

Accents

Southern Interscholastic Press Association • USC School of Journalism and Mass Communications • January 2012 • Issue 2

Courage to Connect 2012: Friday night keynote speaker, recent college graduate Steve Johnson discusses his journey as freelance journalist

Pole dancing. That's what gave Steve Johnson his "big break" as a journalist.

While interning at the Miami Herald, Johnson received a call that a photographer had cancelled at the last minute and he needed to take photos for a story about pole dancing as an exercise routine.

"They just wanted a few photos but I thought it was too good of an opportunity to not do more," Johnson said. "I had packed my camera and video camera and decided to take video. I stayed up until four in the morning editing and putting it up on the website. The next morning the editor asked where the video was for the story. I raised my hand and said it was on the website. He asked who assigned it, and I said no one.

I just did it. That told them, hey, we have someone who can do just about everything, and I got a call a few weeks later to cover the oil spill in the Gulf."

Johnson initially covered the oil spill for three weeks and later returned to continue the coverage.

"That story [the oil spill] was the major influence in propelling me to the national stage," Johnson said.

From natural disasters to sporting events to regional cuisine, Johnson covers just about everything from every angle - stories, photos, videos. Johnson started freelancing in high school but says that one thing in particular got him noticed - his business card.

"If I could give people one piece of advice on making it

as a freelance journalist, it would be make business cards," Johnson said. "I got a call from ESPN when I was a senior

in high school because someone at the Tampa Bay Buccaneers had my business card on his desk. ESPN called me! I'm always surprised at how many journalists don't have business cards. People may laugh at you when you hand them one but it works."

But business cards aren't all Johnson relies on to get his name out there. Social media has played a huge role in making his work and his name known.

"I can't thank social media enough," Johnson said. "Social media legitmizes your business as a journalist and takes your work to a wider audience."

After graduating from the University of Florida less than

a month ago, Johnson now has a job as Senior Producer for Special Programs at the University of Florida. He worked on ad campaigns and videos that have gone viral for the university during his undergraduate degree.

"I think everyone looked at each other and asked, 'Why is a 21-year-old college student controlling the university's message? Let's hire him'," Johnson said.

Johnson will share his passion for and knowledge of multimedia journalism at the SIPA Convention March 2-4. Check out Johnson's work on his website, <http://www.stevejohnsonmedia.com>.

-Leslie Dennis, Scholastic Press Manager



Steve Johnson
All photos courtesy of Steve Johnson



SIPA Endowment: A get is only a give away



Mary Inglis
SIPA Chairperson

Quid pro quo for non-Latin (and I mean Roman Latin) speakers means “this for that.” While it has been a staple of the legal world since the first defendant in history said, “Take THAT!” it has become a way of life for the philanthropic world of 2011.

Names like Andrew Carnegie, John D. Rockefeller, and John D. MacArthur come to mind when one thinks of the term “philanthropy.” They were men of great wealth and fortune who bequeathed millions to establish libraries, art galleries, colleges and foundations. They represented the “noblesse oblige.”

Nowadays, giving has trickled down to the masses. We are all bombarded by causes, most of them worthy, some of them local, others far away. A colleague of mine is climbing Mt. Kilimanjaro over Christmas break for rural child aid in Ghana, project freedom in Cambodia, children at risk in Nepal and ending slavery in India. The premise is that not only will my colleague have the opportunity to climb this mountain (as an English teacher, the symbolism does not escape me), but she has, through the freedom climb website, an opportunity to raise even more money for these causes.

The annual Susan G. Komen breast cancer awareness 5K starts long before the race, from T-shirts to bracelets to cereal. These races are events, which garner the attention of a nation, one locality at a time, that has collectively lost a friend or family member to breast cancer’s heinous grip.

As a nation, the United States is a giving one. Not only do we give to our own, but we give to other nations as

well. We instill the concept of giving through community service by making it a mandatory requirement for high school graduation. Our citizens know that an event involving inclusion in an organized activity will raise much needed funds to sustain an organization or give a much-needed monetary shot in the arm.

On Monday, November 14, SIPA members took part in the Central Carolina Community Foundation’s Match Day, raising \$1,559 through online donations. Since our participation was high, they matched us dollar for dollar, bringing our total to \$3,118.

So, what do we, as donors, get in return?

1. An educated media. The SIPA Endowment Fund uses part of its money to fund speakers and media figures to educate our students about the “ways of the world” of new journalism. While the medium is different, the message is still the same.
2. An ethical media. SIPA Endowment offers scholarships to new advisers and students to come to the Carolina Journalism Institute to learn about the way to handle people and situations when you have the power of the press behind you.
3. An ethnically balanced media. SIPA Endowment sponsors mentors in three southern states who take on the guidance of new advisers and their staffs, encouraging all students to join and take part responsibly in the democratic process which is our right under the First Amendment.

Summed up succinctly, you get what you give. If we believe in a free press, we have the obligation to do our part in keeping it viable. The minute we depend on somebody else to do it, we lose our voice.

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Southern Interscholastic Press Association • University of South Carolina • School of Journalism and Mass Communications • Columbia, SC 29208
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Student officers learn leadership, gain experience



Matt Shears
SIPA President

The first weekend in March is quickly approaching, and I hope you all are just as excited about the upcoming convention March 2-4 as I am.

My position as president of SIPA has been an engaging and fulfilling responsibility, and I challenge all of our SIPA

attendees who can be effective leaders to step up and run for a student officer position.

Last year around this time my staff began planning our political aspirations for SIPA. As a paper we had never held too many, if any, positions of leadership in the scholastic press community since our inaugural issue in 1962. Our influence in scholastic journalism was something that needed to be expanded, and thus we set our eye on the presidency of SIPA.

Does your publication deserve to have more influence than it does now? I encounter many effective editorial leaders who have what it takes to expound their leadership capabilities beyond their own newsrooms and onto the bigger stage. If you are at all interested in being a SIPA

student officer, I urge you to send in your application by the Feb. 3 deadline.

Last year we only had four people run for office and three of those ran for the same position. My goal this year is to have at least two candidates run for each position. I know you guys can make that happen.

Scope out the talent on your own staff, and approach people to run for office after they have read over what will be expected of them on the SIPA website under the "Staff and Officers" link. The need for officer candidates is always great, and I know that we have a bountiful harvest of proven leaders out there.

Being a student officer will give you a hands-on experience in leadership and organization. My term as SIPA president has already been filled with numerous memorable experiences that have shaped my leadership abilities. As a student officer you will meet some of the best in the scholastic press business and encounter some of your most promising peers.

So to sum it all up: run for a student office: president, vice president or member-at-large. Step out of your own publication and dare to effect change in publications states away by leading this esteemed organization we call SIPA.

Important deadlines before the convention

January 30

- Broadcast evaluation deadline
<http://sipa.sc.edu/evaluations.html>

February 3

- Student Officer application deadline
<http://sipa.sc.edu/officers.html>
- Scholarships application deadline
<http://sipa.sc.edu/scholarships.html>
- Elizabeth B. Dickey Distinguished Service Award, Dr. Kay Phillips Administrator of the Year Award and Shoquist Freedom of the Press Award deadline
<http://sipa.sc.edu/awards.html>

February 10

- Convention and Competition early-bird registration deadline
<http://sipa.sc.edu/con.html>

Convention On-the-Spot Contests

Newspaper & Yearbook Team Onsite Production (TOP)

The contest formerly known as WED. Participants will receive a special ribbon on their nametags to identify them as TOP participants.

(ENTRY FEE: \$25 per team)

These contests are open to yearbook and newspaper students. Students will interview, write, edit and design pages Saturday from 1:30-4:30 p.m. Work will be judged Saturday night by a panel of journalism experts. Contest participants will be accepted on a first-come basis through online registration. Each school may register one newspaper team and/or one yearbook team of four students. Teams will need laptops with Word and Acrobat Reader. Teams will be provided a Mac Computer with InDesign, Photoshop and Quark for designing their entry. Contest materials will be given to teams at registration on Friday. Entries must be turned in as a PDF. Only images and background information provided by SIPA may be used. Monitors will check as students enter the room to ensure spreads are blank, with only folios on the page. Failure to comply with guidelines will result in immediate disqualification.

Broadcast Individual Anchor Contest

(ENTRY FEE: \$10 per person)

Each school may enter up to two students. The student will write a script from copy provided then the student will read the script on camera. Dress appropriately.

Broadcast On-the-Spot Feature

(ENTRY FEE: \$20 per team)

Each school may have a team of two students. Competing teams will receive the contest topic Friday night and will conduct interviews and shoot footage from the opening until the timed portion of the contest begins. They will finalize their scripts, edit footage and complete feature package from 1:30-4:30 p.m. on Saturday. Teams must furnish their own equipment to produce a three-minute story in the form of Quicktime or Windows Media movie burned to a CD. If this is not possible, entry may be submitted on DVDs.

Review Writing Contest

(ENTRY FEE: \$10 per person)

Participants will learn review writing techniques and write a review on a topic announced at the convention Saturday from 2-4:30 p.m.

Quiz Bowl

(ENTRY FEE: \$20 per team)

Based on the high school version of the Academic Quiz Bowl, the SIPA contest stresses information about journalism and current events only. Schools may enter two four-person teams when they register online for the convention. Teams from online, newspaper, yearbook, broadcast or literary magazine staffs will take written tests Friday night and the top eight teams will compete in lightning rounds about current events, history and general knowledge of journalistic information, journalism terms, questions about laws pertaining to the media, and journalism style on Saturday afternoon and Sunday morning. Study guides are available online.

Connect Four: SIPA Pre-Convention Sessions

Arriving early? Take advantage of these four-hour pre-convention session Friday afternoon
\$15 PER PARTICIPANT • MARCH 2 • 1-5 P.M.

Design

First connections with InDesign

Need help jumping into InDesign? Want to learn some basic design tips? This workshop covers what you need to know if you are only beginning to connect with InDesign and page design/layout. Feel free to email questions you want answered or topics you want covered ahead of time to Leslie Dennis at schopres@mailbox.sc.edu. *For beginners only.*

Coming out of your comfort zone with InDesign

Already have a little courage when dealing with InDesign? Take your InDesign and design skills to the next level by learning tricks and advanced layout techniques from a pro. Students/advisers need some prerequisite knowledge of InDesign and page design rules. Feel free to email questions you want answered or topics you want covered ahead of time to Leslie Dennis at schopres@mailbox.sc.edu. *For advanced students/advisers only.*

Instructor: Jake Palenske, NCompass Media (Texas)

Online Media & Video Journalism

Conquering Final Cut Pro

Don't be afraid of editing programs – find courage by learning to use Final Cut Pro. Shooting footage with the camera is only part of the production process. This workshop will introduce the principles of editing and expose you to some of the techniques required to bring your video footage to life. Learn the language of editing through a series of practical examples designed to demonstrate the importance of post-production.

Instructor: Amy Medlock-Greene, Dutch Fork HS (S.C.)

Online 101

This workshop is for staffs who have not yet published online or who have just started publishing online but need to know more about web techniques. You will learn (1) how to take a print story and rewrite it for the web; (2) how to create graphics on the web; and (3) how to create slideshows for the web.

Instructor: Chris Waugaman, Prince George HS (Va.)

Online 201

This workshop is for staffs that have been publishing online and want to go to the next level. It will deal more with use of than creation of web techniques. You will learn (1) how to generate stories for the web, (2) how to use graphics for the web (3) how to use slideshows for the web and (4) how to make your site interactive using polls, quizzes, comments, and user-generated content and (5) how to use social media sites to get traffic to your site.

Instructor: Stephanie Gruber, USC Salkehatchie (S.C.)

Photography

Camera connections

Get photo tips and tricks, show off your photography skills and use Photoshop in this hands-on workshop. Students will have an allotted amount of time to take photos in and around the School of Journalism. After the shoot, our pro will teach you tricks in Photoshop to help improve those photos. *Bring a camera and adapter cords to download your photos onto the computers. You can also bring a jump drive with other photos to work on.* Certain photos selected from this session will be featured on the SIPA website and Facebook page.

Instructor: Bradley Wilson (N.C.)

Staff Connections

Connecting the dots

Learn how to connect your reporters, photographers, designers and editors into a cohesive staff to create a complete package. This workshop will allow teams of students to work together and will show you how to make the Maestro method work in your publication room. Students and advisers can benefit from this session. *Make sure to bring a camera and a laptop!* From finding the story, making connections with your sources, taking photos and stepping up your production quality, this hands-on course helps you discover what to do beyond the writing.

Instructors: Beth Fitts, Univ. of Mississippi, & Buck Ryan, Univ. of Kentucky

Carry it in to the convention

entry fee: \$5 per entry

You can pre-register the number of carry-in entries you are going to bring to the convention when you register online for the convention **OR** you can enter entries on the spot.

If you pre-register 10 entries but decide later you want to enter 13 at the convention, you are more than welcome to enter the extra entries when you arrive.

ELIGIBILITY REQUIREMENTS:

- Publications must be SIPA members.
- Adviser & one paying student must be present at the convention.
- Entries must be turned in by 10 p.m. Friday.

Entries will be disqualified if they do not meet the established criteria.

ENTRY PREPARATION:

All entries must be from the 2011-2012 school year. Each entry (except broadcast) must be mounted on black, white or gray foam or poster board. Actual pages, quality copies or PDFs are acceptable.

Entries cannot be larger than 14"x22" and photo entries should be put on 8"x10" boards. If entry is larger than 14" x 22", please reduce and print to fit on this size board. If any entry is larger than 14"x22" or if a photo entry is larger than 8"x10", it will automatically be disqualified. No mounting supplies will be provided at registration.

Each entry must have an entry tag on the back. Tags will be available in PDF form online and at the registration desk. We prefer you put the tags on the entries before you arrive to the convention.

AWARDS:

Three awards will be given for each of the carry-in contests: Best of Convention, First Runner-Up and Honorable Mention. Winners will be announced at the closing ceremony on Sunday.

CARRY-IN CATEGORIES

Advertising

- (AC) – Advertising, Color
- (ABW) – Advertising, Black and White

Art/Graphic/Illustration

- (AEC) – Editorial Cartoon
- (G) – Computer Graphic
- (I) – Illustration (including photo generation)
- (S) – Strip Cartoon

Broadcast

- (BA) – Anchor (30-60 seconds)
- (BC) – Public Service Announcement (30-60 seconds)
- (BG) – Graphics
- (BH) – Human Interest / Feature Story (2:30 max)
- (BN) – News Story (1:30 max)
- (BP) – Audio Podcast
- (BR) – Reporter (1:30 max)
- (BS) – Sports Coverage (1:30 max)
- (BV) – Videography (2:30 max)

Literary Magazine

- (MG) – Best Spread
- (MC) – Literary Magazine Cover

Newspaper/Newsmagazine

- (NF) – Newspaper Front Page
- (NMC) – Newsmagazine Front Page / Cover
- (NC) – Newspaper Centerspread
- (NE) – Newspaper Entertainment Page
- (NFP) – Newspaper Feature Page
- (NS) – Newspaper Sports Page
- (NOE) – Newspaper OP / ED Page
- (NHP) – Newspaper Headline Package

Online – mount URL of website on board

- (O) – Online Best of Show

Photography

Photos may be traditional film or digitally produced. Photography entries should not be manipulated beyond acceptable standards.

- (PA) – Academic
- (PC) – Club
- (PCS) – Computer Special Effects
- (PN) – News
- (PEP) – Environmental Portrait
- (PSE) – Special Effects in Camera
- (PPS) – Pictorial / Scenic
- (PS) – Sports
- (PSL) – Student Life

Recruitment/Public Relations

- (PR) – Recruitment Brochures

Yearbook

- (YA) – Academic Spread
- (YAD) – Ad Spread
- (YC) – Club Spread
- (YP) – People Spread
- (YS) – Sports Spread
- (YSL) – Student Life Spread
- (YC) – Yearbook Cover
- (YH) – Yearbook Headline Package
- (YAC) – Yearbook Alternative Copy
- (YO) – Opening Spread
- (YSD) – Section Divider
- (YES) – End Sheet

SIPA Hotel Reservation Form

The Marriott Columbia Hotel

1200 Hampton Street

Columbia, SC 29201

803-771-7000 / 800-593-6465 / 803-254-2911 fax

GROUP: SOUTHERN INTERSCHOLASTIC PRESS ASSOCIATION

Date: Feb. 29-March 4, 2012

Reservations must be made by February 10, 2012 to qualify for group rate.

Any changes to departure date after check in may result in additional fees.

Only (4) people allowed per room.

Roll-a-way beds are not available in rooms with (2) double beds.

Reservations received after the cut-off date are subject to availability.

Rooms may still be available after the cut-off date, but not necessary at the rate listed below.

RATE:

\$132.00 plus 11% tax (14.52) = \$146.52 per night

Please complete the bottom with your rooming list and send to Tiffany Adams at
tadams@pyramidhotelgroup.com or fax to 803-254-2911.

School Name:

School Advisor:

Advisor Phone:

Advisor Email:

Room 1:

a.

b.

c.

d.

Room 2:

a.

b.

c.

d.

Room 3:

a.

b.

c.

d.

Room 4:

a.

b.

c.

d.

Room 5:

a.

b.

c.

d.

Room 6:

a.

b.

c.

d.

Room 7:

a.

b.

c.

d.

Room 8:

a.

b.

c.

d.

METHOD OF PAYMENT:

Credit Card - please provide number

Cash Upon Arrival

School Check upon arrival

If sending advanced deposit, please list school name on check

Will you require bus parking?



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www.sc.edu/cmcis/so/sipa/cji

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a sipa summer workshop