

**Our World Underwater Scholarship Society**  
**Sport Diver Magazine Internship**  
**Final Report**



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2008 Summer Intern

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### ***Acknowledgements***

I would like to thank everyone who helped me along my journey including Sport Diver staff, OW-USS volunteers and my gracious family members who put a roof over my head. I truly appreciate the effort and will keep this experience with me forever.

### ***Arrangements***

In the months leading up to my departure from Philadelphia, I connected with George Wozencraft, the internship coordinator, about internship funding and arrangements. He told me that my internship would consist of a six week cycle of the monthly magazine production at “Sport Diver” Magazine. Ty Sawyer, the Editor-in-Chief, would be the internship sponsor and would coordinate my internship at the magazine.

### ***First Day Jitters***

On July 21<sup>st</sup>, I practically woke up clutching the directions to Winter Park Plaza and itching with nerves that had been festering since March. I threw on my new crocs, bought just for the occasion. After the detours on the way sent me through some loops, I was pleasantly surprised to look up to my left and see the sign I had desperately been searching for. With nerves shooting hard pulses through my veins, I ventured through the parking lot in search of building 460, suite 200. I found my way in and the receptionist called for Connie White, the managing editor, to welcome me and I waited.

When Connie walked in, she greeted me with a kind hand shake and a warm smile. It was just what I had been hoping for all morning. As I was given a quick tour of the Sport Diver section of the building, my nerves calmed with each welcoming smile from another Sport Diver employee. I was told that this first week I would be working

with Nancy Morgan, the website editor. She told me there was much work for me and pointed to a stack of papers on her desk. For a short while, I sat at the desk that was assigned to me looking over the website on the brand new Mac computer, and looking at recent articles of the magazine, trying to quickly familiarize myself with the format.

After a while, Nancy brought a stack of tasks for me and spent ample time explaining the first few jobs to me quite thoroughly, which put to rest my first fear. She showed me how to use a program called CMS, which is what Bossier Corporation uses to build their websites. Because CMS is a complicated program, it took a while for Nancy to teach me all the intricacies of what needed to be done.

Little did I know, this first day and week of training would be the primer for the work I would be completing in the weeks to follow. There was not one day at the office that I didn't use this program and the knowledge Nancy taught me that first day.

Ty Sawyer was away when I started my first week of the internship, so I didn't get to meet him until Tuesday of my second week. As I spoke with Ty, he asked me what my expectations were for the internship, what I was hoping to get out of it and which aspect of the magazine industry I was leaning towards. Truthfully, I like a lot of the aspects of the magazine world, writing and editing of course, but also design/layout and web design. I don't believe this was the exact answer Ty was looking for, but I had to be honest.

### ***Spinning the Web with Nancy Morgan.***

In the following weeks I would work closely with Nancy on fixing up certain facets of the website that are time consuming and that Nancy didn't have much time for. This included editing web articles, breaking down larger articles into smaller, separate

pieces and posting them on their own, associating clients with articles related to them. I also posted photos for articles, researched and wrote destination articles on the Florida Keys, Hawaii, Tobago, Belize and Tahiti for the web. This may all sound like simple tasks, but as I learned from Nancy, they can become quite burdensome. The company is looking to upgrade their web program in the coming months, but until then, everything takes a lot of time and patience.

Nancy and I have estimated that in the first 2 weeks, I completed around 80 hours of work on the web that would otherwise get overlooked due to time-constraints with more priority deadlines. Nancy always says, “My deadline is everyday.” Because the web is fluid and always changing, Nancy has to work extra hard to have everything matching up with the up-coming issue of the magazine, as well as all web elements accounted for, such as updating travel packages, keeping track of user uploaded photos and blogs and destination articles which have eight parts and require research.

Learning about Nancy’s job was very interesting to me. I will not look at another web site the same. I now look for content, user-friendliness, speed and the usual mistakes in editing and hot links. I’m glad I’ve worked so much with Nancy because I’ve seen the other, up-and-coming side of the magazine industry.

### ***Photo shoots with Carrie Garcia.***

Soon after I started I was invited to sit through a photo shoot with Carrie Garcia, the photo editor. Carrie’s desk is constantly surrounded with boxes and shipments from all over the United States. Companies send their gear to Carrie, so that she can photograph it for the gear section of the magazine. Because there are limited resources at the office, Carrie stages and photographs the gear the way they want them, then the gear

and the pictures get sent to a professional photographer in New York to replicate them with better lighting and equipment. I found this to be very interesting.

For other articles about gear, Carrie gets someone from the office to model the gear, and then uses Adobe Photoshop to cut their body out of the picture, leaving the gear to look fuller and livelier. – Funny as it sounds; this was also something that had never occurred to me. In my mind, every magazine just had photo's lying around in their computer with two-dimensional pieces of dive gear.

Yes, it's all so glamorous, but Carrie can't do it all alone! Carrie spends a lot of time searching for new photographers willing to sell their work to the magazine. Months in advance, when she has an overall idea of what an issue will be about, Carrie will begin sending a mass e-mail out to all the photographers that have sold their work to Sport Diver in the past, and new ones, if there are any. She mentions in the e-mail what kinds of photos are needed and from what destinations. Meanwhile, the writers who have gone out on assignment are also sending photos to Carrie to review. – I know this because I spent a day with her while she did a lot of this work.

### ***Laying Out with Jenn Pileggi.***

By this time, I was very comfortable with the on-line assignments I had been given on a daily basis, comfortable enough to put them aside and take a walk around the office. In the past few days I had been asking around the SD staff, if anyone wanted to or had something to show me about their job. Having worked with Nancy on the web and Carrie, briefly, with photo editing, Jenn Pileggi, the art director, volunteered her time to give me an idea of what she does on a daily basis. I have been interested in magazine layout and design since I took a class in the spring, so I was eager to see the ins and outs

of Jenn's job. At lunch one day, one of the girls joked, "Jenn's job is the most fun," and I have to agree with her, at least among the office jobs. Jenn showed me how she uses Adobe InDesign to layout each and every page of the magazine, which is usually around 110 pages. Because of the nature of the business, Jenn can't do her job until everyone else does theirs. Once text and photos have been edited by various people, Jenn gets to begin her layout process. Because text and photos take a while to come in and get edited, Jenn does her very best to get ahead in every way possible so that she is not completely rushed in the end.

In order to get ahead, Jenn has templates made for all of the regular pieces in the magazine, columns like Diver's Ed, Just Surfaced and columns written by PADI people. As for the longer pieces like features, Jenn can only estimate the space it will take up. Naturally, in order to be successful at this job, you must be a seriously organized and detail oriented person, and Jenn is just that. Throughout the six week cycle, Jenn will continuously receive the O.K. to go ahead and work on various projects regarding the layout. Eventually she is given, what is called a map, it is a long sheet of paper with a number of rectangular boxes, representing each page of the magazine. The boxes are color-coded, pink for advertisements and purple for text and photos. Jenn told me that she receives several copies of this map throughout the process as changes continuously are made to the layout.

The day I sat with Jenn, she was doing a rough outline of the cover. This was really interesting for me to see what she looks for to make it a good cover. This particular issue features a woman in the diving industry. So the object was to have an attractive underwater photo of her, preferably with a marine animal. This was a tad bit difficult,

considering it is relatively hard to get attractive pictures of divers, not to be mean, it's just true; there is usually something that doesn't look right whether it's the hair, not enough light on the face, the leg is out of place, the hand is making a weird gesture...you get the picture. Jenn explained to me why some of the options we had would be bad choices: one had a surfer at the very top of the magazine, this problem was obvious considering that it is a diving magazine, another had the focus of the picture at the bottom of the page which, if hidden in a news rack, would make the cover appear boring. These were definitely things I hadn't ever thought about.

***Truths, Fillers and other various intrigues.***

Much to my dismay, busy schedules and Mother Nature were determined to ruin our plans for diving; and that determination did not go unchecked. Several plans were brought to the table by various staff members, Fort Lauderdale shore and boat diving, Venice Beach shark tooth diving, Rainbow River cavern diving...alas, it was not meant to be. It pleased me that everyone tried to make it happen while I was there though, for it is the thought that counts.

Each morning I arrived and began projects for Nancy. Most of the days however, one of the staff members would come to my desk asking if I would like to see how to do something, or just to watch the process. One day, Johanna Moavero, the editorial assistant (also the official fact-checker), showed me a typical day for her. Until then, I had not thought of learning about her job, I suppose because it is of the less glamorous titles. However, the amount of respect I gained for Johanna and anyone bearing the title of fact-checker was immense. It is not an easy process, but it has to feel good to know you had your hands in every piece of text in the printed magazine when all is said and

done. Johanna must be incredibly careful in everything that she reads, often having printed copies of everything with a rainbow of highlighters decorating the words and marks on every line of text.

Along with learning individual's jobs, I was invited to all of the edit meetings held for the October and November/December issues. I truly enjoyed the laid-back coordination of these meetings. All six of us would cram into Connie White's office, some on chairs, some on the floor and everyone willing to give ideas. It was interesting for me to see the pace of such a meeting; and having attended 3, I enjoyed seeing the progress made with each week.

One Friday some staff members and I went out to lunch. Nancy, Carrie, Jenn and Johanna came along, as well as Brooke Morton, the associate editor. Of course, we chose the only truly wet day I had seen since I'd arrived in Florida, to walk the five minutes it took to get to P.F. Chang's across the parking lot – even with umbrellas, we were all soaked. I'm surprised no one caught a cold from eating lunch in wet clothes with the air-conditioner on full blast. Besides the soggy clothing, it was great to get out of the office atmosphere for a while.

### ***Reflections***

As I sit here recalling the beginning of my journey, that anxiety-stricken morning, through the days of waking up at 6 am to get to the office by 9, I realize that the amount of knowledge I have gained in this short time had not occurred to me. Six weeks, a month and a half, 56 days...before I left, that amount of time seemed like an eternity, during the internship it seemed to drag and speed at the same time, and now I sit with about a week left and a lot to show for it.



To be frank, when beginning to write this report, I had a pang of anger that I had not been able to go diving or go on any fun and exciting field trips, but I realize now that what I got was better. Yes, those trips would have been nice and provide great stories to bring back to friends and family, but what I've gained is experience and knowledge that can only further my professional life. I can go diving throughout every stage of my life, but these are the only years I'll have the opportunity to intern and be taught so thoroughly every aspect of any magazine. I am thankful for every opportunity given to me throughout this internship.

# Layout- Wall



Ty Sawyer, Editor-in-Chief



The Team

