

# FSPA Today

FLORIDA SCHOLASTIC PRESS ASSOCIATION



Welcome Back!

October 2009, Issue 1

## V.P. Cannaday says: "No fun, No way!"

Are we having fun yet? Well, this year might be especially challenging. With budget cuts everywhere, perhaps extra classes or new preps, and almost certainly an increased teacher-student ratio for many advisers, it might not seem like fun – and then your journalism kids walk in your room, and yes, you're having fun.

Motivating your staffers is a key to a successful year, and it's very easy to do. Teenagers love to play, be silly and act like what they are – kids. Even those seniors who look so mature and sophisticated respond

to winning a Blow pop for coming up with the best lead of the day, or finding Hershey's Kisses in their staff mailboxes, or getting a gold star on his/her revised story.



By **JUDY CANNADAY**  
FSPA VICE PRESIDENT  
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If you are feeling overwhelmed or see that your students don't seem to be excited, maybe it's time to take some time for fun. Here are a few simple reminders to bring more energy into your journalism room.

Make sure they know each other. Play games where they have to be able to name everyone on staff. Do this at the beginning

of the year, but do it in October, or January, too – I am always surprised how often kids don't remember their fellow staffers' names if they don't have enough direct contact with each other.

Feed them. Ask parents for donations so you can keep snacks in the room for after school work sessions. Good nutritional value is optional. I once had a girl who had never eaten potato chips and onion dip until she came to her first after school work day – she was in heaven!

Celebrate everything. Birthdays are obvious, but remember to celebrate when your staffers get elected to the homecoming court, get a new job or car or pet, swim a personal best at a meet. Make

goofy/scary masks on Halloween (award prizes). Set up a "Secret Santa" gift exchange in December. And of course, celebrate when you make deadlines.

Play games. Have a kickball game between staffs – yearbook, newspaper, lit mag, broadcast. Heads up 7 up, four square, duck duck goose – yes, these are silly, but even 15 minutes of a silly game will make everyone smile.

Go to your FSPA District workshop and plan to attend the state convention. (Yes, this is the commercial.) Seriously, this is one of the best ways to get your students pumped up about journalism. They will meet other kids just like them and who like what they like, and they will

come back inspired.

As an FSPA member, you are encouraged to use the organization to help make your job easier and more fun. When you attend a workshop, get the contact information for other advisers, and then actually contact them when you need advice or ideas. Encourage your students to do the same.

Finally, please let me know what you want the state convention to look like. What sessions, speakers, entertainment do you and your students want? What did you like about last year's convention, and what needs to be improved? E-mail me or contact any of the other board members with your ideas and comments. Enjoy your year!

## Congrats to 15 All-Florida Schools

A great big "Welcome back, advisers and staffs!" It's been a wonderful summer of evaluations. I

want to thank all the advisers and staffs who submitted their publications for evaluations. I also want to remind all that whether good or bad, we all know that we produce our publications primarily for our school audience, although winning

top awards make our principals take notice of the hard work we do. As you read through your score book, pick and choose the

recommendations in the score books which best suit your school.

Despite the strained economy during the last year, we topped last year's evaluations for yearbooks and literary magazines. Again, thank you. There was always the big worry that when one must cut back, having the publication judged would be the first to go. That did not occur.

Proudly 15 yearbooks out of 45 received the All Florida recognition, and seven literary magazines out of 16 received All Florida. They will be recognized at the spring convention along with the

All Florida newspapers and broadcasts.

One concern on our horizon is the need for score book revisions. Plans are in the works to create committees to work on the many score books used for yearbook, literary magazine, newspaper, and the various broadcast contests. (JEA's C:JET has just produced a wonderful issue that focuses on critiques.)

This office is open for suggestions. I will gladly welcome e-mails with your thoughts.

Have a great year and much success with your publications.

### Evaluation Deadlines

#### Newspaper Evaluations

Due January 7, 2010  
Those received January 10-15 will incur a late fee of \$20.  
After January 15, not accepted.

#### Broadcast Evaluations

Due January 7, 2010  
Those received January 10-15 will incur a late fee of \$20.  
After January 15, not accepted.

#### Individual Contests

Due January 20, 2010  
Those received January 24-29 will incur a late fee of \$20.  
After January 29, not accepted.



By **JANE ROBBINS**  
EVALUATIONS COORDINATOR  
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# District Updates:

As we plunge into another season of morning shows, color deadlines and editorial board meetings, I hope you'll consider taking some time to stay involved with the Florida Scholastic Press Association. Volunteer advisers throughout the state are committed to helping improve the state of scholastic journalism in our state by hosting a series of district workshops.

These one-day meetings provide your students valuable opportunities to compete in contests, attend informative sessions and interact with their like-minded peers.

Here's a look at what's in store for you throughout the state:

## District 1

Visit the FSPA Web site for more information.

## District 2 - Steve Lindgren

Join Us... that's the theme for our District 2 Workshop, to be held on October 24 at the University of Florida. We have many great speakers on new trends in yearbook, photography, Adobe Photoshop, publishing and gearing up for college lined up for a great workshop. Members of the UF faculty and FSPA Office staff will also be teaching classes on broadcast journalism and media ethics. So come prepared for fun and join us in Gainesville on October 24.

## District 3 - Dianne Burd

The District 3 Fall Conference will be held in the journalism building at UCF on October 10. Registration is \$10 for each staffer and adviser. There will be a complimentary lunch for advisers, as usual. Students will eat on their own (the UCF Student Union is close by).

All district schools will be receiving more details via e-mail or snail mail prior to the registration deadline of October 3. Registration for the conference, including checks, should be sent to co-director Helen Reed at Hagerty High School.

Let's have a great turn-out for our conference and capitalize on the enthusiasm our students have for journalism! We know they are the best and we can help them become even better. Please e-mail either Helen or me, Dianne\_Burd@scps.k12.fl.us for further information.

## District 4 - Tiffany Baricko

Dawni David and I have been working all summer to arrange a workshop experience that will be fresh, fun, and informative. Per your request, we have switched locations and partnered up with the School of Mass Communications at USF. On October 2, students will have the opportunity to not only enjoy breakout sessions in the areas of newspaper, yearbook, magazine, broadcast and radio, they will also see college life up close as they attend sessions amongst college students attending their fall semester

at the university. In addition, each registered attendee will receive a voucher for a dollar amount that can be used at any food vendor in USF's Marshall Center, a beautiful contemporary building just opened this summer. Another component we are trying out at this event is student roundtable sessions. So much is gained when the conversations begin among those who have faced similar issues and students can share what has worked and not worked with each other. This year's workshop will also continue to feature our district competitions facilitated by Joe Humphrey and Heather Hanks. Registration forms and contest information is on the FSPA Web site or e-mail me at tbaricko@pasco.k12.fl.us.

## District 5

Advisers in District 5 schools are encouraged to attend a workshop elsewhere in the state. We're also looking for advisers interested in reviving our presence in this region.

## District 6 - Mary Kay Sullivan

The District 6 workshop will take place on October 3, 2009 on the campus of Florida International University. Keynote speaker Scott Hiaasen will address this year's theme, "Tapping into the 'I' Generation," and Jim Morin, the Pulitzer-Prize winning political cartoonist will be on hand to show students how to "Makes Sense of the World Through Pen and Ink." We have also planned a full day of "InDesign for Idiots" workshops at the bequest of one of our harried advisers. In short, there will be something for everyone from contests to hands-on photography sessions that will include a critique of student "On the Spot" photos. We look forward to sharing ideas and talents with other students and advisers from the forty schools that will be represented.

## District 7 - Steven Jay Thor

Students who attend our district workshop "Saturday school", on October 3 at Deerfield Beach High School, are not in trouble. They just want to learn how to improve their writing techniques, take super pictures or even learn some new ideas for their daily news broadcast at school. Or perhaps learn super layout techniques for their 2010 yearbook. The theme is "Prepare yourself to go where no student journalists have gone before."

Our opening speaker this year is MR. DAVE AIZER, a graduate of Marjory Stoneman Douglas High School in Broward County. Currently he is the host for WSFL-TV, the CW affiliate in South Florida. In addition, for five years he hosted the hit Nickelodeon game show "Slime Time Live" and is in the Guinness Book of World Records for the most slime dumped at one time!

Registration is \$12 per student or adult and all schools should be represented.



By **JOE HUMPHREY**  
FSPA PRESIDENT  
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SAVE THESE  
*important*  
DATES

October 2 DISTRICT 4 WORKSHOP

October 3 DISTRICT 6 & 7 WORKSHOP

October 10 DISTRICT 3 WORKSHOP

October 24 DISTRICT 2 WORKSHOP

December 1  
MEMBERSHIP FEES INCREASE  
FROM \$30 TO \$50

April 29 - May 1, 2009  
FSPA STATE CONVENTION 2010 IN TAMPA

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**UF** UNIVERSITY of  
**FLORIDA**  
The Foundation for The Gator Nation

# The St. Pete Times launches new paper for students

FEATURED ARTICLE

In a time when the death of newspapers is shouted on every corner instead of, "get your paper" and businessmen say they wouldn't spend a dollar's investment in them, the St. Pete Times is doing just the opposite.

The Times, which has always been at the forefront in educating the bay area's young journalists, is launching a new publication, the tb-two\*.

The name is meant to play off of the popular tb-t\* which is targeted at the bay area's college and early 20 year old crowd, and has enjoyed great commercial success. The tb-two\* however is completely different.

The two\* is aimed at Pinellas and Hillsborough county's high school audience and over time, the Times hopes to expand the publication to the entire bay area.

The newspaper debuted in the second week of September and will continue circulation throughout the entire school year, with an issue every two weeks. The two\* is staffed by about 65 high schoolers and 12 college contributors, according to Kelley Benham, one of the paper's editors and a former high school journalism adviser.

Although none of the teens are paid, they are rewarded with learning experiences and camaraderie. All staff members already participated



By **JOSE PEREZ**  
CONTRIBUTING COLUMNIST

in a photo camp with a Times photographer and a writing workshop with a Times Pulitzer prize-winning writer.

The newspaper is free and circulates to every high school in Pinellas and Hillsborough counties.

The newspaper profits from advertisers that include: Dillard's, Pinellas Technical Education Centers, Vans Shoes and others.

"A couple years ago we used to have a page in the Floridan called Express and we had a team of student reporters and we got ride of it and I just thought that we could replace it with something better and more targeted. I thought if we got it out to high schoolers we could make it self supporting," said Benham.

The two\* sold enough advertisements to make a profit for the whole year by May, according to Benham.

"Working with the kids was my favorite part [of advising] so

I can continue being a newspaper editor and being a teacher," Benham said.

The two\* is one of only three high school student-run newspapers in the country and is already offering many students opportunities to expand in journalism.

Jacob Stewart a senior at Gibbs High School, had his review of a Bruce Springsteen concert picked up in the tb-t\* after

running in the two\*.

"It was a cool experience to have my story picked up by the tb-t\*," said Stewart.

Other students have had their pictures run in the Times.

Aside from it's newspaper, the two\* also runs an interactive Web site: [www.tb-two.com](http://www.tb-two.com). The Web site

allows students to upload their pictures, comment on stories and participate in polls. It also has an entire section of college reviews and entrance essays by

students who have been accepted to major universities, a valuable tool for anyone applying to colleges from Harvard to USF.

The two\* is also advertising to students with activities like raffles for \$950 in Homecoming dance prizes.

Where the two\* will go on one knows.

"Most high school students are energetic and they haven't been ruined by too many journalism courses," Benham said. "I have a lot of ideas for expanding (the two\*). Its potential is unlimited, and I have a lot of ideas for partnerships. But right now I'm just very happy to get it launched successfully."

And it's launch was successful, it's fresh young staff and growing clout make the tb-two\* second to none, and a massive defibrillator to the ailing print journalism industry.

*Jose O. Perez is a senior at Hillsborough High School and co-editor of the Hillsborean yearbook. He hopes to attend the University of Florida.*

*Most high school students are energetic and they haven't been ruined by too many journalism courses.*

*- Kelley Benham, editor, tb-two\**

*The (St. Petersburg) Times... is launching a new publication, the tb-two... aimed at Pinellas and Hillsborough county's high school audience.*

*Want to write for FSPA Today like Jose?*

Send in story ideas to [fspa@jou.ufl.edu](mailto:fspa@jou.ufl.edu). Wait for the go-ahead from editors Sarah Watson or Victoria Rich 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.

# McKeen: UF will maintain a relationship with FSPA

*William McKeen is the chair of the journalism department at the University of Florida; with College of Journalism and Communications dean, John Wright, he is trying to find FSPA a new leader*

Trust me: teachers make a difference. That's a cliché, but clichés become such by being true.

It was Ann B. Lee, my fifth grade teacher at Air Base Elementary in Homestead, who got me into this whole journalism thing. In Texas, speech teacher Sharon Brock doubled as newspaper adviser. When I started high school in Indiana, English teacher Roger Pflingston, talked me into joining his newspaper staff.

Pflingston took me aside one day and said the editor of our local paper wanted part-time help. Was I interested? I got hooked fast and gave up on becoming an architect. I've been doing journalism – in one way or another – for 40 years.

No accident those three teachers are

the ones I remember most fondly. A journalism teacher is a special life form, not only teaching in the classroom, but also spending time with kids out of class, helping them grow and find their way.

And that's one of the reasons I am proud that the University of Florida is the home office for the Florida Scholastic Press Association. I've been associated with FSPA in some form since 1988, and have run the Summer Journalism Institute at UF for 15 years. We deeply value the opportunity to work with Florida's best high school journalists and their teachers.



**WILLIAM MCKEEN, PH.D.**  
 UF DEPARTMENT OF JOURNALISM  
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We get a lot of students – as many as the university housing office will allow.

We also want advisers join us. We used to offer a class for advisers during the workshop. Let's start doing that again (Let me know if you're interested: wmckeen@jou.ufl.edu.)

It's vital for us to maintain a strong relationship with FSPA. As the organization evolves and the personalities change, one thing remains

constant: the University of Florida's support for the Florida Scholastic Press Association.

To me, that's a marriage made in heaven. That's also a cliché, but as I said, the thing about clichés is that they are true.

## How do I contact the FSPA OFFICE?

*tips for speedy communication*

*Remember:*

- We usually only have one or two staffers in the office at a time.
- Each FSPA staffer handles a different area of business, this is so we can all be most efficient at our tasks.
- E-mail is the best way for us to keep in touch! Phone calls will likely go straight to voicemail, this is so 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.

PHONE: 352-505-2925

EMAIL: [fspa@jou.ufl.edu](mailto:fspa@jou.ufl.edu)

*Also, there are some things the office just doesn't handle. Please, make sure you're directing your call or e-mail to the right person.*

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