

Our World Underwater Scholarship
Society

Final Internship Report

Lucy S. McNally
Sport Diver Magazine
Summer Intern 2006

Contents

- About *Sport Diver*.....3
- Introduction..... 4
- Touch Down..... 6
- Florida Keys Assignment.....8
- Write Up the Story.....12
- Conclusion..... 15
- Special Thanks.....16

About *Sport Diver*

“*Sport Diver* provides a combination of domestic and international travel news, product information, adventure journalism, instructional content and environmental reporting—all relating to the sport of recreational diving, and to issues that are of interest to divers. The tone is informal yet educated, entertaining yet authoritative.

“*Sport Diver* is edited for active divers with an exciting message of adventure and discovery. First-person accounts of dive exploration, reports on new technology, equipment and dive techniques, plus a unique worldwide dive travel guide provide a dedicated dive audience with the information and inspiration they need to fulfill their passion for the sport. With superb color photography and sophisticated graphics, *Sport Diver* invites divers to participate in exhilarating, fun-filled exploration of the still largely undiscovered underwater world.”

www.sportdiver.com

Content breakdown as follows:

- International Travel
 - Less than 1,000 miles from North America 35%
 - Greater than 1,000 miles from North America 5%
- Domestic News and Travel 10%
- Adventure 15%
- Product Information 15%
- Instruction and Education 10%
- Marine Science and Ecology 10%

Introduction

I was informed in April 2006 that I had been a successful applicant for the summer internship at *Sport Diver* magazine, Florida.

Corporate committee member, George Wozencraft sent me an email from the States and put me in touch with the editor, Ty Sawyer, immediately.

Over the phone, Ty and I began to mould my 6 week publishing cycle that would be my internship.

I was so overwhelmed to have the chance to work with this magazine and decided to read more about *Sport Diver* from their web page.

Being an avid reader of diving magazines in the U.K since certified in 2002, I had a vague idea of subjects and stories often reported from English publications.

'*Sport Diver*' U.S reports on over 30% of travel less than 1,000 miles from North America. British diving magazines have a very similar flow and layout referring to stories and subjects close to the British Isles and Europe.

Not only was I thrilled, being picked to gain valuable experience in a prestigious diving magazine but I was also looking forward to the adventures of Florida and learning about reportage in foreign waters. The Atlantic, Gulf of Mexico, Pacific Ocean and the Caribbean are the tropical environments regularly reported on at *Sport Diver*. This was to be a whole new world and adventure for me.

Ty and I discussed living arrangements briefly when I could catch him in the office. (As a photojournalist and reporter for the magazine, you can only imagine all the

wonderful places Ty gets to visit frequently.) I think I spoke to him once briefly on a plane to Papua New Guinea, which I was later told was very usual of Ty and his travels.

He had organized for me to stay at Christine's home (editor of *Islands* magazine) while away on location until further notice. Within only days of graduating, I was on the next flight to the U.S. A.

I had a stomach of flapping butterflies and a backpack strapped firmly to my shoulders filled with bikinis of all kinds. Not knowing what to expect on the other side of the Atlantic.

Touch Down

I was greeted at Orlando airport, 11 or so hours later by Tom Morrisey, (executive editor of the magazine) on July 6th. Tom and I had discussed how we'd identify each other by ways of dress code in the airport. He was to be suited in a Hawaiian shirt and I in a Hawaiian grass skirt. Fortunately for me the grass skirt had not been necessary and I'd ditched the idea for sloppy jeans and a T. I soon identified the brightly patterned shirt from quite a way. Tom and I became immediate friends.

I had decided to fly to Florida one-week prior the internship so I could get settled into Floridian life. Despite being incredibly jet lagged; I went straight to the office that afternoon to meet people. I sat in Tom's office as a thunderstorm rattled the windows. Members of the *Sport Diver* team gathered to introduce themselves. Blurry eyed and slightly withered, I said my hellos with mouthfuls of food from the pizzeria over the road (the plane food had not been quite sufficient enough to kill my appetite.).

My heavy English accent was the most immediate difference between the team and I; it tickled each of them pink every time I spoke. I, of course, retaliated in my best southern twang with no hesitation. From that moment on, colleges from all over the company mocked my accent in good jest. Tears of laughter were soon to become part of our daily routine. Everybody made me feel so very welcome and I was immediately accepted as part of the team. I slept well into the weekend but was raring to go by Monday morning.

World Publications not only owns *Sport Diver* but also 20 or more, high selling magazines, globally. They cover a number of fields including extreme water sports, food,

weddings, Caribbean life and travel publications. A huge range of magazine identities, run under one roof. Individually they are all incredibly creative yet diverse in a space where people can cross network ideas.

While working for *Sport Diver* magazine I was to be involved in a number of projects including some location work in the Florida Keys. I had really no idea what to expect and was very keen to get stuck into anything the magazine would throw at me. But for now I was just finding my feet at World Publications and meeting people from all areas. It was fascinating just being around the offices.

That week I began re-organizing Ty's (most impressive) underwater photo collection as a taste tester before my internship started.

Ty's underwater picture library is simply huge and there was plenty to learn from as a photographer myself. It was a great way to see how a professional underwater cameraman shoots, what he looks for and what eventually gets selected for the magazine and why. Images ranged from the tiny nudibranchs on top coral plumes to mantas, sharks and dolphins dancing beneath the waves in the crystal clear blues of spectacular seas. This really was an awesome way to learn photographically from one of the best photographers in the business. I lost myself in Ty's images while the team 'shipped'* the current issue of *Sport Diver*, which I was told to be the busiest period of the cycle.

Florida Keys Assignment

* **Shipped:** The final week of the publishing cycle where text and images come together to form the glossy magazine we all know to see in shops around the globe.

The following week we began to organize a Florida Keys assignment. As a team, the idea was to test out the numerous types of dive travel on offer only hours away from Orlando. It was to be a feature in the next issue and I was incredibly lucky to be part of that team for this article. I even got given the opportunity to have my own assignment on the trip. My purpose, to write specifically about what the diving was like in this area. Investigating the diversity along the coast in bath temperature water, identifying the many tropical fish and generally doing what I love best. Diving! Fantastic.

Leaving Orlando by car, our road trip started as soon as we left the office that afternoon. Venturing right down to Key West by the end of the week. I dived pretty much everyday, which was such a treat.

In each hotel, most mornings, we'd wake up refreshed and chat at breakfast about the daily itinerary. Some days I would dive early while the other members of the team checked out the local attractions and shot pictures to illustrate our journey. Other days I would dive in the afternoon, and we would catch up in the evening to hear about the great things we had seen and the wonderful people we had met that day.

I would talk vividly about the fish and coral that I saw and raved about the clarity of the sea and how warm the water was. I became an underwater reporter that week which was so much fun. I dove the 'Spiegel Grove', a huge wreck off of the coast of Key Largo where it's possible to swim in and out of her port holes and doorways while fish gather in their hundreds on her exterior. (This was by far the most memorable dive of the trip and an absolute must do if ever in the area.) Other dives included bearing witness to a feeding frenzy at Captain Slates dive operators, which was like nothing I'd ever seen

before. A giant grouper and reef shark came to feed from the dive masters bait bucket, a true experience and a rare opportunity to snap some pictures.





The idea was to really indulge in some of the Florida Keys main attributes and so Key Lime Pie became a specialty amongst the group. It was without a doubt the most scrumptious desert that I continued to find hard to say no to. We managed to try quite a few versions!



It was an incredibly busy week and we all worked very hard together as a team to scoop the story that we were looking for. It was a great experience and a wonderful way for me to see the Keys. A trip filled with very fond memories and some great diving.

Writing up the story

On our return to Orlando, we began writing up the stories from our notes and sifting through the many photographs taken to show the sites in the Keys. This was actually quite difficult. We had to bring together all of our different experiences, images and styles of writing to form one story.

As part of the process at *Sport Diver*, everybody reads your article. It goes through a string of editors, adding suggestions and correcting grammar but generally proof reading what has already been written. This is to ensure that all information based in each story is correct. Once fine-tuned, and tweaked, a clear idea of what works with what image starts to surface.

The feature gets given to the art director who organizes the layouts and look of the article. Once everything is finally in place there is still potentially time to change anything that the editors are not totally satisfied with. For example: The story does not have enough balance between image and text for the reader or just does not flow well visually.

As shipping week closes in, all other features, gear reviews and stories have to be finalized so that the whole magazine comes together. Other departments concentrate solely on advertisements; they generally need to be ready so that the magazine can ship within the deadline. The editors also rely on our contributing photojournalists/writers to send in their assignments on time, as they also have to be proof read. As the end of the cycle draws in, the magazine begins to appear as we all recognize it. The pages get put

together and it starts to read fluently. It was really exciting to see our very own feature come together. All our hard work had been worth the effort and the feature looked fantastic.

Planning the magazine means that regular meetings are an essential part of discussing stories that would be covered by certain writers in each chapter. Ty and the rest of the team had the confidence in me to go ahead and write a contributing page for the issue I had been working on. This is a page generally focusing on you and what it is you have managed to contribute to *Sport Diver* magazine, drawn from past experiences. I was totally honored to have this opportunity. It gave me the chance to elaborate on ‘my’ story, as an enthusiastic diver and love for the ocean. I am however incredibly humble in respect to my heroes of the sea. Just to mention a few: Ron and Valerie Taylor, David Doubilet and partner Jen Hayes, Peter Scoones and Charles Maxwell...the list goes on.

My contributing page was edited for grammar and spelling until being sent to pre-press where the mock-up of the magazine is printed before the real deal is sent, to be published.

I am also proud to say that I helped out with *Worlds Best Diving and Resorts*, which is another publication that *Sport Diver* has allowed me to be involved in. For this I primarily organized images from our database so that they could feature in the next issue of the magazine.

Conclusion

I am currently working on a small piece to be written for the next issue of *Sport Diver* before I have to return to the U.K, early October. I feel that I have learnt so much about publishing in the magazine industry and really have a grasp on how it is all pulled together from a number of sources to make one finished product.

I guess some of the most exciting parts of working with *Sport Diver* have been to represent the magazine over the phone, on location and generally feeling part of something so great. That has been really quite cool.

There were many moments that I felt so honored to be amongst such talented writers and photographers. Putting together some of the best images and stories from

heroes of mine that I never believed possible to work so closely with. Being a member of the editorial *Sport Diver* team has been just brilliant and I have learnt so much from all my co-workers.

I cannot thank the scholarship society enough for giving me such a wonderful opportunity to learn from some of the most talented reporters in the business. I only hope that I can continue to write for the magazine in some way or another and polish up my underwater photography skills to meet the *Sport Diver* quality the magazine deserves. This internship really has been a trip of a lifetime and a great trampoline into my future.

I would love to work with the magazine in some way or another in the future and intend to keep in contact with all the friends I have made here at World Publications.

I look forward to writing more about the underwater world in the not so distant future.

In the meantime, look me up.... **www.liquidlens.org**

Special thanks to:

Christine Richard for bravely allowing me to housesit while she was away.

Megan Padilla and David for taking me under their wing.

Mark and Debbie Poulalion and their two terrific children, Josh and Jake, who made me feel so very welcome and a part of their loving family.

Lu, Michelle and 'Blue' for giving me a home.

Executive Editor Tom Morrissey for supporting me at the magazine like a father figure and being a great source of information.

Jennica Peterson for being a terrific friend and helping me believe that it is all possible.

Tara Bradley, for being a terrific friend, partner in crime and having a wealth of diving experience to learn from.

Ty for having faith in me, showing me opportunity and being an awesome source of inspiration.

The Scholarship Society and the financial support. With out them this opportunity would not have been possible.

And last but not least Sheri and Tony McNally for being fantastic people and supporting everything I do.