

# 2012 SIPA Pre-Convention Planning Guide

have the...

**courage t  connect**  
SIPA 2012  
magazine • newsprint • online • photography • video • yearbook

...March 2-4, 2012

<http://sipa.sc.edu>  
p: 803.777.6284 • e: [schopres@mailbox.sc.edu](mailto:schopres@mailbox.sc.edu)  
Southern Interscholastic Press Association  
School of Journalism & Mass Communication  
University of South Carolina

# What you need to know...

## **When:**

**March 2-4, 2012**

Pre-convention sessions begin @ 1 p.m. at USC School of Journalism – directions will be sent out after registration

Convention registration begins @ 3 p.m. in Marriott Atrium

Convention opening ceremony begins @ 7:30 p.m. in Marriott Ballroom

Early-bird registration deadline – Feb. 10, 2012

## **Where:**

Marriott Hotel, Downtown Columbia, S.C., Main and Hampton Streets

## **How much:**

### **Registration costs**

\$75 full early-bird registration by Feb. 10

\$85 full registration after Feb. 10

\$50 day registration (restricted to 60-mile radius from Columbia, S.C.) – banquet not included

Advisers bringing 10 or more students may register free

### **Hotel cost & reservations**

To make reservations fill out the form on page 9 and follow the directions.

The cost of the hotel room is \$132 per night plus 11 percent tax for up to four people.

## **Forms to download:**

Carry-in contest tags – <http://sipa.sc.edu/carryin.html>

Awards – <http://sipa.sc.edu/awards.html>

Scholarships – <http://sipa.sc.edu/scholarships.html>

## **Online/Social Media:**

Facebook – Southern Interscholastic Press Association

Twitter hashtag – #sipa2012

Convention website – <http://sipa.sc.edu/con.html>

Email – [schopres@mailbox.sc.edu](mailto:schopres@mailbox.sc.edu)

# 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 & Visual 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, University of Mississippi, & Buck Ryan, University of Kentucky**

# Carry it in to the convention

## entry fee: \$5 per entry

### CARRY-IN CATEGORIES

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 11"x14" 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 11"x14", 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.

#### 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/News magazine

- (NF) – Newspaper Front Page
- (NMC) – News magazine 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

# Convention On-the-Spot Contests

## Newspaper & Yearbook Team Onsite Production (TOP)

*\*\*the contest formerly known as WED\*\**

**(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.

We are giving you all  
access to:

# Sipd's Got Talent

talent show

Friday Night  
after the ice  
cream social

Individual or staff acts!

## WIN A PRIZE!

Pre-Registration is required

Bring any music or supplies needed. Each act will have a  
3 minute window maximum.



# the second annual sipa's got talent registration form

\*\*Please email this information to sipaofficers@gmail.com AND schopres@mailbox.sc.edu.  
SIPA student officers will be in charge of handling entries\*\*

School \_\_\_\_\_

Name of Publication \_\_\_\_\_

Adviser's name \_\_\_\_\_

City, State \_\_\_\_\_

Please check one:  Individual Act       Staff Act

Individual name and grade \_\_\_\_\_

**OR**

Number of Participants in Staff Group \_\_\_\_\_

Name of Act and Description \_\_\_\_\_

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What do you need from us? (mic, speakers, etc.) \_\_\_\_\_

\*Please fill out a separate form for each act. Staffs are not limited to one individual act. All acts must be limited to three minutes. Bring any props and costumes for the act. SIPA is NOT liable for any theft, lost or damaged items, so please be careful and thoughtful of what you bring. Please make sure your act is school appropriate!

# SIPA Convention and CJI Planning List

If you plan ahead and provide a payment plan, you & your staff can be attend SIPA's annual convention March 2-4, 2012, and/or SIPA's summer workshop, the Carolina Journalism Institute, June 13-17, 2012.

**USE THE FOLLOWING TO HELP YOU PLAN.**

## **TOTAL COSTS:**

### **SIPA Convention**

- Room for **TWO** nights: \$293.04 (includes tax) / 4 per room = \$73.26
- Convention Registration = \$75 (students); \$85 (advisers); \$0 (advisers with 10+ students / guest speakers & judges)
- Carry-in contests and on-site competitions are extra.

Transportation = \$ \_\_\_\_\_

Misc expenses = \$ \_\_\_\_\_

**Total cost per student to attend SIPA convention = \$148.26** (not including transportation and contests / competitions)

## **CJI**

- Room for **FOUR** nights: 4 students per room=\$120 (\$30 per night); 3 per room=\$160; 2 per room=\$225; single room=\$425
- CJI Registration = \$225 (earlybird)
- Lab fee for design and video classes is \$25 extra.

Transportation = \$ \_\_\_\_\_

Misc expenses = \$ \_\_\_\_\_

**Total cost per student to attend CJI = \$345** (in quad occupancy & not including transportation, food and lab fee)

**COST FOR ONE STUDENT TO ATTEND SIPA & CJI** (not including transportation, miscellaneous expenses and contest / lab fees) = **\$493.26**

**PAYMENT PLAN** – Set up a payment plan with a deposit, after you adjust for transportation and other costs, so students can pay throughout the school year instead of one large sum. If a student comes to both SIPA and CJI and has a six-month payment plan, he/she will pay less than \$100 a month!

# 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:

Room 5:

a.

a.

b.

b.

c.

c.

d.

d.

Room 2:

Room 6:

a.

a.

b.

b.

c.

c.

d.

d.

Room 3:

Room 7:

a.

a.

b.

b.

c.

c.

d.

d.

Room 4:

Room 8:

a.

a.

b.

b.

c.

c.

d.

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?