



SPRING CONFERENCE

MONDAY, APRIL 23, 2018

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 Theater.

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. _____

Advisers' panel Q&A (BC)
201 – A.J. Chambers, Richland Northeast HS

Come “talk shop” with other advisers to find out what they're doing with their broadcast programs. Daily? Weekly? Live? Taped? Final Cut? Adobe Premiere? This session will offer an opportunity for advisers to ask questions and get answers.

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.

Blogging like a boss (DM)

302 – Michaela Baker, USC School of Journalism and Mass Communications

Thinking about starting a blog? This session will go over some ways to get going, how to make sure your content stands out against the rest and how to grow your audience.

Sports 360 (BC)

303 – Alex Wages, Richland Northeast HS

Learn how to create a sports team on your staff with the goal of covering every sport on your campus. Hear tips for producing both a pre-taped and live sports report.

When all you have is your phone (ALL)

304 – Todd Whittington, Dutch Fork HS

Ideally, you have your professional camera with you whenever you need to cover a story, but sometimes all you have is your phone. Learn how apps like Videolicious and FilmicPro can bring some professional features to the camera that's always in your pocket.

Photoshop basics (PRE-REGISTER)

305 – Will Buie, Laurens District 55 HS

Never touched Photoshop before? Not a problem! In this session, you will Photoshop beginner fundamentals. *If you have a laptop with Photoshop, great! Bring it and follow along. If not, that's fine, too. Come and take notes.*

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.

10:15 – 10:30 a.m. _____

Assembly (ALL)
Russell House Theater

Student officers for next year will be introduced. Candidates running for president will make speeches.

10:35 – 11:15 a.m. _____

Advisers' network (ADV)
201

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

Recruiting: Top classes (ALL)

203 – Phillip Caston, Marguerite Peterseim and Greyson Webb, Wando HS

As one legendary football coach once said about success, “It's not the X's and the O's; it's the Jimmies and the Joes.” The same applies to student media success: you can have a sound plan for good journalism, but recruiting top-level student talent is the ultimate key to thriving programs. This class will show you how to lure the best teens to your programs and make their scholastic journalism classes the highlights of their day.

We are family (ALL)

205 – Lisa McCulley, Spartanburg HS

Is your class just another elective to your staff, or is it a family? Learn how to form a tighter bond among your staffers. Horseback riding. Paintball battles. Or maybe something as simple as a birthday party for each staff member. Boosting morale creates a work environment that students love.

People, places, theme (MG)

302 – Carlo Dawson, South Pointe HS

Coming up with a good theme for a literary magazine can prove challenging. Staffers don't want their theme to bore readers or distract from the content. This session will provide information about how to create an interesting and relevant theme that can be incorporated throughout your literary magazine.

Shoot like the pros (BC)

303 – Kelly Donoghue, Summerville HS

Hear from someone who is the former Chief Photographer for Charleston's WCBD2 about how to get compelling shots to enhance your story.

Promoting your publication through Instagram (DM/ALL)

304 – Patrick Baird, Summerville HS

Instagram is more than just a photo-sharing platform. You can tell a story, sell products, advertise and gain followers – all of which should be your goals as a publication. Find out how to promote your publication through Instagram, gain followers and get those followers from your Insta to your product.

Photoshop intermediate (PRE-REGISTER)

305 – Will Buie, Laurens District 55 HS

Want to explore more with Photoshop? In this session, we break down Photoshop and go beyond the basics. *If you have a laptop with Photoshop, great! Bring it and follow along. If not, that's fine, too. Come and take notes!*

Resurrecting Mrs. Kelly: In-depth profiles (DM/NP/YB)

315 – Cindy Koon and Armand Broady, South Pointe HS

Find out how to breathe new life into biographical interview stories (in the style of Jon Franklin's Pulitzer Prize-winning "Mrs. Kelly's Monster) through use of vivid word choice, scene setting, conflict with complications, imagery and figurative language and dialogue. We'll breathe new life into the "Humans of ..." stories model.

24 great leads (and some bad ones, too) (DM/NP/YB)

Theater – 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.

11:20 a.m. – Noon _____

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 discuss CJJ in June and a new advisers' retreat in August.

Covering tragedy and loss (ALL)

203 – Phillip Caston, Wando HS, and Amy George, Laurens District 55 HS

Unfortunately, it's not a question of if it will happen to your school, it's a question of when. Reporting on tragedies at your school takes a special level of care, tactfulness and professionalism. Learn how to approach these important stories with sensitivity from an adviser and a former journalist who has worked as a professional police reporter covering loss of life.

We recommend students who have suffered a recent loss not attend this session.

Fab flash fiction (MG)

205 – Beth Swann, Nation Ford HS

No matter what you call it – short-short story, sudden, postcard, furious, fast, micro – the very short story is in vogue, and with limited space in your lit mag, it's also all the rage. How can you tell a meaningful, provocative story in six words? 100 words? Two pages? This session will give you the low-down and places to publish.

Fake news! Or is it? (ALL)

302 – Jamie Self and Avery Wilkes, The State newspaper

Learn how to discern fact from fiction with in-depth fact checking and source building in a world where the line between truth and hype has become blurred.

Pre-planning your story ideas (BC)

303 – Dr. Kevin Hull, USC School of Journalism and Mass Communications

Before you even touch a camera, you need to know how to contact your interviewees (and be persistent to get the interviews you need) and how to find applicable and relevant content for your story idea.

Finding your voice (YB)

304 – Devon Swale, Herff Jones

Theme matters, and you need to start planning next year's book now. In this session, you will learn the awesomeness that happens when the visual and verbal tell the same story.

InDesign trade secrets (PRE-REGISTER)

305 – Will Buie, Laurens District 55 HS

In this session, you'll learn how to maneuver through the basics of InDesign and use the program's tools to create a layout. *If you have a laptop with InDesign, great! Bring it and follow along. If not, that's fine, too. Come and take notes!*

Sports is for everyone (ALL)

315 – Armand Broady, South Pointe HS

This former researcher at ESPN can give you the inside scoop on what it's like to work for a professional sports network and how to produce a professional-quality sports report.

Power columns (ALL)

Theater – David Knight, Lancaster HS

Who cares what you have to say? Make them! The key to a great column is making your readers care about you. Get tips on how to write an amazing opinion piece that will both interest and matter to your reader.

Noon – 1:15 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.

1:15 – 2:15 p.m. _____

Spring Conference Awards Ceremony

Russell House Theater

SCSPA AWARDS CEREMONY AT 1:15 P.M. IN THE RUSSELL HOUSE THEATER

- General welcome & student election results – Ronitra Wilson, SCSPA student president
- USC Welcome – Dr. Tom Reichert, dean, College of Information and Communication
- Awards ceremony emcee – Leslie Dennis, director
- 8 Broadcast Individual Awards (First place only)
- 8 Online Individual Awards (First place only)
- 25 ESNA Yearly Awards (A/B first place only/13 categories)
- 6 Broadcast Evaluations (Merit/Honor/Superior/All-State)
- 6 Newspaper Evaluations (Merit/Honor/Superior/All-State)
- 6 Online Media Evaluations (Merit/Honor/Superior/All-State)
- 1 S.C. Journalist-of-the-Year Award (\$500)
- 1 SCSPA Scholarship (\$1,000)
- 1 Reid H. Montgomery Adviser-of-the-Year Award
- 1 Most Improved Broadcast
- 1 Best in Broadcast
- 1 Best in Newspaper
- 1 Best in Online Media

2017-2018 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, and LTC John Heflin, Camden Military Academy

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: Ronitra Wilson, Richland Northeast HS

Vice President: Patrick Baird, Summerville HS

Representatives

Broadcast: Henry Horlbeck, Richland Northeast HS

Lowcountry: Abbey Byrd, Wando HS

Magazine: Jacob Morgan, South Pointe HS

Midlands: Jack Furlow, Camden Military Academy

Newspaper: Kinsley Thurston, South Pointe HS

Online/Digital Media: Vy Mai, South Pointe HS

Upstate: Darcy Roberts, South Pointe HS

Yearbook: Brooke Fletcher, Wando HS

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

**Student officers serve through the 2018 spring conference.