

# FMSA

Volume I

Florida Magazine Student Association

Issue I

## Decoding the Masthead

### Editorial Assistant

When you finally break into the business, you're first position on the magazine masthead will most likely be the editorial assistant. Working directly under the senior editorial staff, you'll be working on the production of the magazine by corresponding with freelancers and writers. One step above an editorial intern, you'll be managing the senior editors office as well as pitching ideas.

### Associate Editor

A couple names up in the masthead, the associate editor is a mid- to upper-level editor supporting the managing editor or editor in chief. The associate editor is usually on top of deadlines with freelancers and working out the kinks to send the magazine to print.

## An Insight to INsite



Photos and story  
by Kate Ashby

In a small office with wood paneling, a large window, two desks and a lone Vogue poster on the

wall, Maghan McDowell, executive editor of INsite Magazine, helps produce the No. 1 entertainment magazine in Gainesville.

Many people, besides McDowell, are involved in the production of INsite, including the publisher, the office manager, the art director, the graphic designer, the advertising department, freelance writers and photographers, and interns.

INsite is in the Broad Beach Media family, which also publishes Welcome Magazine, Gainesville Survival Guide and the Business Report. McDowell said she works on all of

them except the Business Report, which has its own editor.

However, she said, "INsite takes up a lot of time."

On a day-to-day basis, McDowell assigns to freelancers, edits copy, brainstorms and organizes the issue – everything from what pictures will run to fitting content into the available space.

The second desk in McDowell's office is occupied by an intern, who she said basically acts as an assistant editor.

"They can do anything and everything that they set in their mind they want to

## Not your typical classroom setting

By Erica McKinley

Hands-on experience is a crucial part of becoming a journalist. Anyone in the College of Journalism and Communications can attest to that.

For some, particularly magazine and design students, there is an opportunity to get real experience within the college. That experience comes in the form of JOU4445, the Applied Magazines course that produces Orange and Blue magazine once a semester.

The three-credit capstone class, traditionally

taken by seniors in their last semester at the University of Florida, is taught by professor Renee Martin-

Kratzer in the fall and professor Ted Spiker in the spring.

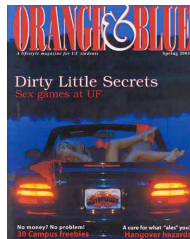
But these professors act more like advisers. The students come up with everything from the theme of the issue to the design of the pages. All writing, editing, design and photography are done by students, Spiker said.

"We're there to help steer them, guide them, put them in the right direction, and we obviously have to grade them," Spiker said.

"But we're not the editors."

Spiker and Martin-Kratzer are, however, responsible for the hierarchy of the class. After assigning students a position found on a typical magazine masthead—editor in chief, art director, copy editor and more—based on previous experience, the students take over. In addition to maintaining a leadership position, each staff member is expected to write at least one article.

This isn't a typical undergraduate course. Class time is reserved for staff meetings, and most of the writing and design occur out of the classroom,



# FMSA

Florida Magazine Student Association

## INsite continued...

do," she said of the interns.

Allyson Ayers, a current intern, said she does a lot of editing of first drafts as well as research for stories and background on cover stars. She said she also has some writing opportunities, including an apartment story for the March issue. However, she said her favorite aspect is editing.

"I like to be able see stories go from start to finish – from the idea, to the rough draft, to the draft after that, to the final version," she said.

Internship opportunities are available every semester in the editorial department as well as the art department. McDowell said she selects an intern based on how she gets along with them. She said her biggest pet peeve with potential interns is when they are not familiar with the

magazine.

"I love people who have good ideas," she added.

According to McDowell, INsite also offers freelance opportunities in which she seeks good, responsible writers, who can pitch ideas, turn stories in early and attend staff meetings.

McDowell offered this advice to aspiring journalists: Get as much experience as you can. She recommended doing internships, freelancing and building relationships with people in the industry.

"I think it's worth sacrificing perfect grades to get more experience," she said. "Don't waste a semester just going to school."

### Movin' On Up

Broad Beach Media moved their offices to a new location, at 1010B N.W.

Eighth Ave., which provided the company with more usable space and a location closer to the UF campus, according to McDowell.

"It's a better location for us in general – a 'step-up' so to speak," she said.

She said the move was a smooth transition because everything was done over the holiday break. While the new office has been up and running since January, McDowell said the decorating and accessorizing still needs to be done.

McDowell said the differences with the space include a full-size refrigerator in the break room, slightly larger offices and a single-floor layout.

"I don't have to climb stairs to meet with the art or sales department," she said. "The floor plan is, overall, more convenient."

## Orange & Blue continued...

at home or in the infamous Orange and Blue lab on the second floor of Weimer Hall.

The magazine covers stories across the state, but most of the focus relates back to UF students and the Gainesville area.

There are about 20 to 25 people in the class each semester, although Spiker said he would like to see that number go down to around 15.

While the size of the

staff may decrease in subsequent semesters, readership is expected to increase with the recent installation of eight newsstand boxes which have been placed in high-traffic areas around campus.

Currently, the sign-up process for the class is the same as any other: go through ISIS, have the required prerequisites and click "Add." But instead of

doing it through ISIS, Spiker said he hopes to change it to an application-only process.

"[Having to apply] forces you to really think about what you want to do during your undergraduate career," Spiker said. "So you go out and get internships, you go out and write for the Alligator, you put yourself in the position to be one of the better applicants."

## Terms to Know

### TK: To Come

A place marker in drafts

### FOB: Front of Book

The department section of the magazine with smaller stories

### Well:

The group of pages in the center of the magazine where no advertising appears. The well articles are usually cover-line stories and fashion and beauty spreads.

### BOB: Back of Book

The shorter stories running after the feature section