SCSPA

EMPOWERING

TOMORROW'S JOURNALISTS

FALL CONFERENCE

MONDAY, OCTOBER 3, 2016

Advisers check in at the registration desk in room 301 of the Russell House Student Union. There we will have lunch tickets for advisers, a parking pass (if requested) and other pertinent materials.

Don't forget to join us for the Awards Ceremony at 1:30 p.m. in the Russell House Ballroom. Broadcast, newspaper and online staffers, there is an afternoon session for you during the ceremony.

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

8 – 9:30 a.m.

Conference registration
301
Advisers should register and pick up conference materials in room 301 of the Russell House.

9:30 – 10:15 a.m.

Teasers, titles and tags...oh my! (YB)
203 – Rene Horton, Pleasant Hill MS
Writing good copy for yearbook takes time, effort, and creativity. Learn how to turn your investigations into a written history of your school and create captivating captions that embody the moment.

Streamline your design (NP)
205 – Nina Brook, Richland Northeast HS
Make your publication user-friendly by learning basic design principles, consistency and the latest trends Submit a PDF of your publication early or bring a copy with you to receive valuable feedback.

Avoiding media bias (BC)
302 – Ann Bailey, Summerville HS
You can't ignore the election in your coverage. The session will offer tips and tricks on being objective while covering current events like the presidential election.

Oh, the drama! Script and screenplay writing (BC/MG)
303 – Beth Swann, Nation Ford HS
Yes, you can write and film shorts for your broadcast and lit mag – or just for fun! Watch a few fabulous films and learn storyboarding, how to format scripts, basic shots and framing and more. It's your turn to be a star and tell a story to remember.

Creating a book board: plan it! (YB)
304 – Devon Swale, Herff Jones
Don't get caught wearing a black belt and brown shoes. Early planning is key for your book's successful runway debut in 2017. Learn how to create a mood/inspiration board to pull your thought and ideas together for your cover and theme design.

CJI and Baldwin Pre-Collegiate Fellowship (ALL)
305 – Patrick Baird & Anabelle Baxter, Summerville HS, & Chyna Wallace, Dutch Fork HS
Find out how these three students spent their summer learning how to create collaborative, multimedia journalism packages and got real world experience. They will present their stories and discuss skills they learned and how they've used them since.

Using Google Drive to organize your staff (DM)
315 – Amy Medlock-Greene, Dutch Fork HS
If your staff is like most, you have a lot of files and equipment to manage, but you can use Google Drive to keep track of what's what and where it all is. This session will offer tips on using Google Forms to manage equipment, Google Sheets to keep up with everyone's responsibilities, Google Calendar to track deadlines, and Google Docs to write and collaborate on stories. (I'll even share my Google Slides presentation with you at the end of the session!)

10:20 – 11:05 a.m.

Great gathering comes first (ALL)
Ballroom – David Knight, Lancaster HS
The greatest journalists are always the greatest gatherers – of information, of stories, of images. Find out how to improve your gathering through interviews.

Marketing to the masses (MG)
203 – Carlo Dawson, South Pointe HS
So you've finished the magazine. Now you have to get people to read it. Learn how to promote your magazine to the student body and market the publication to community partners.

Marketing in style (DM/YB)
205 – Phillip Caston, Wando HS
Half the battle is getting students interested in your class. Effectively market your publication with eye-catching posters, social media, announcements, and commercials to grab your consumers' attentions.

Smartphone photography (P)
302 – Miles Romney, USC SJMC
You don't need expensive equipment to take quality photos all the time. Learn tips on how to use your Smartphone to to capture those unforgettable moments.

Watch me click, watch me edit (MG)
303 – Isabelle Burgin & Andrew Hinson, South Pointe HS
During the session, attendees will learn how to use photography to enhance the quality of their literary magazine and bring unity and cohesion to the theme. Learn how to take and highlight artistic photography.

#140CharactersOrLess: Putting social media to work for your publication (DM)
304 – Summer Huechtker, USC SJMC
Learn to use multiple social media platforms to broadcast live events as well as to connect your publications to students and your community.

Get off campus (BC/DM)
305 – Chyna Wallace, Dutch Fork HS
Learn how to cover events off campus that relate to the student body. Student media can use online and broadcast tools to take them somewhere they can't go, show them something they can't see.

Stayin' a-LIVE (BC)
315 – RNE-TV students
There's nothing like going live. Student news directors will explain the process of producing a live broadcast and live events.

Don't just say, prove it! (NP)
322 – Cindy Koon, South Pointe HS
Make editorial writing easy – and effective – by understanding that arguments aren't just expressions of opinion. They're backed up by facts. Learn how to search and logically support your editorials while making your readings care and empowering them to take action.

11:10 – 11:55 a.m.

10 shots you have to get (well, maybe more than 10) (BC)
Ballroom – David Knight
Get these shots every time you go out to shoot, and you'll produce award-winning packages, PSAs and movies.

Advisers' business meeting (ADV)
201 – Leslie Dennis, SCSPA director
Any publication adviser interested in discussing SCSPA business concerns is welcome to attend this meeting.

No money, mo' problems (ALL)
203 – Jenny Proctor, Lugoff-Elgin HS
Let's be honest – every publication can use more money. In this session, learn how to strengthen your ad sales and get tips and tricks for creative fundraising.

Design it right (YB)
205 – Jim Channell, Walsworth
In this session we will look at 10 basic rules for designing your pages. We will also look at additional items like packaging/ mods, isolation rails, white space and other concepts to jazz up your spreads.

Gender bias in media (ALL)
302 – Leigh Moscowitz, USC SJMC
In this session, Dr. Moscowitz will discuss gender bias and the difficulties of women face in journalism.

Crucial cropping, fantastic filters (P)
303 –Andrew Bell & Luke Samples, Jostens
Learn how to use Adobe Photoshop efficiently and effectively to get the most out of your pixels and create stunning imagery. This session will also show students nondestructive editing techniques and how to achieve more creative effects.

How to eat the elephant (YB)
304 – Beth Ward, Mauldin HS
Does your yearbook feel like an elephant? A HUGE animal that can be difficult to tame or control? Learn tips on how to complete your yearbook without becoming overwhelmed in the process. This class is designed to help advisers and editors tame the elephant and break it into small bites.

To print or not to print? (MG)
305 – Claudine Hughes, Northwestern HS
What belongs in your literary magazine? Learn how to encourage submissions, organize pieces so you can streamline the process and decide what you should print.

Unwrapping the whole package (DM/NP)
315 – Tammy Watkins, Wando HS
Expand news and feature stories to include in-depth coverage through multiple secondary sources, sidebars, graphics and links to online extras like videos of your interviews.

The lowdown on leadership (YB)
322 – Des Armstrong & Sophie Winnick, Wando HS
Creating a happy and productive work environment is key to having staffers carry out your mission. Learn tips on how to address personnel issues as they arise (which they will).

Noon – 1:30 p.m.

Lunch
Students will eat lunch on their own. Advisers are invited to join other advisers, speakers and our special guests in the Preston Dining Room for a luncheon buffet.

1:30 – 2:15 p.m.

Fall Conference Awards Ceremony
RH Ballrooms A, B, C

Storytelling that ain't boring (ALL)
315 – David Knight, Lancaster HS
Learn the secrets of great storytelling that will transform your stories into copy that readers just can't put down.

SCSPA AWARDS CEREMONY AT 1 P.M. IN THE RUSSELL HOUSE BALLROOM

- SCSPA & USC Welcome – Leslie Dennis, SCSPA director
- Bruce E. Konkle Rising Star Award
- 8 Individual Magazine Competitions – Art; Article; Cover; Photo; Poem; Review; Short Story; Spread Design
- 7 Individual Yearbook Competitions – Candid Photo; Cover; Feature Photo; Feature Story; Sports Photo; Spread Design; Theme Development
- 10 Magazine Evaluations (Merit/Honor/Superior/All-State)
- 32 Yearbook Evaluations (Merit/Honor/Superior/All-State)
- 1 Most Improved Magazine
- 1 Most Improved Yearbook
- 2 Magazine Palmetto Awards
- 5 Yearbook Palmetto Awards
- 2 Best in State Awards

2015-2016 BOARD MEMBERS

ADVISER OFFICERS*

Chair: Deborah Gascon, Dutch Fork HS

Vice Chair: Amy George, Laurens District 55 HS

Secretary: Amy Goodwin, Camden HS

Representatives

Broadcast: A.J. Chambers, Richland Northeast HS & Dana Miley, James Island Charter HS

Jr. High/Middle School: Rene Horton, Pleasant Hill MS

Lowcountry: Phillip Caston, Wando HS

Magazine: Carlo Dawson, South Pointe HS

Midlands: Kim Cimney, West Florence HS

Newspaper: Beth Swann, Nation Ford HS

Online/Digital Media: Amy Medlock-Greene, Dutch Fork HS

Upstate: Cindy Koon, South Pointe HS

Yearbook: Amanda Hajji, Lexington HS, & Beth Ward, Mauldin HS

STUDENT OFFICERS**

President: Ann Bailey, Summerville HS

Vice President: Patrick Baird, Summerville HS

Representatives

Broadcast: Malcolm Tyson, Richland Northeast HS

Lowcountry: Sophie Winnick, Wando HS

Magazine: Isabelle Burgin & Andrew Hinson, South Pointe HS

Midlands: Henry Kerfoot, Camden HS

Newspaper: Kayla Thomason, South Pointe HS

Online/Digital Media: Anabelle Baxter, Summerville HS, & Chyna Wallace, Dutch Fork HS

Upstate: Shelby Beckler, South Pointe HS

Yearbook: Des Armstrong, Wando HS

*Adviser officers complete their two-year terms in spring 2018.

**Student officers serve through the 2017 spring conference.