



SCSPA

EMPOWERING
TOMORROW'S JOURNALISTS

SPRING CONFERENCE

MONDAY, APRIL 24, 2017

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.

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 – 10:10 a.m. _____

Oops, I did it again? (BC)

Ballroom – A.J. Chambers, Richland Northeast HS

Looking to improve your broadcast or online video? We'll uncover ten common obstacles or mistakes new video journalists experience. You will leave with ideas on how to improve your storytelling and production value for online and broadcast video.

Capture the moment (P/YB)

203 – Rene Horton, Pleasant Hill MS

Stories go beyond copy on a page. In this session, get tips on how to select photographs that make an impact and how to write meaningful captions to finish the story.

(Work)flow & let go (DM)

205 – Callie Neal, Gracie Fulcher & Tommy Dame, Summerville HS

The variable deadlines that accompany online publications can be a blessing or a curse. Learn how to take control of your workflow by managing your staff using techniques that won't overwhelm students or advisers.

Writing poetry (MG)

302 – Beth Swann, Nation Ford HS

Enliven poetry in your literary magazine through genres and poetic devices. This session will also help you diversify your poetic content.

When B-roll is scarce (BC)

303 – Ann Bailey, Summerville HS

When a national event becomes the talk of the school, a publication may face pressure to cover it. However, when local resources do not allow for full coverage, it can be hard to find decent footage. In this session, we cover what to do in order to localize an issue and how to find footage.

From tuition to taxes (DM/NP)

304 – Cassie Cope & Avery Wilkes, *The State* newspaper

Why is attending college so expensive? Why does your paycheck shrink? Where does that money go? Covering S.C. state government means paying attention to how billions of YOUR dollars are spent.

Between your thumbs (ALL)

305 – Patrick Baird, Summerville HS

Your phone is a powerful reporting tool that allows you not only to write your story but also add engaging photos and videos. Use your phone to engage with your audience through social media, tag the members of your school and community to broaden your audience and conduct a triple threat interview through audio, video and photos.

Covering (and cutting) the nets (P)

315 – Tracy Glantz, *The State*

Learn all about sports photography from *The State's* Tracy Glantz, who covered the University of South Carolina women's basketball team from the training camp to the national championship win.

10:15 – 10:30 a.m. _____

Assembly (ALL)

Ballroom

Student officers running for next year will be announced and introduced and staffs will cast ballots as they leave. Candidates running for president will make speeches.

10:35 – 11:15 a.m. _____

24 great leads – and some bad ones, too (ALL)

Ballroom – David Knight, Lancaster HS

A boring lead can doom a great story that you spent hours interviewing, researching and writing. See examples of great leads that grab readers/ And get tips on avoiding cop-out leads that turn readers off.

Advisers' network (ADV)

201

After you have gotten your students off to their classes, join other SCSA advisers for a few minutes of relaxation and networking.

24K magic in the spread (MG)

203 – Isabelle Burgin & Oonagh Kelly, South Pointe HS

Learn how to create aesthetically-pleasing spreads from two staff members of South Pointe High Schools' award-winning *Impulse* Magazine.

If it's not W-R-I-T-E, it's L-E-F-T out (YB)

205 – Phillip Caston, Brooke Fletcher and Abbey Byrd, Wando HS

Yearbooks tell the story of the year, but if staffers don't tell the story the right way, no one will read it. This session will review tips on writing the complete yearbook story.

Photography: Elevate to the next level (P)

302 – Sophie Winnick, Wando HS

Anybody can say they're a photographer if they have a camera, but how do you separate your work from the rest? In this session, we will take a hands-on approach to learning how to get the best shots and expand creativity using unique angles, spot-on settings, and good lighting.

Apply the Maestro concept to online productions (DM)

303 – Patrick Baird, Summerville HS, and Amy Medlock-Greene, Dutch Fork HS

You have one story that needs to be covered from a variety of angles. How do you work together as a staff to ensure your coverage is comprehensive and that all of the angles are covered?

Building packages (NP)

304 – Kayla Thomason, South Pointe HS

Unwrap the gift of good newsmagazine design in this session. Learn how to develop multi-page packages which catch readers' attention and hold their interest while developing in-depth stories and graphics. Kayla Thomason of SPiN will show you how to elevate your design.

Broadcast graphics: Do's and don't's (BC)

305 – Henry Horlbeck, Richland Northeast HS

In this session, the "RNE-TV" Live graphics producer will give tips on how to produce original graphics for broadcast. He will give examples and suggestions on how to brand and communicate using graphics.

Online journalism in 2017 (ALL)

315 – Matt Walsh, *The State*

Learn how one of the largest newspapers in the Palmetto State covers events in print and online in 2017 from Matt Walsh, the director of photography and video at *The State*

11:20 a.m. – Noon _____

Back to basics (ALL)

Ballroom – David Knight, Lancaster HS

Getting the good quotes takes more than a text, Tweet or Snapchat. This session will take you back to the basics of how to conduct a good interview.

Advisers' summer plans (ADV)

201 – Leslie Dennis, SCSPA director

How do you submit your summer evaluations and individual competitions? Leslie will tell you all you need to know about sending in your publication for evaluation and talk about the Baldwin Pre-Collegiate Fellowship and CJI in June.

College survival guide (ALL)

203 – Summer Huechtker, USC SJMC

Are you ready to take your high school journalism career to the next level? This session will tell you all about what to expect with college journalism, what to get involved in, and the most important tips in order to be successful. This session will address college journalism publications ranging from broadcast, to video production, to print publications.

The three c's of fake news (ALL)

205 – Ernest Wiggins, USC SJMC

The material in this session is grounded in traditional journalistic standards and offers tips on how to separate facts from opinion and real news from fake by examining content and construction and using common sense.

Humans of SCSPA (YB)

302 – Jenny Proctor, Lugoff-Elgin HS

Discover how to be approachable, dig for meaningful quotes and pull together the best story to capture the meaning of the year and the theme of your book.

Redesign now for Fall 2017 (NP)

303 – Nina Brook, Richland Northeast HS

Later today, you'll receive valuable feedback in your publication's evaluation. Will you gloat about your score? Will you pout on the bus ride back home? Or, will you use these valuable comments to update and improve your publication for the coming year? Learn about new trends in design and how to apply them to your newspaper or newsmagazine.

It's not summer vacation: Things your staff can do to be ready for 2018 (YB)

304 – Lisa McCulley, Spartanburg HS

Hit the ground running in August by preparing in the spring and summer. Gather tips to spend the time after the yearbook is finished and throughout the summer to make the next year easier, more productive and your book better than it has been before.

Visual storytelling (DM)

305 – Shelby Beckler and Vy Mai, South Pointe HS

Learn to use apps like Stellar, SparkPage, Thinglink and Playbuzz or online galleries to help enhance the visual appeal of your online stories.

Sports is for everyone (BC)

315 – Malcolm Tyson, Richland Northeast HS

In this session students will hear how a sports broadcast goes beyond the scores. Hear about how Sports 360 at Richland Northeast HS integrates sports stories, athlete profiles, and footage to make their sports segments more entertaining and informative.

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.

Spring Conference Awards Ceremony

RH Ballrooms A, B, C

**SCSPA AWARDS CEREMONY AT
1:30 P.M. IN THE RUSSELL HOUSE
BALLROOM**

- General welcome & student election results – Ann Bailey, SCSPA student president
- Awards ceremony emcee – Leslie Dennis, director
- 8 Broadcast Individual Awards (First place only)
- 8 Online Individual Awards (First place only)
- 26 ESNA Yearly Awards (A/B first place only/13 categories)
- 6 Broadcast Evaluations (Merit/Honor/Superior/All-State)
- 7 Newspaper Evaluations (Merit/Honor/Superior/All-State)
- 6 Online Media Evaluations (Merit/Honor/Superior/All-State)
- Spring Photography Contest
- 1 S.C. Journalist-of-the-Year Award (\$500)
- 1 SCSPA Scholarship (\$1,000)
- 1 Reid H. Montgomery Adviser-of-the-Year Award
- 1 Scroggins Award
- 1 Most Improved Broadcast
- 1 Best in Broadcast
- 1 Best in Newspaper
- 1 Best in Online Media

2016-2017 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

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

**Student officers serve through the 2017 spring conference.