



# IN RETROSPECT

District 6 Media Day  
Friday, November 3, 2023  
8 am to 1:30 pm  
Miami Dade College  
Kendall Campus



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# WORKSHOP AT A GLANCE

## CHECK-IN, KENDALL CAMPUS GYM

**8:00-8:30 AM**

An adviser's breakfast is being provided in the Adviser's Suite, 6109.

## OPENING, KENDALL CAMPUS GYM

**8:30-8:50 AM**

- **Introduction**

Veronica Hale, FSPA District 6 Director

- **Welcome**

Dr. Antonio Cruz, Kendall Campus President

Mr. Craig Titus, Chair of the English and Communications department

## SESSION 1

**9:00-9:50 AM**

- Best of the Best: Broadcast
- Ready to Raise the Bar?
- Photography Basics - Tips and Tricks
- Behind the Broadcast: An In-Depth Look at Show Production
- Breaking Down the Process Behind an Edit to the Beat
- Photography Tips 101 for Newspaper & Yearbook
- Managing the Newsroom Effectively

## SESSION 2

**10:00-10:50 AM**

- Let Me Talk to Ya
- Behind the Broadcast: An In-Depth Look at Show Production
- How to Build Your Brand
- Storytelling Through the Art of Editing
- Photography Tips 101 for Newspaper & Yearbook
- Canva Graphics 101
- Q & A: The Reporter
- The Journalist as Actor
- Adviser Roundtable

## LUNCH

**11:00 AM-11:50 PM**

An adviser's luncheon is being provided in the Adviser's Suite, 6109.

## SESSION 3

**12:00-12:50 AM**

- Let Me Talk to Ya
- Behind the Broadcast: An In-Depth Look at Show Production
- Making It In Media: A 22-Year-Old CEO
- Finding the Unexpected Shot
- Photography Basics - Tips and Tricks
- Writing Like You Talk
- Chasing the Light
- Student Roundtable
- Building a Successful Program in a Title I School

## CLOSING, KENDALL CAMPUS GYM

**1:00-1:30 PM**

# SESSION DESCRIPTIONS

## SESSION 1

9:00 - 9:50 A.M.

**BEST OF THE BEST: BROADCAST (B, DM, O)** Join CCNN Live advisors for “Best of the Best Broadcast.” We’ll analyze top quick-turn contest packages and offer key insights for elevating your storytelling. Learn from the best to become your best! **Omar Delgado & Christina Insua, Christopher Columbus Sr High | Gym**

**READY TO RAISE THE BAR? (Y)** This class offers insights into the criteria used by yearbook competition judges, helping you to discover effective strategies to elevate your yearbook to new heights. **Team Aguirre, Herff Jones Yearbooks | 6248**

**PHOTOGRAPHY BASICS - TIPS AND TRICKS (N, P, Y)** Photography basics for any device - phones and DSLR cameras. **Barbara Lawless, HJMiami Photo | 6111**

**BEHIND THE BROADCAST: AN IN-DEPTH LOOK AT SHOW PRODUCTION (B, DM)** A broadcast has many moving pieces to ensure a smooth-effective production. With a decade of experience, we will go in depth into the various roles of a show and their functions. **Danyel De Villiers, Stay Tranquilo/DD Media Productions | 6243**

**BREAKING DOWN THE PROCESS BEHIND AN EDIT TO THE BEAT (G, B, DM)** Go frame by frame with previous 2x winner, Jordan Perez, as he breaks down the process behind making an award winning Edit to the Beat. We will discuss planning, shooting, and editing. **Jordan Perez, University of Florida | 6337**

**PHOTOGRAPHY TIPS 101 FOR NEWSPAPER & YEARBOOK (N, P, Y)** Basic and intermediate instruction for getting better candid and sports photos with Q&A. Some hands on training. Students should bring a camera. **Luis Rodriguez, Fox-Mar Studios | 6217**

**MANAGING THE NEWSROOM EFFECTIVELY (A, G)** This session is meant to help anyone who needs better structure, camaraderie, enthusiasm, and professionalism in the classroom setting. **Cristina Ramirez, Immaculata-La Salle High School | 6109**

## SESSION 2

10:00 - 10:50 A.M.

**LET ME TALK TO YA (W)** In this session, you will learn some tips to make the daunting task of actually talking to another human being a little less stressful, and in turn, make your finished work (whether a broadcast piece, a news story or yearbook captions) stand out. **Patrick Sicher, South Dade Sr High | 6335**

**BEHIND THE BROADCAST: AN IN-DEPTH LOOK AT SHOW PRODUCTION (B, DM)** A broadcast has many moving pieces to ensure a

smooth-effective production. With a decade of experience, we will go in depth into the various roles of a show and their functions. **Danyel De Villiers, Stay Tranquilo/DD Media Productions | 6243**

**HOW TO BUILD YOUR BRAND (G)** Learn how to extend your program’s coverage, develop a recognizable brand and put out high-quality content across your social media platforms from one of the advisers of a nationally award-winning program. **Omar Delgado, Christopher Columbus High School | 6248**

**STORYTELLING THROUGH THE ART OF EDITING (B, G, DM)** Half of the battle of creating a good story is how you edit it together. Jordan Perez will break down a broadcast story and a UF football hype video and how he created a story through editing. **Jordan Perez, University of Florida | 6337**

**PHOTOGRAPHY TIPS 101 FOR NEWSPAPER & YEARBOOK (N, P, Y)** Basic and intermediate instruction for getting better candid and sports photos with Q&A. Some hands on training. Students should bring a camera. **Luis Rodriguez, Fox-Mar Studios | 6217**

**CANVA GRAPHICS 101 (B)** Join our Canva workshop and learn how to create stunning broadcast graphics with ease. Unleash your creativity and design captivating visuals that elevate your content in just one session. **Natacha Delgado, Somerset Academy Prep | 6334**

**Q & A: THE REPORTER (G, N, O, P, W)** Q & A session with editor-in-chief of The Reporter, the student newspaper at Miami Dade College. **Manolo Barco & Nikole Valiente, Miami Dade College, The Reporter | 6111**

**THE JOURNALIST AS ACTOR (B, DM, G)** As a journalist, you are not the focus of the story. However, you need good communication skills and a confident personality to work on camera as an interviewer, anchor, or host and get the story from someone else. Can you think on your feet? Are you able to speak briefly, clearly, and directly? Can you let your personality shine in front of a hot mic or a rolling camera? Let’s play some improv games and practice getting in front of the audience and letting your energy out. Feeling shy? Come and watch. Ready to roll? Come and try! If time allows, some mini-documentaries will be shown. **Janet Raskin, Miami Dade College | 6336**

**ADVISER ROUNDTABLE (A)** Join us for a dynamic round table discussion on student journalism and yearbook advising! Learn innovative strategies, share successful techniques, and collaborate with other advisers. **Jose Otero, Herff Jones Yearbooks | 6109**

## SESSION 3

12:00 - 12:50 A.M.

**LET ME TALK TO YA (W)** In this session, you will learn some tips to make the daunting task of actually talking to another human being a

# SESSION DESCRIPTIONS

little less stressful, and in turn, make your finished work (whether a broadcast piece, a news story or yearbook captions) stand out. **Patrick Sicher, South Dade Sr High | 6335**

**BEHIND THE BROADCAST: AN IN-DEPTH LOOK AT SHOW PRODUCTION (B, DM)** A broadcast has many moving pieces to ensure a smooth-effective production. With a decade of experience, we will go in depth into the various roles of a show and their functions. **Danyel De Villiers, Stay Tranquilo/DD Media Productions | 6243**

**MAKING IT IN MEDIA: A 22-YEAR OLD CEO (B, G, LM, O)** With nearly a decade of experience, a 4-time national Emmy award winner will go into detail about his personal experiences as his company continues to make waves through the Miami media scene. **Gonzalo Londono, Emrgent Media | 6217**

**FINDING THE UNEXPECTED SHOT (G, P)** Photography is about finding scenes the human eye isn't able to capture. UF UAA Photographer, Jordan Perez, will take us through his portfolio and explain techniques to elevate your photographic eye. **Jordan Perez, University of Florida | 6337**

**PHOTOGRAPHY BASICS - TIPS AND TRICKS (N, P, Y)** Photog-

raphy basics for any device - phones and DSLR cameras. **Barbara Lawless, HJMiami Photo | 6111**

**WRITING LIKE YOU TALK (B, N, W)** Learn the key to drawing the viewer or reader in with your words as you create the perfect package script, or print story. **Christina Insua, Christopher Columbus High School | 6334**

**CHASING THE LIGHT (N, P, Y)** Let's talk about three important concepts in photography: Chasing the Light, The Decisive Moment, and Visualizing. **Al Diaz, The Miami Herald | 6248**

**STUDENT ROUNDTABLE (G)** Join the current D6 Student Representative candidate for a student-led discussion focused on student concerns. **Matthew Quesada, Christopher Columbus High School | 6336**

**BUILDING A SUCCESSFUL PROGRAM IN A TITLE I SCHOOL (A)** Are you an adviser at a Title 1 or low-income school? Do your students lack the drive to succeed? Come to this session and learn how to build a winning program and motivate your student population. Suggestions for equipment at any budget will also be given. **Carlos Gonzalez, Somerset Oaks Academy | 6109**



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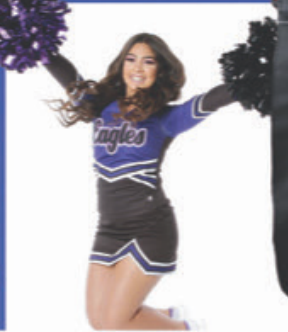
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## SPEAKERS

### MANOLO BARCO

Manolo Barco, 50, is entering his 17th year as media adviser to Miami Dade College's student newspaper. Barco has worked as a criminal justice reporter at the Dallas Morning News in Texas and as a staff writer at the Miami Herald. His work has also appeared on the sports pages of the South Florida Sun Sentinel. A graduate of Florida International University and Miami Dade College's North Campus, Barco served as editor-in-chief of the now-defunct Falcon Times in 1994.

### ASHLEY CUERVO

Ashley Cuervo has been a YERD since middle school and has worked with Herff Jones for six years. She has a Masters in Business Administration and a Bachelors in Public Relations from Florida International University.

### OMAR DELGADO

Omar Delgado, an educator with 21 years at Christopher Columbus High, excels in technology-enhanced teaching. He is Director of Media Publications, STN member, and has earned Teacher of the Year awards from CCNN Live, FSPA, and STN. His impact on education is profound.

### NATACHA DELGADO

Natacha Delgado has been teaching for thirteen years. She holds a Master's degree in Teaching and Learning with a specialization in Integrating Technology in the classroom. She is currently in her second year serving as the adviser for SoPrep TV.

### DANYEL DE VILLIERS

A 4-time College Emmy Award winner for live show production and success in the world of video marketing as a Creative Director, Danyel has experience in various forms of media such as broadcasting, commercial marketing, live-show production, filmmaking, and social media managing.

### AL DIAZ

Al Diaz captures the decisive moment when covering natural disasters, political campaigns, sports championships, temperamental celebrities, and angry mobs

as a multi-award-winning photojournalist for the Miami Herald since 1983.

### CARLOS GONZALEZ

Carlos O. Gonzalez is the Production Coordinator for Academica Schools and the Dean of Students at Somerset Oaks Academy, a Title 1 School in Homestead, FL. He also serves as the adviser to the school's district, state, and national award-winning program, Oaks TV. Carlos has taught several subjects including Theology, History, and TV Production over his 31-year-long career. He visits and trains many schools under the Academica umbrella on the tools and attitude needed to create and maintain a successful broadcast program, with limited resources.

### CHRISTINA INSUA

Christina is the Communications Department Leader at Columbus High School, and the co-adviser of CCNN Live. Christina and her partner have won 85 regional and 12 national Student Television Production Awards, four national championships through the STN, and many FSPA awards, including the Sunshine State Standout. Christina has served on the board of FSPA conventions, JEA, and NSPA. Christina was named JEA's 2020 Distinguished Broadcast Adviser and was Columbus' Teacher of the Year in 2014. She is an Apple Teacher with a bachelor's in Journalism and Mass Communication and a master's in Literacy.

### BARBARA LAWLESS

Barbara Lawless graduated from Trinity College, Dublin with a BA in communications and has been working as a professional photographer and teacher for past 15 years.

### GONZALO LONDONO

Gonzalo Londono is 4-time high school National Emmy Award Winner. He was accepted as one of the 5 to attend FSU's acting school out of 5,000 applicants, and was the first Columbus graduate to win back to back Emmy's for Talent Demo Reel. He majored in Digital Media Production, and minored in Business.





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### SPEAKERS

#### JOSE OTERO

Jose Otero has been involved with yearbooks for over 27 years. He served on his middle school, high school, and college yearbook staff and earned his Bachelor's in Journalism & Mass Communications from the University of Florida. In 2022, Jose was the recipient of the Gold Medallion from FSPA and was inducted into the Herff Jones Hall of Fame. Jose serves as a yearbook representative in South Florida for Herff Jones.

#### JORDAN PEREZ

A previous CCNN Live student, during his time with FSPA Jordan Perez received two first places for Edit to the Beat, Five Best of the Best, and was named a finalist for Photojournalist of the Year. He was also named the Miami Herald Silver Knight in Art. He currently works with the University of Florida's UAA Photo and Video teams.

#### CRISTINA RAMIREZ

With over 30 years of teaching experience, Cristina Ramirez has handled her fair share of student media challenges, having earned a Master's in Student Media Advising from Florida International University, taught newspaper journalism for 12 years, yearbook journalism for three, and creative writing for five.

#### JANET RASKIN

Janet Raskin is an adjunct faculty professor in the Arts & Philosophy Department at Miami Dade College, North Campus, where she teaches Acting for stage and camera. She holds an MFA in Theater Performance and an MA in TESOL from University of Central Florida, and a BS in Speech from Northwestern University. Ms. Raskin has worked to combine her love of theater with her love of writing, travel, and teaching. This has resulted in a dual career in theater education and educational textbook publishing for National Geographic Learning, Macmillan Education, and Pearson. She is adding skills in filmmaking and video editing to continue her work in educational media production. Her jobs have varied from English teacher in China to singing and dancing banana.

#### LUIS RODRIGUEZ

Luis is currently an event photographer for Fox-Mar Studios and owner of Best Photo Creations. He has 30 years as a professional photographer and is a former photography instructor at Arthur and Polly Mays Conservatory of Arts. Luis also conducts classroom and outdoor photo workshops.

#### PATRICK SICHER

Patrick Sicher has been a teacher at South Dade Senior High School in Homestead for the last 17 years. He currently advises yearbook, TV production and newspaper, and has been a member of FSPA for the last 9 years, including serving as District 6 Director. Helping grow all three programs at South Dade has been challenging, but ultimately extremely rewarding. As a teacher/adviser, Sicher believes that students just need to be given an opportunity to show what they are capable of, for amazing things can happen. Over the last few years his student photographers have distinguished themselves as some of the best photographers in the state. With that strong, student-centered photography and great student work in writing and design, the 2022 edition of the Southernaire Yearbook was awarded the first All-Florida in school history.

#### NIKOLE VALIENTE

Nikole Valiente, 20, serves as editor-in-chief of The Reporter, the award-winning student newspaper at Miami Dade College. She guides a staff of more than 45 student journalists, overseeing production of the paper's newsletter, print publication and online product. The Reporter, the largest community college newspaper in Florida, has a circulation of 10,250 per print cycle. It serves all eight MDC campuses and has won four National Pacemaker awards since its inception in 2010. Valiente is a mass communication/journalism major in the Honors College at North Campus who graduated from City of Hialeah Educational Academy in 2022. She aspires to work as a journalist.



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Renee Houck



Thank you to our partner in making this workshop happen, Miami Dade College Kendall Campus, and the incredible team of people who worked behind the scenes to make today happen.

Thank you to the Miami Dade College faculty, the hard-working advisers and industry professionals and generous sponsors who gave of their time to teach students across District 6 at all different skill levels.

Thank you to Fox-Mar and CADY for fueling student media by keeping the advisers going with coffee and food.

Thank you to District 6 for being the best district in Florida. Our student journalism is just built different and that shows.