

FLORIDA LEADER

Top College & High School Students Read
Florida's Premier Student Magazine

Two *Florida Leader* editions are read at 86 colleges and 550 public & private high schools

What Is *Florida Leader*?

Since 1983, *Florida Leader* has been Florida's only statewide student magazine with two editions read by Florida's most outstanding college and high school students. *Florida Leader* teaches students how to be more effective and ethical leaders. The magazine is read by students, parents, key administrators, legislators, and members of the media statewide.

Who Reads Our Magazine?

✓ **Florida Leader (college edition)** is read by 50,000 campus leaders at 86 colleges and universities. They're members of Student Government, Greek groups, campus and community-service organizations, honor societies, and residence hall associations. They're top leaders on campuses statewide.

✓ **Florida Leader (high school edition)** is read by about 100,000 college-bound juniors and seniors at nearly 550 public and private high schools throughout Florida.

Bonus Distribution

Florida Leader also is distributed to 200 Florida legislators, nearly 450 newspapers, magazines, radio and TV stations, as well as educators statewide.

Special Theme Issues

Student of the Year

Florida Leader sponsors the prestigious 16th annual **Florida College Student of the Year Award** to recognize Florida's top achievers.

Hundreds of students compete for almost \$60,000 in scholarships and prizes. The honorees also are featured in the special "Student of the Year" issue of *Florida Leader* magazine, get media attention statewide, and appear on the Student of the Year TV show on Sunshine Network.



Nearly 700 Florida colleges and high schools subscribe to *Florida Leader*

Best of Florida Schools

Florida Leader's annual "Best of Florida Schools" issue, published in March, highlights newsworthy student groups and campus events at colleges across Florida. Winners are chosen in more than 100 categories, ranging from the "Best Student Government" to "Best Campus Newspaper" to "Best Mascot" to "Best College Town." Winners receive certificates of recognition and statewide press coverage. A "Best of" TV show is being planned for airing on Sunshine Network.



What Florida Students Think

Florida Leader conducts the 6th annual "What Florida Students Think" statewide survey of student opinion. *Florida Leader* surveys hundreds of campus leaders for their views on important issues facing students, then reports on the results in a feature article in the magazine and at our web site, www.floridaleader.com.

Unexcerpted versions of all three themed issues are available only at *Florida Leader's* web site, www.floridaleader.com. Readers also

can download application forms for the "Florida College Student of the Year Award" and "Best of Florida Schools Awards" at the web site.

How Is *Florida Leader* Distributed?

More than 19 years of personal contacts have helped Oxendine Publishing build strong relationships with key campus administrators who place copies of *Florida Leader* in strategic locations on campus. Students usually pick up issues in their student union, activities center, honors program, and Student Government offices. More than 33 percent of the schools pay to get *Florida Leader*. Several offices on each campus usually order copies of *Florida Leader* to ensure that any student who wants one can get a copy.

Staff members from offices of admission, financial aid, student activities and student affairs, and professionals in career resource centers also are regular *Florida Leader* distributors.

Our Editor in Chief is an Expert On Education Issues

Editor in Chief **Butch**

Oxendine frequently speaks on education and leadership issues at conferences and seminars across Florida and the nation, including events for Phi Theta Kappa, the Florida Student Association, and the Florida Junior Community College Student Government Association. See www.floridaleader.com and look under "Need a Speaker?" for a list of his recent and upcoming appearances.



Oxendine

Published By A Respected Media Company

For more than 19 years, Oxendine has produced books, magazines, and seminars for students and educators across the nation.

In addition to the award-winning statewide magazine *Florida Leader*, Oxendine publishes *Student Leader*, the leadership magazine read by campus leaders at nearly 1,400 colleges and universities across America. The company also publishes leadership books, including *Poster Secrets: How & Where to Hang Flyers on Your Campus* and *So You Want to Be President...How to Get Elected on Your Campus*.

In two of the past five years, Oxendine Publishing was named one of Florida's 100 fastest-growing private businesses. In 1993, Butch Oxendine was named one of America's 100 top entrepreneurs under the age of 30.

Oxendine
PUBLISHING
Student Magazines Across America

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