

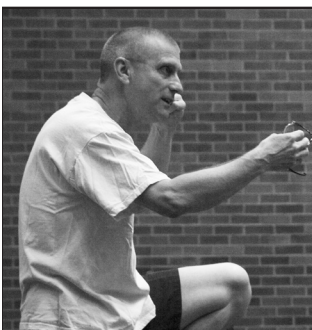


# SCSPA

## Fall Conference

Monday, September 28, 2009

### Special Guest Speakers:



**David Knight**  
Lancaster County  
School District  
all sessions and keynote  
in RH Ballroom



**Jake Palenske**  
NCompass Media  
McKinney, Texas  
all sessions in  
the RH Theater

**A**dvisers please check to be sure each student you registered has a program. If not, check in Room 301 at the registration desk to be sure each staffer is listed.

Don't forget ALL participants should attend the keynote address at 1:10 p.m. in the Russell House Ballroom. The magazine and yearbook awards ceremony will follow. All participants will attend one more class following the ceremony.

If you have questions or need additional information about SCSPA or today's program, please feel free to ask an association officer (wearing blue SCSPA T-shirts) or stop by registration desk in Room 301.

**8 a.m. – 2:55 p.m.**

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**Exchange area/scholastic journalism handouts**

**3rd Floor Lobby**

Please drop off your publications in the 3rd floor lobby and pick up copies of other magazines, newspapers and yearbooks. Other material of interest to scholastic journalists and their advisers will be available.

**9 – 9:45 a.m.**

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**Script Writing (BC)**

**203**

**Amanda Alpert-Loveday, USC Admissions**

An effective script is like the skeletal system of a story: without it, everything falls apart. In this session you will learn how to avoid those awkward pauses and stories that don't answer questions because of a lack of substance.

**Don't Say "Cheese" (ALL)**

**303**

**Denise McGill, USC SJMC**

Forget those poses. Put the candid look back in your photos. Come learn how to take candid, perfect photos that will enhance your publications and attract more readers.

**Advisers' Network**

**309**

**Karen Flowers, SCSPA Director**

After you have gotten your students off to their classes, come join other SCSPA advisers for a few minutes of relaxation and networking with the only people in South Carolina who understand all the hats you wear as "ADVISER."

**Personal Columns that Matter (ALL)**

**RH Ballroom**

**David Knight, Lancaster County School District**

Personal columns can be the most powerful writing in your publication. Come get tips on writing columns that make a difference in your readers' lives.

**Print and Online: The Best of Both Worlds (ALL)**

**Theater**

**Jake Palenske, NCompass Media (Texas)**

Print and online publications don't have to compete with each other. This session will cover the strengths and weaknesses of both print and online publications, and how to use both to provide the best coverage possible.

**9:55 – 10:40 a.m.**

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**So You're an Editor. Now What? (NP/YB)**

**205**

**Phillip Caston, J.L. Mann HS**

How do you step into the lead role and keep the staff, as well as the publication, running smoothly? Come get some ideas to help you be a strong leader.

**Threading a Theme (MG)**

**302**

**Donna Miller, Christ Church Episcopal School**

Creating a literary magazine that is cohesive and relevant to the student body is a daunting task. This session will help students select a theme and thread it through the magazine.

**Developing the Yearbook Theme (YB)**

**303**

**Deborah Gascon, Dutch Fork HS**

Take your theme beyond the cover. Come learn how to carry your theme throughout your book both visually and verbally.

**Writing Reviews Worth Reading (NP)**

**304**

**Cindy Koon, South Pointe HS**

Review writing can create lots of interest among readers. Reviewers can write about movies, books, Web sites, restaurants, school plays, and more. Come learn how to write and evaluate the ones you write for your school's newspaper.

**He Who Controls the Past, Controls the Future (BC)**

**305**

**Amy Medlock-Greene, Dutch Fork HS**

Professional broadcasters use file footage in their stories. Why can't scholastic journalists? Recycling and archiving footage builds richer broadcasts and will give your productions a professional feel, as well as reduce your headaches.

**Advisers' Network (ADV)**

**309**

**Karen Flowers, SCSPA Director**

This session will be a repeat of the session at 9 a.m. Also, we will talk about the change to digital for all SCSPA competitions and evaluations.

**Managing Your Workflow (ALL)**

**322/326**

**Luther Barnett, Sumter HS**

Whether you work on a newspaper, broadcast, yearbook or magazine staff, creating a digital workflow is crucial to running your organization's success. In this session you will learn to develop an effective workflow for a productive publication room.

**Tell Me A Story (NP)**

**RH Ballroom**

**David Knight, Lancaster County School District**

Everyone loves a good story – even today's reluctant readers. Come learn from a master storyteller how to incorporate the narrative style into your writing arsenal.

**Extreme Makeover: Publications Edition (ALL)**

**Theater**

**Jake Palenske, NCompass Media (Texas)**

A newspaper or yearbook with no white space, no reader service graphics and too many fonts looks a lot like that ugly old house down the street – dated, unattractive and maybe even comical. Come see the best (and worst) of modern design trends and learn how to apply the best to your publication.

**10:50 – 11:35 p.m.**

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**No Story Gets Left Behind (NP/YB)**

**205**

**Phillip Caston, J.L. Mann HS**

Another volleyball recap? An article on dress code rules? Stop! Great stories are out there that aren't rehashed and won't put your audience to sleep. This session will show you how to find the flavor in your school.

**Creating a Multi-Media Magazine (MG)**

**302**

**Ginger Dunker, South Aiken HS**

Multi-media is not just for newspaper and yearbook anymore. Learn how to incorporate video and music into your print magazine.

**Fontinuity (NP/YB)**

**303**

**Amy Goodwin and Brittany Mahler, Landrum HS**

What do the fonts you choose say about your publication? Learn about fonts and their many personalities, the problems and the various ways you can use them in your publications.

**Covering the Bases (NP)**

**304**

**Tammy Watkins, Wando HS**

Make sure your sports coverage attracts more readership than just the athletically inclined. Learn how to find interesting stories in sports and then how to write them.

**Learning How to Avoid the "Oops!" (ALL)**

**305**

**Amy Medlock-Greene, Dutch Fork HS**

In a hectic work environment, expensive equipment will inevitably face disaster. Come let an experienced staff show you how to organize, manage, and care for your equipment to avoid the sound everyone dreads: "Oops!"

**Advisers' business meeting (ADV)**

**309**

**Patricia Deas, Socastee HS, SCSPA adviser division chair**

Any publication adviser interested in discussing SCSPA business concerns is welcome to attend this meeting.

**Money, Money, Money....For You (ALL)**

**322/326**

**Stephanie Gruber, Dorchester Academy, and Martha Herring, Carolina Forest HS**

Now more than ever, getting scholarships is important for the majority of students going to college. Come learn how to organize your scholarship search to make it easier.

**Interviewing (ALL)**

**RH Ballroom**

**David Knight, Lancaster County School District**

No matter what publication you work on interviewing skills are essential. Have fun during this session as you learn to interview like a pro.

**Same Story, New Media(ALL)**

**Theater**

**Jake Palenske, NCompass Media (Texas)**

True convergence journalism tells a terrific story using the best delivery method available. This session will outline how to plan coverage of your school and community using new (and old) distribution methods.

**11:35 – 12:50 p.m.**

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**Lunch**

Students lunch on their own. All advisers are invited to join other advisers, speakers and special guests in the Preston Dining Room for a luncheon buffet. Doors are located on the ground level on the Greene Street side. Look for SCSPA assistants for help. Don't forget your ticket!

**1 – 2 p.m.**

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**Keynote Address and Awards Ceremony**

**Ballrooms A, B, C**

**David Knight, Lancaster County School District**

**Magazine & yearbook awards ceremony (ALL)**

Magazine and yearbook awards will be presented for individual competitions, evaluations and most improved publications. Palmetto, Best in State and CJI scholarships will also be announced.

**2:10 – 2:55 p.m.**

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**How to Find the Right College For You – And Pay For It (ALL)**

**203**

**Zac Baker, USC SJMC student, Beverly Dominick, USC SJMC Internship Coordinator, & Megan Herring, S.C. Budget and Control Board**

Deciding where to go to college is one of the biggest decisions many students will ever make. Come listen to people who have struggled with this decision and learn how to process the information about the college and the monies available.

**Creating Titles for Text (MG)**

**205**

**Ginger Dunker, South Aiken HS**

Without a good title, you've lost your audience no matter how good a poem, an essay or a short story may be. Learn how to create catchy titles for all forms of text.

**Photography and Audio for Convergence (ALL)**

**Theater**

**Jake Palenske, NCompass Media (Texas)**

In this session you'll learn how to properly plan and gather a story using audio and photos and build your content into interactive presentations using SoundSlides. You'll also learn how to make your photos available for sale online, generating income from your online publication.

**SCSPA Keynote and Awards Ceremony at 1:10 p.m. in the Russell House Ballroom**

- General Welcome- Max Fowler, Student President
- Welcome – Charles Bierbauer, dean, USC College of Mass Communications & Information Studies, and Dr. Carol Pardun, director, USC School of Journalism & Mass Communication.
- Keynote address: David Knight
- Awards Conference Emcee – SCSPA Director Karen H. Flowers
- 7 Individual Magazine Competitions  
Best Art; Best Article; Best Cover; Best Photo; Best Poem; Best Short Story; Best Spread Design.
- 6 Individual Yearbook Competitions  
Best Cover; Best Feature Photo; Best Feature Story; Best Sports Photo; Best Spread Design; Best Theme Development.
- 11 Magazine Evaluations  
(Classes 1-4, Merits/Honors/All-States)
- 23 Yearbook Evaluations  
(Classes 1-6, Merits/Honors/All-States)
- 1 Most Improved Magazine
- 1 Most Improved Yearbook
- 3 Magazine Palmetto Awards
- 5 Yearbook Palmetto Awards
- Special Thanks To.....
- 1 Best S.C. Scholastic Magazine
- 1 Best S.C. Scholastic Yearbook

PLEASE send only one staff member to the front of the Ballroom at the end of the awards ceremony to pick up your evaluation, Gazette and Scholastic Review. THANK YOU!

**2009-2010 BOARD MEMBERS**



**ADVISER OFFICERS\***

**Chair:** Patricia Deas, Socastee HS  
**Vice Chair:** Luther Barnett, Sumter HS  
**Secretary:** Stephanie Gruber, Dorchester Academy

**Representatives** \_\_\_\_\_

**Broadcast:** Todd Scholl, Carolina Forest HS  
**Coastal:** Tammy Watkins, Wando HS  
**Magazine:** Ginger Dunker, South Aiken HS  
**Midlands:** Amy Medlock-Greene, Dutch Fork HS  
**Middle/Junior HS:** Rene Horton, Pleasant Hill MS  
**Newspaper:** Phillip Caston, J.L. Mann HS  
**Piedmont:** Cindy Koon, South Pointe HS;  
Amanda Ledbetter, Oakbrook Preparatory

**STUDENT OFFICERS\*\***

**President:** Max Fowler, Lugoff-Elgin HS  
**Vice President:** Brittany Mahler, Landrum HS  
**Second Vice President:** Alexis Sawtelle, Dutch Fork HS

**Representatives** \_\_\_\_\_

**Broadcast:** Erin Gregg, Dutch Fork HS  
Rebecca Pittman, Dutch Fork HS  
**Magazine:** Matthew Koon-Stack, Dutch Fork HS  
**Midlands:** Roshona Jenkins, Dutch Fork HS  
**Newspaper:** J. Bradley Studemeyer, Dutch Fork HS  
**Piedmont:** Avery Channell, J.L. Mann HS  
April Serieno, J.L. Mann HS

**FINANCE COMMITTEE\***

**Chair:** Beth Underwood, Dutch Fork MS

Amy Goodwin, Landrum HS  
Tressie Hays, Lexington HS  
Martha Herring, Carolina Forest HS  
Jenny Proctor, Lugoff-Elgin HS

\*Adviser officers complete their two-year terms in spring 2010.

\*\*Student officers serve through the 2010 spring conference.