

# FSPA



Florida Scholastic Press Association

## #NoFilter

[www.FSPADistrict7.com](http://www.FSPADistrict7.com)

District 7 Workshop  
November 1, 2014  
Deerfield Beach High School

# Session 1 | 9:35 - 10:20

## **Q and A with a reporter | Rick Sanchez | Room 260**

Q and A Session with a reporter that has been in the business for well over 30 years. *This is also for the News Writing Contest*

## **The Power of Radio as Told by Power 96 | Will Calder | Room 503**

A discussion of music radio today by the assistant program director and mid-day on-air talent of Miami's number one radio station WPOW Power 96.

## **Yearbook Curriculum for New and Experienced Yearbook Advisers | Veronika Levine, Sarah Burkner, Matt Diaz and Melissa Falkowski | Room 526**

Come to get a free student workbook of the new yearbook curriculum Walsworth is promoting. It's 11 student workbooks, plus an Adviser Binder. This time the curriculum even goes into school free-speech legal issues and court cases! One adviser will get an adviser binder raffled for free and we'll demo the free Ipad app that showcases the curriculum as well.

## **Broward Teen News Is Back..... | Marc Rothstein | Room 501**

Outlining the return of Broward Teen News to BECON TV and the opportunities that are available to the media students of our area.

## **Multimedia journalism | Wayne K. Roustan | Room 502**

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## **The Scott and Ryan Story | Jaime Rivera and Mike Marino | Room 507**

The "Scott and Ryan Story" is a true story (short film) about two 10th graders who achieved an amazing accomplishment at the ESPN Club - Walt Disney World in Orlando, FL. Scott and Ryan co-hosted a weekly show billed as "The YSN Show with Scott and Ryan". The movie theme is a peer-to-peer message that "You're never too young to start making choices that often result in long-life memorable rewards or devastating regrets and consequences". The show was aired live before a prime-time studio audience and broadcast throughout the U.S. and Canada. Weekly in-studio guests included sports celebrities in from all over the country. Students interested in auditioning for the movie, as well as joining our script writing and production teams should attend the session. Benefits for being selected for the project will include: national publicity for your school, film credits, free tickets for the private dinner with the cast, free tickets to the movie premiere, a personal thank you letter from the movie creator, movie polo shirts, autographed DVDs, and an autographed movie poster. During this workshop students will also learn about other unique and very exciting opportunities offered through the YSN Sports Broadcasting Academy based in Ft. Lauderdale, FL.

## **Sports Journalism, Then, Now, Tomorrow | Dave Brousseau | Room 152**

Discuss the different methods how sports journalism needs to be fed to the reading public

## **Interview U. News gathering for Yearbook | Bruce Silverman | Room 504**

Writing yearbook copy and captions is an art form. It has also become a forgotten art. Yearbooks are the historical publications that transport us to a time and place when we were younger. Writing those amazing stories all starts with asking the right questions. Bruce Silverman has been a yearbook representative for twenty-one years and a professional working journalist for more than twenty-five years. Come and learn how to interview your subjects in this interactive session.

## **Linda Hamburger | Live like a star or hang out with them. Public Relations is all about the #party if you can write well and handle software. | Room 518**

Want to get this #party started? Then you better turn up your #selfie for a lesson in public relations careers. The job comes with tons of #power perks! Think... celebrities, parties and #CASH. It's all true, but you have to learn the ropes if you want to get into this club. Learn about the software, writing skills, education and personality traits that can lead to a great job with awesome benefits.

## **Documentary Filmmaking 101 | Mark Moormann | Room 517**

An introduction to documentary filmmaking, discussing the storytelling and technical aspects involved in creating an effective documentary presentation.

**Chicken Salad, Parts 1 | Michael Koretzky | Room 514**

How can you whip up award-winning designs with a small staff, tight deadlines, and a life full of classes, homework, and a life? A professional designer shows you how – by gutting real pages and redesigning them in minutes, not hours. Win money for right answers or even wrong answers that show some creative thinking.

**How to Get People To Tell You Stuff | Carol Brzozowski | Room 537**

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## Session 2 | 10:25 - 11:10

**The Power of Radio as Told by Power 96 | Will Calder | Room 503**

A discussion of music radio today by the assistant program director and mid-day on-air talent of Miami’s number one radio station WPOW Power 96.

**Guerrilla Marketing for your Yearbook | Veronika Levine, Sarah Burkner, Matt Diaz and Melissa Falkowski | Room 526**

Tired of the same old same old that isn’t working to sell your yearbook? Try these new tactics that have proven success at high school and middle schools across the country. A great class for your yearbook business marketer or editor in chief.

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### **Your intro to a media job at a weekly | Marci Shatzman | Room 519**

How to apply for internships and your first job in traditional media.

### **ADVISERS ONLY: free professional mentoring | Michael Koretzky | Room 514**

The Society of Professional Journalists and the Journalism Education Association are discussing a national program of pro journalists mentoring high school news advisers – and South Florida is the pilot program. If you seek free personalized, yearlong training for both you and your students, as well as moral support and the occasional shoulder to cry on, join us at this short session. We can only accept a handful of schools initially, but we're making a list for the future, too.

### **21st Century Teenagers | David Krasky | Room 116**

Discussion on how teenagers in the 21st century are impacted by stressors such as social media and technology, economy, academic expectations, stronger necessity for independence and executive functioning skills such as planning, time management and organization and relationships. We will also go over how to cope with certain stressors and set yourself up for success.

### **Stop the Selfies: How to Use Social Media For Sourcing, Searching, and Spreading Awesome Content | Dori Zinn | Room 156**

Stop double-tapping my picture of sushi and pay attention: Social Media is more than just selfies and celebrities. You can find stories, sources, and a wealth of info on the Internet. Why not use Social Media for good? Dori Zinn, Associate Editor of Bundoo.com and Vice President of the Society of Professional Journalists (SPJ) Florida chapter, shows you how.

### **Producing a Successful Documentary: A Workshop | Robert Adanto | Room 537**

If the challenge and reward of documentary filmmaking excites you, but you don't know where to start, this workshop will give you a guide to the process! Creating a documentary that has a lasting impact, and one that will get seen must be primary goals when making a non-fiction film. This workshop will cover the basics of this demanding and underpaid art form, from the personal to the practical. We will go through all stages of documentary planning, from pre-production to filming to promotion. [www.cityofmemorythefilm.com](http://www.cityofmemorythefilm.com)

### **Photoshop 101 and best practices in print | Scott A. Toner | Room 263**

Photoshop in simple steps for improving color, sharper images and filetypes. The class will cover the most common tools for toning and photo correction. Always the most asked question is how to cut out or clip an image.

### **Is Terrestrial Radio and TV still viable today? | Von Freeman | Room 505**

We will discuss the state of radio and TV in an increasingly online world. Just how many people listen to the radio, where do they consume it and is it still working for sponsors. How broadcasters are integrating traditional media with digital to increase market share.

## Session 3 | 11:15 - 12:00

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### **Copy Editing--You are the filter! | Carol Reynolds-Srot | Room 515**

Learn the basics of what it takes to be a copy editor.

### **Media Today...Which are the Challenges..What Lies Ahead | Gusatvo Godoy | Room 506**

There are several challenges in today's media world. From Print, to radio, to television & blogs. Are they meeting the expectations of the audience? Do we have ample informatio and a better knowledge of the challenges that the present and next generation face? What happened to the concept of news we can use?

### **Overview of Programming a National Broadcast Television Network | Marc Zand | Room 527**

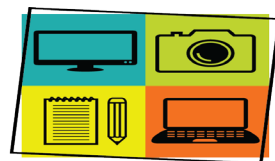
This session will provide a detailed overview of the Content Acquisition and Program Development activities for ION Media Networks, which is a national broadcast television network in over 100M television homes. The session will include an overview of the Studio system, which creates and sells content to television networks. It will also touch on how television network monetize their content thru the sale of advertising and subscribers fees with cable and satellite operators.

### **Scholarships to Internships: Tips from a Young Digital Producer | Courtenay Tucker | Room 513**

A discussion how to find the scholarships and internships you want in a competitive atmosphere. Why? Because both scholarships and internships steered my path and got my feet in the door upon graduation.

# STATE CONVENTION

# FSPA



Florida Scholastic Press Association

## JOIN US IN ORLANDO

## APRIL 22-25, 2015

## WYNDHAM ORLANDO RESORT

## Session 4 | 1:15 - 2:00

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### **Steal from the Best: Tips I gleaned from everybody else | Nick Sortal | Room 512**

A presentation of techniques to make stories better, gathered by a writer who has attended journalism workshops of all kinds.

### **Journalism & beyond --Getting started | Rachel Galvin | Room 528**

With a background of 17 years in journalism, as well as broadcasting, Rachel Galvin has learned the ups and downs of the industry. She will discuss how perseverance and creativity pays off when it comes to getting a job in this field and some of the basics of writing an effective story. In addition to journalism, she also has worked extensively in the film industry, and in publicity and photography. Anyone interested in being a reporter, editor, host, actor, screenwriter or publicist may find value in her presentation. (She is currently the Assistant Editor at the Observer Newspaper and host of Observer TV, but also has freelanced for over 35 local publications).



The Florida Scholastic Press Association District 7 Workshop would not be possible without the support of many sponsors. This portion of our program is dedicated to the companies that have stepped up to help support scholastic journalism.



**Walsworth®**

