
Times Facts

Sandra joined the *Times* in 1993 as a copy editor. She then took on the role as news editor of the Advance Desk where she was responsible for leading a team of editors and designers in producing *Neighborhood Times*, *City Times*, *North of Tampa* and *Brandon Times* — the intensely local neighborhood sections. In 2004, she became the Suburban News editor focusing on content for the five twice-weekly *Neighborhood Times* editions. Sandra was also a key member of the *Times*' pagination conversion team.

Talking Points

• Editing • Design • Diversity • Convergence.

Sandra has served on several academic and journalism convention panels discussing the media and diversity. She also teaches during the Visual Edge workshop/seminar at the Poynter Institute. Most recently she was a visiting journalism fellow at the University of Georgia.

Education

Sandra graduated from South Carolina State University in Orangeburg, S.C. in 1982 with a bachelor's degree in Political Science.

Background

Born in Charleston, S.C., where she attended the High School of Charleston, Sandra's journalism career began in 1984 as a copy editor at the (then) *News & Courier*. From 1986-1992 she was an assigning editor at the *Post-Courier*, responsible for North Charleston and Berkley County editions. She also taught editing and design at the Multi-cultural Journalism workshop at the University of South Carolina from 1990-1993. For a year, in the early '90s she was a design editor at the *Florida Times Union* in Jacksonville, FL.

A resident of St. Petersburg, Sandra spends a great deal of time mentoring young journalists from around the nation. She gets to meet many of them at the Poynter Institute, where she is occasionally added to the faculty for some of the workshops. She also meets a lot of young journalists at conventions like NABJ and Unity, where she usually serves as a recruiter for the *Times*.

Sandra serves on the Board of Directors for Justice and Witness Ministries for the United Church of Christ. Her hobbies include inline skating, travel, gardening, reading and anything that falls under "the arts."

Awards

She received a Newspaper Association of America fellowship in 1993. She is a member of Leadership St. Petersburg Class of 2001.

Contact

Tel: (727) 893-8874

Fax: (727) 893-8675

E-mail: gadsden@sptimes.com



Sandra Gadsden

Assistant Metro Editor/
St. Petersburg