

5-28-1993

Crow's Nest : 1993 : 05 : 28

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Recommended Citation

University of South Florida St. Petersburg., "Crow's Nest : 1993 : 05 : 28" (1993). *Crow's Nest*. 222.
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The CROW'S NEST

May 28, 1993

University of South Florida at St. Petersburg

Vol. 22 No. 14



EXTRA! EXTRA! EXTRA!



— *News Flash* —

Nightmare on Second Street Gilbert bids farewell to USF



Meg Gilbert's last day as Student
Publications Advisor May 28



Boo Hoo - Hoo - Hoo

In November 1991, the Crow's Nest, a twice-monthly newsletter produced by students and the Campus Activities Center, began publishing again after a two year absence from the USF St. Petersburg campus.

About six months later, the director of student affairs, the activities coordinator and the graduate journalism department saw a need to hire a student publications adviser. In the summer of 1992, Student Government agreed to pay \$5200 to hire a graduate journalism student for that position.

Meg Gilbert was hired as the first student publications adviser in August and served in that position until May, 1993, when the assistantship ended; she was employed from the Fall semester of 1992 until the end of the Spring semester of 1993. Although the assistantship ended, she stayed on for an additional month to help with the transition from one assistant to another - John Gogick. The Activities Office funded this short-term employment.

Gilbert's duties were two-fold: to advise the production of the Crow's Nest and to devise a plan to turn the newsletter into a weekly or twice-monthly newspaper.

In the production area, Gilbert helped recruit two writers after one of the editors resigned and she edited and laid out the publication, along with the remaining editor. Gilbert also oversaw the production of the Crow's Nest, which is printed in the Campus Activities Center and then distributed around the Bayboro campus.

In the planning area, Gilbert spent a semester formulating a plan for converting the newsletter into a newspaper. The plan includes story ideas, costs, proposed ad rates, and promotional ideas. She contacted most of the large universities in the state for advice and also joined the College Media Advisers association in an attempt to network.

Student Government has approved the continuation of the assistantship for 1993-1994 (fall and spring semester) and an additional \$2800 to have the Crow's Nest printed on newsprint.

The new assistant/adviser - Gogick - should continue to advise the Crow's Nest in a similar capacity and attempt to execute the plan for a weekly or twice-monthly newspaper.

In addition he will have to contact a printer (initial contacts were made by Gilbert -- phone numbers will be made available to him) to print the newspaper, find a business student to help run the business/advertising operation, recruit advertisers (along with student ad salesmen), get the darkroom in working order, obtain access to the scanner in the journalism department, and recruit more writers.

Aside from the hands on work, Gogick should establish an advisory board and formulate policies and procedures for student publications.