staff and advisors in District 5 to join us for what will be a fast-paced, fact-filled day that will touch all areas of print and broadcast media. Detailed agendas

District 3



Director: Shannon Zabele
 smzabele@volusia.k12.fl.us
 (386) 804- 6730

District 4



Director: Louisa Ogle
 louisa.ogle@sdhc.k12.fl.us
 (813) 744- 8360

District 6



Director: Mary K. Sullivan
 mksullivan@dadeschools.net
 (305) 759- 0835

The District 6 workshop will be Nov. 4 at Florida International University in Miami. The keynote speaker is journalist and CBS news anchor Elliott Rodriguez.

Mr. Rodriguez was chosen because he succinctly addressed the issue concerning the children's book, "Vamos a Cuba," which was removed from school library shelves by order of the Miami-Dade School Board this summer. The school board is being sued by both ACLU and the Student Government Association of Dade County.

Also on board will be the education writer for the Miami Herald, Matthew Pinzur, who will do a joint session with Chris Norwood, the Deputy Director of People for the American Way Foundation on First Amendment rights. These sessions, plus others from area professionals will follow our theme: Truth or Consequences: Building Media Credibility.

District 6 is in the process of rebuilding by attracting and supporting advisers from over 100 senior and middle schools. We hope that this year's convention will not only be relevant but a great deal of fun for the students, who will learn their craft from the pros.

District 7



Director: Steven Jay Thor
 sjtrucker@aol.com
 (954) 267- 9997

Adviser becomes a summer journalism student

2006 Julie E. Dodd Scholarship winner



By DEB JEPSON
Julie E. Dodd Scholarship winner

I left my comfort zone this summer, thanks to the FSPA awarding me the Julie E. Dodd

Scholarship.

For one week in June, I became a student at the University of Iowa in Iowa City studying "Narrative Journalism: The Art of Telling a True Story." Professor and journalist Steven Bloom taught the class of 12 students.

Besides learning a great deal about how to construct, write and market stories, I observed Bloom teaching journalism. As an adviser who never took a journalism class, this became an important lesson for me. Allow me to share what I call "The Three Bloom Basics" with you.

I have used all three in my journalism classes this fall.

Basic #1: Ideas are King

Bloom believes that a gifted adviser must invest time and effort in having their students develop story ideas.

"Ideas are king," Bloom said. "Coming up with new, strange, wondrous ideas may very well be intuitive, but it's a process that all writers must master. A fresh idea can turn great writing into exceptional writing."

In order to show us that a simple object can be the subject of many different story ideas, Bloom brought a worn, brown, cotton man's hat to class and asked each of us to think of a story idea that it evoked.

Twelve students came up with twelve different ideas, ranging from a story on new facial surgery techniques for skin cancer to a story about fishermen who used their hats as a storage area for fishing lures. As teachers, we could easily duplicate this exercise in the classroom.

Bloom recommends that we train our students to believe that all life

experiences are material for stories and that we ask them to carry a small notebook with them so they can jot down ideas as they occur.

"Ideas are currency among writers," Bloom said. "As a writer, ideas ought to flood your brain all the time. Every place and event is fodder for material."

Basic #2: The Lede is Key

We've all heard this before, but, somehow, hearing a college professor say it again made it true for me. The lede of a story must be wonderful. Bloom compared it to an eloquent Japanese haiku and then a store window.

Bloom said, "Would you go into a store if you didn't like what they displayed in the window?"

He continued to ask what is the purpose of that window display? What is the reason a lead must "sing"?

"They are the store windows. If the reader doesn't like the opening to your story, he or she isn't about to venture inside," Bloom said. "Craft your leads. Polish them. Rewrite them. Shorter is better. Each word must be indispensable."

Students relate to shopping and since I have been back in the classroom, I have used Bloom's window metaphor, except I changed "window" to Web page and asked if they would stay on the site to shop if they didn't like what they saw.

Basic #3: The Three-second Rule

Bloom maintains that the writer has only three seconds to grab the reader and drag him into the story. It's not an easy task.

"The nature of the printed word starts the writer out at a disadvantage," Bloom said. "Television, radio, and the Internet are much more user-friendly than magazines and

newspapers, which display stagnant words on a page."

So, what is a writer to do? Craft the lead with the reader in mind. Be aware that our student readers can decide at any time to program their iPods, play with their cell phones or do anything beside read the story. The first few sentences must hook the reader and pull him right into the story.

I tell my writers that if they fail to hook the reader in the first three seconds, they might as well have not written the article. All their hard work is for nothing.

As Bloom said, "For the story to work, its crafting has to be superb. The piece has to be riveting. It has to seduce the reader, and it has to do it fast."

It occurs to me that leaving my comfort zone has provided me with a sense of renewal. Admirably, Bloom managed to cram about a semester's worth of information into one short week and once he discovered I was a journalism teacher he gave me loads of his handouts.

My teaching is stronger and when my students brought in their summer certificates from the CSPA workshop, the Knight Minority Workshop, and the Orlando Sentinel Sports Camp to hang on the bulletin board, I proudly put mine up there, too.

After all, I ask my students every day to stretch just a little and learn a lot. Why not show them I did, too.

You could be attending a workshop in 2007.

All FSPA advisers are encouraged to apply for the Julie E. Dodd scholarship for 2007.

Visit the FSPA Web site to obtain an application form.

The Poynter Institute workshop set for February 2007

By WENDY WALLACE, The Poynter Institute

The Poynter Institute will offer its Writers Workshop for Florida high school students and teachers on Saturday, Feb. 24, 2007.

All Florida high school students and teachers are welcome. The workshop costs \$25, including lunch, for those who register by Feb. 9. After that date, while space is available, tuition will be \$30. The program will last from 9 a.m. to 4 p.m. Enrollment is limited to 200.

A registration form will be available at www.poynter.org/highschool in January. Teachers who want to receive the registration form via e-mail in January can e-mail wwallace@poynter.org.

Speakers in 2006 included faculty members of the Poynter Institute as

well as professionals from Tampa Bay area news organizations, including the St. Petersburg Times, Tampa Tribune, WTSP Channel 10 and WFLA Channel 8.

Workshop topics will range from writing and reporting to ethics and media careers. Between workshops and during lunch, students may browse award-winning student newspapers from across the country and chat with student journalists from across Florida.

The workshop will take place at the Poynter Institute, 801 Third St. S., St. Petersburg.

Visit Wendy Wallace online at <http://www.poynter.org/highschool>.

Sollazzo: Scholarship and special program deadlines approach

continued from page 1

your school. Check out their Web site at <http://www.Risemag.com>.

In January, start looking for information about FSPA's state convention in Tampa in April. You can download convention forms from the Web site starting then. The deadline for individual entry contests and many prejudged publication contests is also in January.

The University of Florida, our sponsoring institution, holds its Summer Journalism Institute (SJI) at the UF campus in Gainesville in June. Applications for advisers and students are mailed to FSPA-member schools in January. This one-week experience is well worth the financial investment. Scholarships are available for both

January:

- Info on state convention released
- Applications for UF's SJU mailed

February:

- Deadline to apply for ASNE Summer Journalism Institute for advisers
- 24-Poynter Institute Writers Workshop

students and advisers. A link to their Web site can be found on FSPA's Web site. Students get a taste of college life on the UF campus and have the opportunity to talk with admissions counselors.

February is the deadline to apply for ASNE's Summer Journalism Institute for Advisers. If you have never heard of this unbelievable opportunity for advisers, please take the time to research it. You can find information about the program at <http://www.highschooljournalism.org>. You get two intensive weeks of training, transportation to and from the institute, all meals, lodging, learning supplies and memberships to state, regional and national journalism organizations ABSOLUTELY FREE! If you have questions about the institute, please do not hesitate to contact me (fspapres@msn.com) or Joe Humphrey (joseph.humphrey@sdhc.k12.fl.us). We would be glad to answer any questions you may have.

Finally, February is usually the month that the Poynter Institute for Media Studies offers a one-day workshop at Poynter, located in St. Petersburg, Fla. If you have never attended, you need to make it a priority. These are the folks who coach the professional writers, editors, photographers, television newscasters and publication designers from around the world. You should make their Web site (<http://www.poynter.org>) a "favorite," too.

I wish we could talk more, but we are trying to meet a deadline. I'm getting frustrated looks through my office window. Take care, and have a great, productive year.

Six reasons to join

FSPA

1

Size: Nearly 300 publications and broadcast programs comprise FSPA.

Our large membership increases our strength in speaking on behalf of scholastic journalism on issues ranging from curriculum to censorship.

2

Workshops:

This fall, hundreds of students will benefit from district workshops.

These workshops offer insightful sessions in a variety of journalistic fields, as well as the opportunity for students to hear state and nationally renowned keynote speakers. By joining now, you can look forward to next fall's workshops, which district directors are already planning.

3

Convention:

The 2006 convention was attended by nearly 1,000

students and advisers, and plans are already underway to make the 2007 convention better than ever! New speakers, new sessions and new activities await students in Tampa.

4

Awards: Some of

Florida's top scholastic journalists are recognized at the state competition

and are eligible to receive scholarships for college. Winners may also go on to compete on the national level for the Journalism Education Association's High School Student Journalist of the Year.

5

Evaluations:

Contests in a variety of media categories are available throughout the

year, as well as at the annual state convention. By mail or as a carry-in, these contests help individuals and staffs learn how to improve. Winning entries published in the yearly Best of the Best booklet shine as examples to others in the state. Judges' comments help recognize the efforts of a job well done and provide insightful, professional critiques.

6

Advisers get

Help: The executive board provides support for scholastic journalism

statewide, as well as individual advisers. Each year FSPA contributes \$1,000 to the Student Press Law center to support its efforts in scholastic journalism. Also, advisers may partake in scholarships to take college courses or attend professional workshops to improve their media skills and bring what they learn back to their staffs.

FSPA is one of the largest organizations of its kind in the nation. Now in its 61st year, it looks to the future with a new director and a new vision for helping Florida's scholastic journalism advisers and students.

Vice president offers 5 tips for busy advisers

By JOE HUMPHREY
FSPA Vice President



As we pedal toward looming yearbook deadlines, push to improve the quality of our morning shows or keep looking for relevant and entertaining news to fill the student newspaper, keep these tips in mind:

① Send us your ideas for the state convention. Which sessions would you and your students like to see offered at FSPA's 61st convention next April? Also, what types of entertainment should we offer? Make sure to let us know what you want to see in Tampa, so you can see your ideas come to life.

② Start looking for your Emerging Young Journalist. This year, the St. Petersburg Times Fund continues its sponsorship of an award just for promising freshmen and sophomore students. The winner earns \$500 to attend a conference or workshop and earns his or her journalism program an additional \$500. Advisers who notice a young

student who is "stepping up" should be sure to enter him or her into this contest.

③ Preach the importance of gathering good quotes. Make sure students aren't just putting blah-blah-blah quotes into copy. Find ones that have impact. Here's one outstanding comment, from a newspaper story by Eugenio Torrens of The Red & Black at Hillsborough High School in Tampa. The story was about the HHS baseball coach being fired, and the quote is from standout pitcher Matt Schurig. It's a gem: "Everybody's gelled together, and we already know what we have to do to win and we're not going to let anybody come in and screw that up. So we're pretty much going to do our own thing and if he (the new coach) doesn't like it, he can leave too."

④ Encourage your students to get professional experience. On the weekends, I work at a community newspaper in the Tampa

suburbs, and one of my colleagues is a Wharton High School student named Karl Golombisky. He has become the publication's expert mapmaker while also gaining practical experience writing, editing and designing advertisements. He's better prepared for a career in journalism than a fair number of college seniors.

⑤ Take your students on trips! If you're reading this, chances are you already make sure your students participate in, at the very least, district FSPA workshops. But if possible, try to make sure your students can attend the state convention and also, other national or regional conventions. Sure, they'll learn a lot, but such trips also bode well for helping your staff bond. Plus, the promise of trips to places such as New York, Nashville, Philadelphia can help you recruit and retain an outstanding staff.

Thanks for your involvement in FSPA, and I look forward to seeing you and your students in April. Please take another look at No. 1 on the list, and send me some ideas for the convention.

DON'T FORGET!
The membership registration
deadline is Nov. 15.
The late registration deadline
is Dec. 1.

Florida Scholastic Press Association
University of Florida
College of Journalism and Communications
3104 Weimer Hall
PO Box 118400
Gainesville, FL 32611-8400