

FSPA Today

FLORIDA SCHOLASTIC PRESS ASSOCIATION



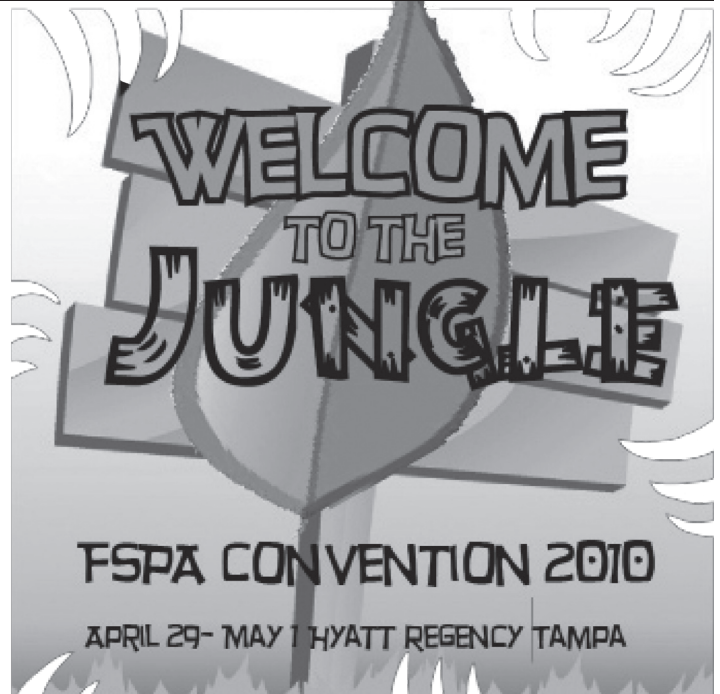
Convention 2010

www.jou.ufl.edu/fspa/

February Issue

Convention Highlights

- Over 70 sessions for broadcast, literary magazine, newspaper and yearbook students and advisers.
- Increased emphasis on multimedia journalism
- Keynote address by a nationally recognized journalist
- Team and individual On-the-Spot contests
- Carry-in contests, display contest
- Live and silent auctions to raise money for FSPA scholarships
- Awards banquet and dance
- Networking opportunities
- See the latest trends in journalism showcased by vendors and sponsors
- Do you or your staff have an idea to present as a workshop session? You are encouraged to submit your proposals to Judy Cannaday at cannadayj@pcsb.org; we'd love to have students and advisers sharing their successes with others!



Register for the 2010 Convention!

FSPA will not be sending out printed convention materials. All registration forms can be found in Convention Central at: www.jou.ufl.edu/fspa/convention/



ALL CONVENTION REGISTRATION MATERIAL IS DUE MARCH 11!

Adviser To-Do List

Set the tone for the convention from the very beginning. Your enthusiasm is contagious, and pumped-up students will have a great time at convention!

Start your paperwork early. It takes time to get permission to attend an overnight convention, to get checks processed and to arrange for transportation for your students.

Read the scholarship forms that are posted on the FSPA Web site. There are scholarships for both students and advisers.

Read the Contest Descriptions and Policies document that is posted on the Web site. Prepare your Carry-in Contest entries to bring with you to the convention. Assemble the materials you need for the On-the-Spot Contests. Create a school display for the Danny Wellman competition.

Talk to your students about their goals for convention. The most successful students come to learn how to be better journalists and to take back skills to share with their staff.

See your school featured in the opening session video!
Submit your raw footage by Friday, March 25.

Send your Mini-DVs to:
Rory Cooksey
Deerfield Beach High School
910 SW 15th Street
Deerfield Beach, FL 33441

Winter Board Meeting Update

The winter board meeting for FSPA was held Nov. 5-7, in Tampa, Fla.

By Joe Humphrey, FSPA President

The massive Regency Ballroom in which we normally hold our annual banquet and awards ceremony was transformed into a boxing arena in November, while things were considerably less contentious down the hall at the FSPA Executive Board's winter meeting.

The board meets this time of year annually to begin planning for the upcoming convention. There were some familiar faces and some new ones, including Wayne Garcia, our dynamic new executive director.

Wayne's experience in journalism, education and both business and non-profit management make him a tremendous asset to our organization. We are fortunate to have him at the helm.

Unlike down the hall, no punches were thrown in our meeting. Just ideas – lots of them, and I'm happy to share the highlights:

- National presence: The board, by unanimous vote, agreed to invite the NSPA/JEA national journalism convention to Florida. A week later, our new JEA state director (Renee Burke of Boone High School, Orlando) and I formally sent the invitation (along with a crate of fresh Florida oranges) to the JEA executive board.
 - The first available opening for a national convention is November 2014, and JEA voted to study a potential Florida convention – so stay tuned for more information about the exciting possibility of a national convention finally coming to the Sunshine State.
 - Streamlined registration: Rather than sending contest registration to one place and convention registration another place, we're revising the registration process to instead direct everything (except hotel reservations) through the FSPA office in Gainesville. This will mean instead of filling out separate registration, contest, judging and proctoring agreements, you will instead fill out a single form for each publication you advise.
 - We're also reducing the pre-convention mailer in favor of placing more information and forms on our Web site under a revamped area called "Convention Central." This section will be your one-stop shop for information about the 2010 convention. This will save printing and postage costs while also reducing our impact on the environment.
 - Multimedia training: With the generous support of the St. Petersburg Times, we are preparing a special training program for both students and advisers interested in having a cutting-edge presence on the Web. Look for more information on that as we get closer to convention time.
 - "Welcome to the Jungle." Our student reps and co-chairs were extremely productive in generating the theme "Welcome to the Jungle," and continuing in their efforts to make April 29-May 1 a memorable time.
 - Live auction: We're juggling the agenda to move the adviser business meeting to breakfast on Friday morning, meaning there's more time for fun at the adviser luncheon. Look for a LIVE auction during the adviser luncheon, and be sure to invite your yearbook reps, principals (if you're local) and others to join us for this fun fund-raiser.
- Many more details to come as we move closer to the 2010 convention, our last stop (for now at least) in Tampa before the convention moves to Orlando for 2011. I'm excited about seeing you in the Jungle April 29-May 1.



JOE HUMPHREY
FSPA PRESIDENT
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UF's College of Journalism and Communications Scholarship Opportunities

Scholarship applications for the University of Florida College of Journalism and Communications are now available. The Knight Division for Scholarships, Career Services and Multicultural Affairs awards approximately \$250,000 in scholarships and \$30,000 in assistantships. More than 150 students will receive awards ranging from \$350 to \$3,000.

Freshmen are eligible to apply for scholarships after applying for admission to UF and before they have been notified of their admission status. Students complete one application to be considered for all scholarships and assistantships.

The deadline for submitting an application is March 15, 2010. All applicants will be notified by email of the scholarship committee's decisions before April 30, 2010.

For more information, please visit the scholarship page: <http://www.jou.ufl.edu/Knight/scholarships/default.asp>



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What You Want From Your High School Paper

By Whitney Marin

Creating any kind of work requires dedication and persistence. Creating a high school newspaper however, requires much more.

At Ida S. Baker High School there are two distinct publications for which students can contribute to under the watchful eye of the school's journalism teacher, Howard Withrow.

The Literary Magazine is for students who relish the open-minded aspects of creative and poetry writing, while The Bulldog Bark covers a more traditional concept of journalism: the newspaper.

In high school, everyone finds a niche. Mine was in the comforts of books and the written word.

As a sophomore, my friends and I decided to start our very own magazine, The BDB Magazine. It offers readers a fun look and articles written not just about our school and the people in it, but about our community as well.

“In high school, everyone finds a niche. Mine was in the comforts of books and the written word.”

It might sound cliché, but at the end of the day, we're all immensely proud that we have created an alternative and independent piece of art.

Throughout this creative process, I have learned that it isn't easy to organize, write for, edit and distribute a publication.

All of the work we do is done primarily after school and the hardest part is content control. The main objective in producing our magazine is to get people to read it.

In order to hook in readers, it's important to know what they're looking for.

After discovering the key to a successful magazine, I knew I had to investigate. I was sure someone would be able to tell me what they want to read about.

After speaking to students at my school and schools in the area, I found out what was needed to create a better and more interesting product.

Almost all of the students remarked that advertising and consistency were the best ways to get the word out and hold their interests.

“It can be hard to cater to readers at times because we write about what we're interested in.”

Students want to see columns that they can depend on. They want to know when and how it will be available and they want to see their friends and themselves involved in the process.

“My school doesn't make enough newspapers, and it needs to be more advertised,” said Andrea Henson, a junior at Island Coast High School, regarding her school's paper, the Island Coast Times.

Advertising is definitely a key component in attracting readers. Simply announcing where and when students can acquire the publication can drastically boost the awareness.

When asked how many of their peers read the newspaper at their school, the students interviewed believed an average of 24 percent did.

Throughout the rest of the conversations, it became clear why.

Students were either uninterested in reading the paper, didn't know where to get one or simply didn't like the material being reported.

Of the students, several said they wanted a more informative newspaper as opposed to gossip-like articles and a few of them wanted either different or better article topics.

“I want to read about something that has to do with school in general and what's going on, but not about specific students,”

said North Fort Myers High School senior Emily Shwalm.

It can be hard to cater to readers at times because we write about what we're interested in.

If we wrote for readers, newspapers and magazines would receive more positive feedback and consistent readers.

The results also showed that many students want to read more music articles and sports articles and a smaller, but equally important, group wanted to read more about college and scholarship opportunities.

What do you want from your high school newspaper?

One student remarked that if he was in charge of his high school newspaper he would include the best places to eat locally and what movies are out to see in theaters.

Another student explained how she would add more sports, music and fashion related content.

Anyone can write an article and everyone has an opinion, so don't be afraid to tell people what you want or simply just write about it.



Whitney Marin is a junior from Cape Coral, Fla. She attends Ida S. Baker High School and hopes to major in broadcast journalism at the University of Florida or Syracuse University after graduating in 2011. She writes for her school newspaper, “The Bulldog Bark,” and for the “BDB Magazine,” a quarterly student-run magazine she created with her friends.

Want to write for FSPA Today like Whitney?

Send in story ideas to fspa@jou.ufl.edu. Wait for the go-ahead from editor Sam Rogers and start writing. Be ready to work with tight deadlines and have your article critiqued by college students and journalism professors! Start thinking of story ideas today -- spots are first come, first served.

FSPA's Newest Endeavor: Embracing the Digital World in 2010

By Wayne Garcia, Interim Executive Director

For an old print newspaper reporter, I have seen remarkable things over the past five years in the news media industry.

The collapse of the newspaper industry's business model has spawned a search for new ways to deliver the news (and make money while doing it), as well as an explosion in new media that holds promise for the delivery of news, including Twitter, multimedia platforms and social media sites such as Facebook.

I went from an old-fashioned type-and-gripe reporter to one who taped his own podcast, wrote a blog, carried a still camera and shot video on a \$200 Flip camera, editing multimedia news stories on my Mac laptop – sometimes all for the same



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story assignment!

So what does this mean for high school journalism programs?

It means the future is now, and we'd better be planning to meet it post haste. For many high school print publication advisers, whether newspaper or literary magazine, you are already feeling the pinch of higher printing costs and changing consumer trends, i.e. high school students who are tied to their computers and cell phones and not necessarily news that produces ink-stained fingers. But you also run into difficulties in exploring these new media formats because of cost, lack of knowledge or administrative concerns about student privacy on the Internet.

At our 2010 convention, we want to help you sort out all these online issues. Should you go online? How can you? Are there legitimate privacy concerns? How can I convince my principal we need to make the switch to electronic media, or at least begin adding it to our high school news communications arsenal?

With help from a grant from the St. Petersburg Times Fund, we at the FSPA office want to begin to help you sort through this tricky digital landscape. We are planning a series of programs aimed at both student journalists and their advisers and we want to hear from you about what questions you want answered, and which concerns top your priority list. Please send us an e-mail with your ideas or questions to fspa@jou.ufl.edu

How do I contact the FSPA OFFICE?

- E-mail is the best way for us to keep in touch! Phone calls will likely go straight to voicemail so that the appropriate person can call you back.
- Snail mail is only for official business. However, a note attached to forms explaining special situations is helpful.

E-mail: fspa@jou.ufl.edu



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