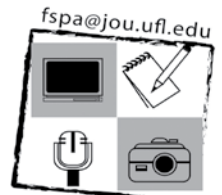


FSPA Today

FLORIDA SCHOLASTIC PRESS ASSOCIATION



fspa@jou.ufl.edu
<http://www.jou.ufl.edu/fspa>
Winter 2007



Get a Clue. Information about this year's convention inside!

Journalism courses under assault

In the last newsletter, I wrote about journalism as a shape-shifter, converging and mutating, spinning and blogging across the worldwide Web. And I told you to pat yourself on the back and rest assured that what you are teaching is valid.

I still believe that, but in this newsletter, I am going to sound the alarm. Journalism education is under assault.

Last year, the Florida Department of Education mandated that all students enrolling in high school beginning in 2007 must complete a fine arts credit in order to graduate. No longer would students be required to complete a performing or practical art class.

Like most journalism teachers, my journalism classes had fulfilled that performing arts requirement and moved my students that much closer to graduation.

Imagine my shock when I discovered that the State Department of Education

has now excluded journalism classes as a fine arts credit, no longer qualifying them as an elective possibly required for graduation.

(Rest easy, broadcast advisers — TV production classes do fulfill the fine arts requirement.)



By **DEB JEPSON**
FSPA PRESIDENT
djepson@bellsouth.net

I have been talking to advisers around the state who teach journalism classes about what we can do to keep enrollment up and help our students at the same time.

One suggestion came from newspaper adviser Helen Reed at Hagerty High School in Seminole County, who, with the help of her assistant

principal, decided to replace Journalism 1 with Multimedia Applications, which fulfills the fine arts credit. Another adviser, Renee Burke from Boone High School in Orange County, teaches Multimedia Technologies, another fine arts course.

It is a sad day when we have to rename journalism in order to survive.

As president of FSPA, I am issuing a call to our members. I am looking for volunteers to work on a professional practices committee that will explore what we need to do to reclassify journalism as a fine arts credit.

Please e-mail me if you would like to be part of the initiative. My goal is to get a committee up and running by the end of the year so we can work directly with the DOE beginning in January.

The second assault on journalism comes in the form of required FCAT electives and the increase in math requirements from three years of math to four.

I wish I had a magic solution. There are none. We compete with every other elective for students and if we are unable to fill our classes, most of us are given another section of English to teach, and we lose our feeder class.

One action you can take is to make your publication as visible as possible. Any and all awards need to be publicized on your in-school TV show, in your principal's newsletter, in your local paper, in your

See **PRESIDENT** on the back page

New world of media awaits young journalists

Based on a recent show of hands, fewer than one-third of my Journalism 1 students have a daily newspaper delivered to their homes. And these are students enrolled in journalism classes.

Does this mean that newspapers are dying? Well, yes and no. Certainly the dead-tree versions are not long for this world, but an exciting new world of opportunity is unfolding in what used to be called newsrooms.

The Gannett Corporation, which has placed Brevard County's Florida Today newspaper at the vanguard of change, has had some compelling reasons

to rethink its product line. Among them are the decline in newspaper circulation and classified advertising revenue, coupled with greater competition for new media and — obviously — a younger audience that has migrated to the Internet.

As a result, what was once the Florida Today newsroom has been transformed into an information center — dubbed Mission Control — where information gatherers and editors work the delivery desk, continuously posting

and monitoring staff-created and user-submitted content.

See **VP** on the next page



By **MARK SCHLEDORN**
FSPA VICE PRESIDENT
schleride@hotmail.com

Evaluation Deadlines

- **Newspaper Evaluations**
Due January 9, 2008
Those received January 10-15 will incur a late fee of \$20.
After January 15, not accepted.
- **Broadcast Evaluations**
Due January 9, 2008
Those received January 10-15 will incur a late fee of \$20.
After January 15, not accepted.
- **Individual Contests**
Due January 23, 2008
Those received January 24-29 will incur a late fee of \$20.
After January 29, not accepted.

Evaluation applications will be placed online near October.

<http://www.jou.ufl.edu/fspa>

Scholarships create opportunities for students, advisers

By SARAH JONES
FSPA Office Staff

Sure, FSPA holds district workshops in the fall and a huge convention in the spring to improve your high school media publication. And FSPA is a great network for students and advisers to share with each other what they know about scholastic journalism. But what everyone doesn't know is how much FSPA can boost your journalism career when heading off to a university after graduation.

Several scholarships and awards are granted each year by FSPA. Students and advisers across the state are reaping the benefits of these awards, but some students go through their entire high school journalism program without ever being aware that such programs exist.

The FSPA Foundation Scholarship offers \$150 to five students each year to help them

“The award reaffirmed that I have some kind of talent.”

Karl Golombisky, 2007 award winner

attend the statewide FSPA Convention in the spring.

FSPA's Student Journalist of the Year competition is open to graduating high school seniors. After submitting a portfolio of work, a committee then selects the Student Journalist of the Year and awards him or her \$500.

The winner becomes FSPA's entry in the Journalism Education Association's National Student Journalist of the Year competition. See JEA competition guidelines at <http://www.jea.org/awards/journalist.html>.

Karl Golombisky, a freshman at the University of Florida majoring in telecommunications, won the 2007 award.

"I wasn't sure I was gonna go into journalism. When sports fell through, I accepted the whole journalism thing," he said. "The award reaffirmed that I have some kind of talent."

Students must be a high school senior to See **SCHOLARSHIPS**, page six

VP, from page one

The focal point of the information center consists of a block of 12 video monitors sandwiched between two larger screens. Banks of editors process content on their computer screens while tracking video feeds from CNN, FoxNews, news Web sites and live NASA closed-circuit feeds. One of the monitors displays Florida Today's Web site, and still another allows workers to survey traffic on that Web site.

Recently one of the editors opened a morning briefing session with data showing the top performing posts on the Web site. On this Friday, the No. 2 post involved interviews with area high school homecoming queens from the past half-century reflecting on their moments in the spotlight. The package included a photo gallery of winners — then and now — and a brief video montage. One of the editors said he had received phone calls inquiring why such a story would be posted on the Web site's main page. The clicks-on-story numbers provided a ready answer. Twenty-one thousand people had selected the story since it had been posted earlier that morning.

Fading homecoming queens might not be considered newsworthy by the old newsroom standards, but the readers clearly showed an overwhelming interest in their stories and photos. And those readers are now in the driver's seat.

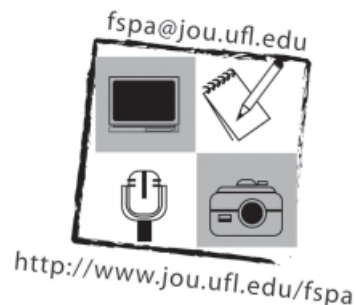
Like all consumers in today's world, those who seek information are in the position to dictate what they want to view, where they

want to view it and in what form they want to view it. And perhaps more interesting still, these information consumers have the ability and desire to contribute to this disseminating process.

Information no longer travels in only one direction. Who were once considered passive newspaper customers are now actively engaged in providing content in myriad ways including story submissions, video footage, investigative reporting and forums.

Traditional ways of storytelling also have evolved. While print journalism still plays an integral role, the focus now involves matching content to its best delivery format. The palette from which to choose includes TV-style video stories, raw on-the-scene video footage, audio formats, photo galleries, interactive graphics, state-of-the-art 3D-animations and interactive databases. The story from a plane crash at a recent air show was best communicated with raw video footage of the accident, while a plea for the adoption of greyhound race dogs called for emotionally charged interviews with trainers and canine advocates. To be sure, a more traditional delivery approach is called for when analyzing and explaining the recent legislative decisions impacting property taxes.

The winding down of the traditional newspaper model offers young journalists an opportunity to embark on unexplored career paths. Journalism's future is already here. It is incumbent on all of us to make sure we equip ourselves and our students with the skill sets we will need to meet this challenge.



Florida Scholastic Press Association

Phone

352.392.0460

Fax

352.846.2653

E-mail

fspa@jou.ufl.edu

Web

<http://www.jou.ufl.edu/fspa>

FSPA TODAY

Editor

Dr. Judy L. Robinson

Office Staff

Kristin Bjornsen
Margarita Delapaz
Erica Ervin
Sarah Jones
Katie Sanders
Katherine Villacis

FSPA Executive Board

President

Deb Jepson

Vice President

Mark Schledorn

Past President

Jill Maassen

Executive Director

Dr. Judy L. Robinson

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UF UNIVERSITY of
FLORIDA
The Foundation for The Gator Nation

Get ready for 2008 convention!

Start planning basket themes for silent auction

FSPA will be conducting a silent auction during the 2008 Spring Convention. Each staff who plans to attend the convention should bring a themed gift basket for the auction.

Themes can include ideas such as "Chocolate Lover's Basket" or "Movie Theater Basket." Creativity is encouraged. If your staff wants to tie its basket theme to the convention theme, then you'd need to "Get a Clue!" Yes, that is the 2008 FSPA convention theme.

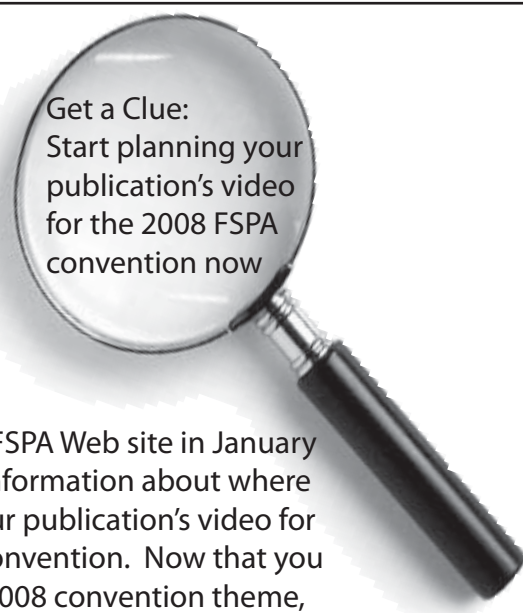


By **KATIE LANE**
DISTRICT 1 DIRECTOR
klane@escambia.k12.fl.us

When your publication has decided your gift-basket theme please e-mail your information to Katie Lane, at klane@escambia.k12.fl.us by March 1, 2008.

In addition to bringing a basket from your publication you may also want to solicit donations from local businesses and any representatives you may know.

Perhaps Best Buy would donate a digital camera? Maybe Wal-Mart would like to donate a color printer? Remember, the silent auction is a great fundraiser for FSPA's foundation.



Get a Clue:
Start planning your
publication's video
for the 2008 FSPA
convention now

Check the FSPA Web site in January for more information about where to send your publication's video for the FSPA convention. Now that you know the 2008 convention theme, prepare your ideas and your raw, unedited video for "Get a Clue at the 2008 FSPA convention."

NewsU breaks record in journalism e-learning - <http://newsu.org>

E-learning has come to the journalism classroom. News University, known as NewsU, is a project of the Poynter Institute in St. Petersburg, funded by the John S. and James L. Knight Foundation.

NewsU was launched in April, 2005, in an effort to give professional journalists, student journalists, and journalism teachers on-going training. As of Sept., NewsU has had more than 51,000 journalists, journalism students and teachers as registered users. This sets a new record for online journalism training.

The more than 50 courses cover topics including basic journalism skills such as interviewing and writing leads, along with more advanced topics in covering specific areas such as politics and health care. The advantage for scholastic journalism is that the courses are interactive so students are able to work independently. Courses are appropriate for beginning journalism students, and can be used as a refresher for advanced students.

Since NewsU courses are accessed online, students may complete them at home. A complete course list is available at the NewsU website: www.newsu.org. In addition, new courses are added regularly.

It costs nothing to register at NewsU, and while a fee is charged for some courses, most are free.



By **LINDA EVANCHYK**
NEWSPAPER ADVISER
CHOCTAWHATCHEE
HIGH SCHOOL

NewsU Training for Teachers

In addition to the regularly-offered courses, NewsU has created a program for advisers. In July, NewsU, along with Kent State University's School of Journalism and Mass Communication and the American Society of Newspaper Editors, sponsored the first Boot Camp for Scholastic Journalism Advisers. The three-week online camp was led by accomplished journalism advisers Candace Bowen, John Bowen, H.L. Hall and Susan Tantillo. It included courses on the First Amendment and legal issues, craft and values of journalism, and communities and relationships. All participating advisers received a certificate of completion and a letter was sent to the adviser's district professional development director for possible in-service points. Plans are to offer the camp next summer. NewsU also encourages advisers to suggest courses that would be beneficial to them and to their students.

Coming in 2008

The success of NewsU has led to new partnerships. According to Vicki Krueger, an editor for NewsU, in a press release statement, NewsU has established a partnership with the Radio and Television News Directors Association. From this, several courses are under development for use in 2008 such as the one on writing across platforms developed by UF professor Julie Dodd, FSPA executive director Judy Robinson and FSPA convention speaker and broadcaster Victoria Lim.

Eligibility bylaws for attendance at FSPA Conventions changed with membership vote

All FSPA members are now eligible to attend the 2008 state convention in Tampa.

At the 2007 Spring convention the FSPA membership voted to change the bylaws to allow all members of FSPA to attend the convention. Previously only FSPA members whose publication had attended the fall district workshops had been eligible to attend the convention.

The change in bylaws will make a difference for those whose district does not have a workshop or to those who could not attend the workshop because of conflicting schedules.

FSPA's operating budget comes from the registration fees paid at the fall district workshops. That registration fee has been added to the convention registration in the case of members who did not attend the fall workshop but would like to attend the convention.

The additional fee goes toward the operating budget and then also allows all members to be eligible to attend the state convention.

Be sure to check that you are a member of FSPA and if you attended the fall workshop, the district directors will have submitted your names to the office. Check for your publication's name at <http://www.jou.ufl.edu/fspa/membership>

FSPA 2007 District Workshop Report

By Sarah Jones
and Katie Sanders

Students learn from professional journalists

Most of FSPA's districts recently held their fall workshops across the state. These workshops are designed to educate students who work on various forms of publications by offering a wide variety of speakers, contests and seminars. These FSPA district workshops were made possible thanks to the dedication of directors, students, speakers, advisers and teachers.

District 1

Students, advisers and professional journalists met on Oct. 5 at the Pensacola Junior College Milton campus for the District 1 workshop.

The Friday workshop attracted more than 208 students and 22 advisers for a total of 13 schools and 27 publications, said Molly Cobb, the workshop coordinator.

"I think the workshop was well organized and well attended," Cobb said. "The students were excited about the workshop and left with some great ideas and tips for their own production rooms."

Eleven professional journalists spoke in various breakout sessions to the student journalists. They included news reporter Jenna Susco, of WEAR Channel 3, Tom Ninestine and Mike Sushicki, of the Pensacola News Journal, author and freelancer Art Giberson, and several yearbook representatives.

The keynote speaker was Dan Shugart, WEAR Channel 3 sports anchor. Cobb said the guest speakers offered insight into the world of journalism and helpful guidelines to students for their publications.

District 1 had one contest that combined photography and writing called "And That's Another Story." Students were asked before the workshop to take a photograph of activity in their production rooms and create a feature story from it.

District 3

"It's all about journalism" was the theme of the District 3 workshop, which took place at the University of Central Florida's engineering building on Oct. 13.

About 130 people attended the workshop, including 22 advisers, said the workshop co-organizer and FSPA president, Deb

Jepson.

Jepson said the workshop was a collaborative effort of Mark Schledorn, FSPA vice president, Jeff Moffitt and many district advisers.

The district teachers' registration was paid by Jostens, and each received a gift certificate to Darden Restaurants courtesy of Taylor Publishing and a \$25 Target gift certificate from Herff Jones. Three digital cameras were also given away from Bryn Allen, Leonard's Elite Photography and Dean Stewart Photography.

The students were also given the chance to attend three sessions led by professional journalists from the area. Workshop speakers included Tom Kehoe, development director for Florida Today, Rick Brunson, UCF journalism professor and Sheila and Michael Kramer, publishers of Lake Mary Life Magazine. Scott Carrico, TV station manager for Brevard County schools also led a broadcast session on the making of a TV show.

"We felt that newspaper, yearbook and sometimes broadcast could attend the same sessions because they dealt with writing stories, or journalism as a career," Jepson said. "That was the philosophy."

The keynote speaker was Pulitzer Prize-winner Jane Healy, the vice president editorial page editor for the Orlando Sentinel. Jepson said Healy's speech about the history of journalism and the convergent future of newspaper careers received a favorable reaction from the crowd of students.

District 4

District 4 held its workshop on Friday, Sept. 28, at the University of South Florida's St. Petersburg Campus. The workshop was held at this location for the first time with representatives from 27 schools in attendance, including 525 students and 35 advisers. Students participated in several contests, including On-the-Spot and Carry-In contests and a Digital Design Contest.

Many great speakers attended as well, including speakers from the St. Petersburg Times, The Poynter Institute and local news stations. Victoria Lim from WFLA-TV News Channel 8 spoke about multi-platform writing, which workshop director Donna Smith said is a trend

in media today.

Yearbook and newspaper adviser Judy Cannaday noticed the special element that the professionals brought to the workshop.

"All the people from the local media, like the St. Pete Times, gave us a different perspective on news reporting by explaining how it is out in the real world. They made a good connection between the real world and our school publication," she said.

Sarah Mathison, a junior at Palm Harbor University High School, particularly enjoyed the lecture she attended on the rights of student writers.

"We found out what students can and can't do. I know that I can do more controversial articles now, not just surface writing," she said. "I feel like I can bring up more ideas instead of just like 'oh, volleyball won' and be more informative."

District 6

The workshop for District 6 was held at the Florida International University Ballroom on Oct. 13. Almost 500 students attended the Saturday event, accompanied by more than 50 advisers.

The workshop featured several professional journalists, including Les Rose from CBS's "Everybody has a Story" series, who district director Mary K. Sullivan called "the best friend of student journalism." Matthew Pinzur from The Miami Herald spoke along with vice president of the ACLU John DeLeon, and several local broadcast personalities and Herald representatives helped to judge contests.

Ira Fox of Fox-Mar Studios also participated in a new contest held at this year's workshop, reviewing the first 15 contestants to turn in their work for the "Let's Get Off Auto-Pilot" photography contest. The contest involved students bringing their own cameras, and then shooting pictures on the spot. The first 15 to bring their photos to Fox received critiques and advice.

The yearbook layout design contest was also new this year. Staffers brought in yearbook layouts that they had already completed for their publications, and their work was judged and given an On-the-Spot critique.

The workshop was well-received by students and advisers alike.

"It really was the best workshop we've ever had," Sullivan said. "I opened up the day with saying, 'Welcome to our journalism party!' The basic camaraderie and the general spirit of the event made it a success."

The associate dean of Florida International University, Lillian Lodge Kopenhaver, agreed with Sullivan, saying, "It was the most successful student journalism day I've seen in 11 years."

District 7

District 7's workshop took place Saturday, Sept. 29, at Deerfield High School. More than 1,000 people attended with representatives from more than 40 schools.

"The goal was to have about 1,200 people, so with advisors, guests and kids -- we had at least 1,200," said Steven Jay Thor, the workshop's



ABOVE: Students from District 4 walk across the University of South Florida's St. Petersburg campus to reach their district workshop. More than 500 students were in attendance. Photo courtesy of Donna Smith.

director and Deerfield High School journalism adviser.

On-the-Spot Contests were held in numerous categories, including literary magazine, newspaper, yearbook, art, TV production and news writing. Winners received prizes such as one-of-a-kind sports-themed carry bags given out by opening speaker Craig Barnes of the South Florida Sun-Sentinel. Bryn Alan presented the winner of the On-the-Spot photography contest with a brand new digital camera and gave plaques to runners-up.

Cory Laub, Coral Springs High School's yearbook adviser, brought staffers from the yearbook, newspaper and broadcast programs. He said the presence of other schools' journalism staffs had an impact on his staff.

"It was the first year that we went representative of our school with team shirts, and newspaper had team shirts, too, which sort of cemented us as a unit," he said. "Last year, we went as a conglomeration of kids, and I think that when the kids saw all the other staffs really getting involved and taking pride in their school, the competitive streak came out."

Laub said that his staff benefitted from the professional speakers. Two of his staffers won in-class layout contests, and representatives from Coral Springs placed in other contests as well. Chad Blum and Rakan Shaker were named winners of the TV production PSA project regarding bullies,

in the advertising contest.

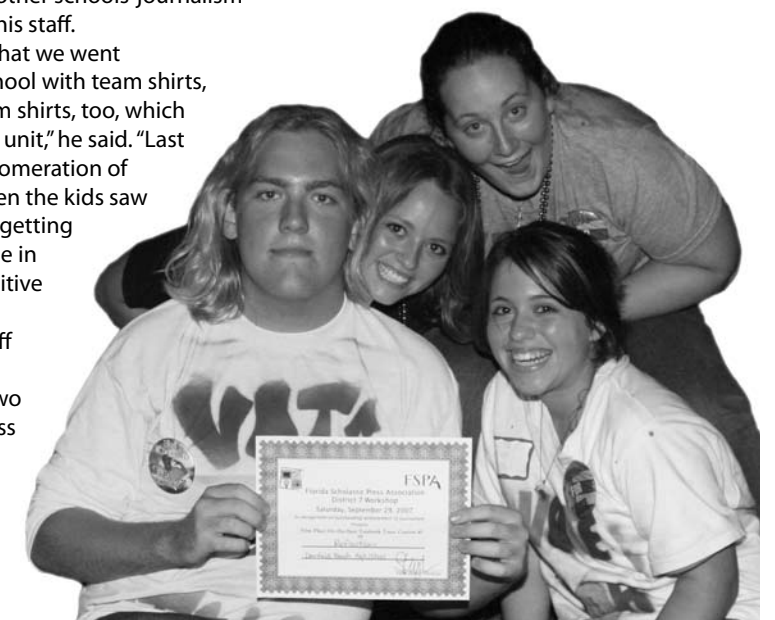
"The classes they took they thought were very, very interesting. A lot of them are now begging me to take them to the state competition in Tampa," Laub said.

Whether it was the friendly competition, professional presenters or impressive prizes, Thor considered District 7 workshop an absolute success.

"I'm very excited. The kids had a good time, they learned a lot. They learned to like each other," Thor said. "Kids went back to their school saying 'I love this stuff!'"



ABOVE: Completing her final task as a student representative, Amanda Lorber, right, from Cypress Bay High School gets ready to go on stage with MTV standing by to video the presentation of awards. Photo courtesy of Steven Jay Thor. **LEFT:** Tom Kehoe, development director for Florida Today, speaks to a group of students at the District 3 workshop. Photo courtesy of Deb Jepson.



ABOVE: Members of Deerfield Beach High School's yearbook staff display the certificate they earned for winning an On-the-Spot team contest. Photo courtesy of Steven Jay Thor.

Register early for the Poynter Institute's Writers Workshop for High School Students

By **KATIE SANDERS**
FSPA Office Staff

The Poynter Institute has announced that its Writers Workshop for Florida high school students and teachers will be on Saturday, Feb. 16, 2008.

The one-day program will offer topics about ethics, media careers, writing and reporting led by Florida's newspaper and broadcast professionals. Wendy Wallace, the director of the Institute's high school journalism program, said teachers and journalists should expect to gain a renewed enthusiasm for the craft of journalism.

"People find the speakers inspiring, the setting relaxed and the energy level high," Wallace said.

A registration form for the workshop will be available in December at <http://www.poynter.org/poynterhigh>. The form can also be obtained by e-mailing Wallace at wwallace@poynter.org.

The workshop costs \$30 and will run from 9 a.m. to 4 p.m. Early registrations cost \$25.

The first 200 people to register and pay their workshop fee will be considered for the workshop, which will take place at the The Poynter Institute in St. Petersburg. Wallace said it fills up fast, and last year's program sold out in January before the deadline.

"Students will have a chance to learn from the pros, journalists working at the professional media and Poynter's well-known faculty, who teach and consult around the world," she said.

Last year's speakers included Roy Peter Clark of The Poynter Institute, St. Petersburg Times reporters Tom French, Ben Montgomery and Jacob Fries, Joseph Brown and Michael Harris of The Tampa Tribune, and author Lee Irby, among others.

Aside from "curiosity and an interest in journalism," Wallace said students might think of bringing a jacket for cooler rooms and a few dollars for vending machine snacks to the workshop.

"It's a great day at a low cost and a fabulous introduction to Poynter," she said, "especially for those students who live within an hour's drive and can apply in the spring to Poynter's year-round program for high school students."

Scholarships create opportunities for students, advisers

SCHOLARSHIPS, from page two enter and submit a portfolio of 30 clips, or samples of work.

"I used all my more creative stories that I wrote for the local newspaper. I worked in the art department there, so that helped also," Golombisky said.

Golombisky, a Wharton High School graduate, applied with the encouragement of his journalism adviser, former FSPA president Terry Sollazzo. The award ended up having a profound effect on his journalism career.

Golombisky applied to the University of Florida because of its highly acclaimed journalism program, but initially was deferred. Golombisky said he believes, however, that receiving the award changed his luck.

"I tore up the letter as soon as I got it because I was angry. But my dad actually convinced me to write an appeal at the last minute because I had just gotten the award," he said. "On May 9, I got accepted."

FSPA doesn't limit its scholarships to just upperclassmen. FSPA and the St. Petersburg Times Fund present the Emerging Young Journalist Award to freshman and

sophomore students that show promise in journalism.

There are also several scholarships and awards for FSPA advisers. The Webb-Stapler Scholarship offers training for advisers and programs to improve scholastic journalism, and the Journalism Teacher of the Year Award is given to one of potentially seven district nominees each year.

Karla Kennedy of Miami Norland Senior High School was named the 2006-2007 recipient of the award.

The award motivated me more. And it's great to be up here where FSPA is located.

*Karla Kennedy
Journalism Teacher of the Year, 2006-2007*

"I was extremely surprised," she said. "I think my heart stopped beating for a minute be-

cause I was so shocked."

Even though Kennedy was surprised, she said her students seemed to know that her talents would win her the award.

"They were like 'yeah, we knew you were gonna win.' They were more sure of themselves than I was about the whole thing," she said.

Kennedy is now working on her Ph.D. in journalism at the University of Florida.

"The award motivated me more. And it's great to be up here where FSPA is located," she said.

Professional lends advice to amateur photographers

By **ERICA ERVIN**
FSPA Office Staff

Think outside the box, or at least outside your camera.

Garrett Cortese, managing editor of Alliance Wakeboard magazine, offers advice, great tips and tricks of the trade to those interested in taking up photography as a career or hobby.

For those just stepping into the photography arena, setting yourself apart from others can be tricky.

Clean and colorful backgrounds are a step in the right direction.

"Shoot an event in a way it's never been shot before, get up close," Cortese said.

New angles can also bring out hidden creativity. Cortese looks for three things when taking a photo: spontaneity, emotion and action.

The rule of thirds, which decreases image-centered photos, can also help to improve photos by forcing the photographer to be creative.

When it comes time to purchase a camera, don't overlook certain cameras because they do not have the latest

features. It's not always about the camera body.

"A camera is just a box that captures light," he said.

It doesn't have to have the most megapixels or the biggest LCD screen in order to be able to take effective pictures.

"It's like giving a construction worker a hammer. A good construction worker is going to make it work whether it's a good hammer or not," he said.

There are more advantages, however, when working with a digital camera.

Shooting lots of pictures is a big step in getting better.

Whenever you feel you have mastered something, pick up a book to learn more about different techniques.

Cortese encourages photographers to be inspired by others' photos and their own, and to always shoot pictures.

"Never stop shooting pictures," he said. "Shoot a lot, shoot a lot, shoot a lot and when you think you've shot enough, shoot some more."

To see some of Cortese's wakeboarding photography, visit Alliance Wakeboard's Web site at <http://www.alliancewake.com>.

Florida Scholastic Press Association
2007-2008 Membership Application
<http://www.jou.ufl.edu/fspa>

This membership form is for **high school and middle school publications only**.

1. Write your contact and publication information clearly in black ink OR download file from FSPA Web site and fill out on a computer using Adobe Reader.

2. If you are an **adviser for more than one publication**, you may register up to **three publications** per membership form. Please remember, **membership fees are per publication**.

3. Keep a copy of the filled-out form for yourself and your accountant. Send a copy to the office.

4. Make checks payable to **Florida Scholastic Press Association-Memberships**

5. Mail completed form and payment to:

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

• Membership is valid through Nov. 15, 2008.

**Membership fees increased to
\$50 after Dec. 1, 2007.**

CALCULATE FEES (check all that apply)

Mandatory

High School _____ x \$50= \$ _____
of publications

Middle School _____ x \$15= \$ _____
of publications

Optional

FSPA History Book # _____ x \$20= \$ _____

FSPA Foundation Contribution \$ _____

The FSPA Foundation was created to support scholastic media in the state of Florida. Make checks payable to **The Community Foundation of Tampa Bay**.

TOTAL AMOUNT \$ _____

Adviser name

Adviser e-mail

Adviser phone

Address for FSPA mailings

City Zip

School phone School fax

FSPA District (1-7)

County

School name

Publication 1 _____

Publication name

Check **one**.

Broadcast Magazine Newsmagazine
 Newspaper Yearbook Online media

Publication 2 _____

Publication name

Check **one**.

Broadcast Magazine Newsmagazine
 Newspaper Yearbook Online media

Publication 3 _____

Publication name

Check **one**.

Broadcast Magazine Newsmagazine
 Newspaper Yearbook Online media

Office use only			
Date Processed	Check #	Amount	Initials

PRESIDENT, from page one

own school newspaper, posted outside your room and ballyhooed at PTSA meetings. It should be on the lips of your publication's students and sent home to their parents.

Increased visibility makes your journalism classes more desirable.

Here's what else you can do: Get together with your guidance counselors. Help them understand the importance of your journalism classes, and emphasize what students gain from being in your class. Get them a copy of "Journalism Students Do Better" by Jack Dvorak. The book explains how students who have been enrolled in high school journalism are more successful in college.

We at FSPA need your help. We need you to become members. We need you to write in about your needs and concerns. We need you to help us change a situation that has the potential to destroy journalism programs.

We shouldn't have to rename our courses or fight for our survival. But until change occurs, I'm afraid that's exactly what we will be doing.

Lend your support to our initiative. Join today.

Deadlines approach as holidays commence

This year's Evaluation Services program is stronger than ever. Having completed the yearbook and literary magazine contests, I am celebrating an increase in the submissions of both the yearbooks and literary magazines. So this is a good time for staffs to review the judges' recommendations and compliments. Literary magazine submission increased from 12 to 17 publications while yearbooks jumped from 23 to 39 publications.

Included in the yearbook submissions were seven middle school yearbooks. It's wonderful to see the creativity and enthusiasm coming out of the middle schoolers' minds. They were lucky to have a judge who is a middle school adviser herself and loves evaluating books from this level.

The newspaper and broadcast contests will be here before we know it. Both newspaper and broadcast contests are due by January 9, 2008. Forms will be on the Web site. Just click on the "evaluations" button. This date was moved up a week to accommodate the judges' schedules and to make sure all

results are returned and processed by convention (Hopefully, there will be fewer mistakes on the certificates!). It later occurred to me that some school districts might not return until January 7. With that in mind, I suggest that those who wish to submit their publications should do so before they are released for winter break. That way they will not have to

pay the penalty of \$20 for late submissions (Jan. 10-15), or at least submit a check requisition for the evaluation fee. OK, OK, whip me a thousand times with a wet noodle for adding one more item onto your "to do" list of finals, grades and late deadlines. Next year, I'll check earlier for break dates.

The last reminder is for the Individual Contests applications, which are due

January 23. Those forms will also be on the Web site. The form is changed slightly with yearbook, newspaper, broadcast and literary magazine information on separate pages. All of this information will be blasted to members as reminders prior to the deadlines. If you don't get it, e-mail me at jprob212@aol.com.

In closing, I wish you easy deadlines and few errors.



By **JANE ROBBINS**
FSPA EVALUATION SERVICES
COORDINATOR
jprob212@aol.com

