

2020 SIPA CONVENTION PROGRAM

MARCH 6-8



SOUTHERN INTERSCHOLASTIC PRESS ASSOCIATION

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SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS • UNIVERSITY OF SOUTH CAROLINA

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Welcome to Soda City!

The SIPA Convention takes place at the Columbia Marriott on the corner of Main and Hampton streets in the City Center of Columbia, South Carolina. Columbia – AKA Soda City – has a vibrant Main Street that keeps growing. Everything you need during the weekend can be found within a few blocks of the hotel. All convention sessions are housed in the hotel, and pre-convention workshops and on-site competitions are less than one mile away at the University of South Carolina's School of Journalism and Mass Communications.

Looking for a place to eat near the convention hotel? You don't have to walk far from the hotel to find what you want. Main Street restaurants offer diverse fare for breakfast and lunch. Find what you are craving by using this map.

On Saturday, Soda City Market opens outside the hotel from 9 a.m. to 1 p.m. and offers you the opportunity to choose from multiple local and diverse food vendors. It's a great place to find quick, good food for a great price. Find out more at <http://sodacitysc.com/>.

Food Map



<http://goo.gl/a7FTTi>

Journalism School

UofSC's School of Journalism and Mass Communications is located at 800 Sumter St. in the historic Horseshoe district of campus. The J-School's new home of new media offers state-of the art facilities, which will house on-site competitions and pre-convention workshops during the SIPA weekend.

Walking Map



<https://goo.gl/V2YD5s>

Why not walk to the J-School instead of driving? The J-School (800 Sumter St.) is less than a mile from the Marriott Hotel. On your route, you pass the South Carolina Capitol and the historic Horseshoe. Find your way on foot to the J-School by accessing this map.

Alphabet soup explained

ASNE: American Society of News Editors

ASPA: Alabama Scholastic Press Association

ATPI: Association of Texas Photography Instructors

CIC: College of Information and Communications

CJE: Certified Journalism Educator

CSPA: Columbia Scholastic Press Association

DJNF: Dow Jones News Fund

GSPA: Georgia Scholastic Press Association

JEA: Journalism Education Association

MJE: Master Journalism Educator

MSPA: Mississippi Scholastic Press Association

NBCT: National Board Certified Teacher

NCSMA: North Carolina Scholastic Media Association

NSPA: National Scholastic Press Association

SCSPA: South Carolina Scholastic Press Association

SJMC: School of Journalism and Mass Communications

SNO: School Newspapers Online

SPLC: Student Press Law Center

TAJE: Texas Association of Journalism Educators

UofSC: University of South Carolina

VAJTA: Virginia Association of Journalism Teachers and Advisers

Convention info

Discipline

Students must be in rooms and quiet from midnight to 7 a.m. Saturday and Sunday.

Advisers must make sure students observe these hours. SIPA staff and hotel security personnel will be patrolling the hotel each evening but are not responsible for student behavior.

Possession of alcoholic beverages, illegal drugs or any weapons will not be tolerated.

All students must wear their SIPA nametags throughout the convention while in the hotel or the J-School.

Students should conduct themselves with discretion in the hotel and in the city. Their behavior is a reflection on SIPA, scholastic journalism and individual high schools.

Advisers should know where their students

are at all times. Each student should be accompanied by at least one other convention delegate when outside the hotel. Students should not be outside at night without an adviser or chaperone.

Rudeness to other hotel guests or hotel employees; misuse of or playing on the elevators; excessive noise in hotel rooms, halls or other public areas; misuse or destruction of hotel property, and all behavior that is dangerous or inappropriate is not acceptable. Refer to the signed behavior contract, which is required for all attendees.

Hotel Bills

Each adviser must settle their school's bill at checkout. Room service and long distance phone calls add to the bill. The hotel cancels access to pay-per-view movies in all rooms occupied by students.

If students wish to watch a movie, they must go to the front desk and use a credit card.

Student Elections

Only one person from each school may campaign for an office.

The elected officers are president, vice president and two members-at-large.

Only presidential candidates will give speeches during the Saturday morning keynote. Speeches should be no longer than three minutes.

Voting will take place during the dance Saturday from 10 - 11 p.m. outside the Capital Ballrooms. Hand your ballot to the student officer or SIPA student assistant on duty. Each SIPA member publication staff in attendance at the convention may have ONE vote.

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Southern Women editor to speak on representation in storytelling in keynote address

Amanda Heckert of *Garden & Gun* magazine will give a keynote speech on Saturday at 9 a.m. Heckert is the deputy editor at *Garden & Gun* and editor of the magazine's latest book, *Southern Women*.

Launched in 2007, *Garden & Gun* is a lifestyle magazine that "covers the best of the South, including the sporting culture, the food, the music, the art, the literature, the people and their ideas," according to its website. In its 12 years, *Garden & Gun* has won numerous awards for journalism and has more than one million readers.

"Amanda's work with *Garden & Gun* and recent book, *Southern Women*, is a

wonderful example of finding stories in your region and uniquely telling them," Leslie Dennis, Director of Scholastic Media Organizations, said.

Southern Women shares more than 100 stories of chefs, musicians, actors, writers, artists, entrepreneurs, designers, public servants, and others.

It was a "dream come true" for Heckert, a University of South Carolina alumna, when the editor of *Garden & Gun* asked her to edit *Southern Women*.

According to Dennis, Heckert's work aligns with this year's convention theme, "Make Them Listen," by making sure people and stories that are

not often told have a presence in storytelling.

"The stories in *Southern Women* showcase underrepresented voices and the diversity of women in the South," Dennis said. "When the student officers developed the idea of this year's theme, 'Make Them Listen,' one of the focuses was amplifying voices that do not typically have an outlet. Her dedication to finding stories within the Southern region and voicing those who have been underrepresented fits perfectly in that theme."

– Kailey Cota, SIPA assistant

THANK YOU TO OUR SPONSORS!

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- School Newspapers Online

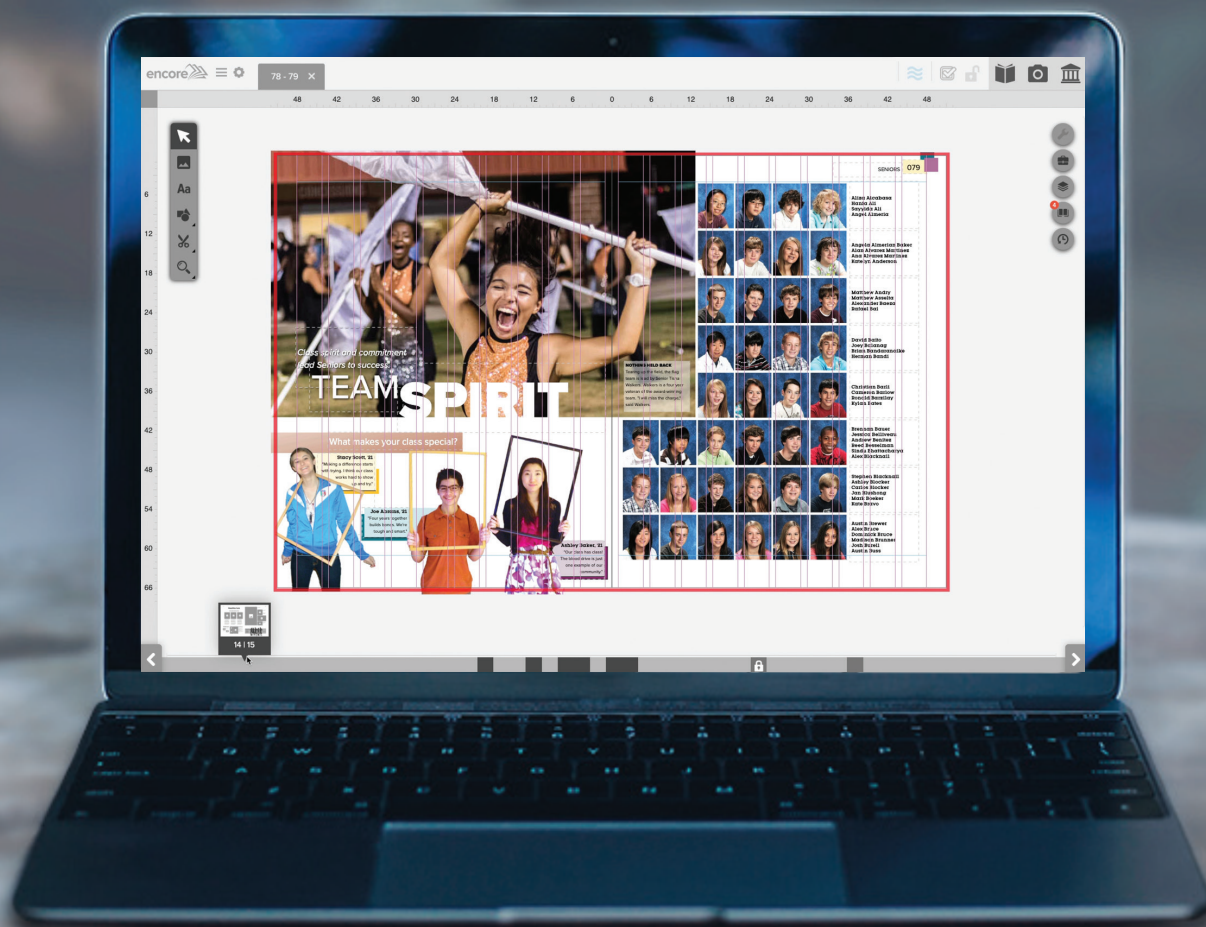
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SETTINGS WIZARD

The intuitive user interface leads you through a series of simple steps to set defaults for all aspects of your project:

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- Create custom deadlines
- Arrange and rearrange spreads
- Assign students to pages
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Weekend Highlights

Stay updated all weekend by following SIPAatUSC on Twitter, Instagram and Snapchat

Friday • March 6, 2020

1 - 5 p.m.	Pre-Convention workshops
3 - 7 p.m.	Registration
5 - 7:30 p.m.	Exhibit area open
7:30 - 8:45 p.m.	Opening ceremony
9 - 10:30 p.m.	Exhibit area open
9 - 9:45 p.m.	Class session #1
10 - 11 p.m.	Adviser networking
	Student ice cream social and meet & greet activities
11:30 p.m.	Quiet time begins

Saturday • March 7, 2020

8 - 8:45 a.m.	Quiz Bowl preliminary test
8 a.m. - 3 p.m.	Exhibit area and exchange tables open
9 - 9:45 a.m.	Keynote address
10 - 10:45 a.m.	Class session #2
11 - 11:45 a.m.	Class session #3
Noon - 1:30 p.m.	Adviser awards luncheon
1:30 - 2:15 p.m.	Class session #4
2:30 - 3:15 p.m.	Class session #5
3:30 - 4:15 p.m.	Class session #6
7 - 8:30 p.m.	Convention banquet with evaluation rating, award and scholarship presentations
8:30 - 11:30 p.m.	SIPA Endowment auction
8:30 - 11:30 p.m.	Choice of: <ul style="list-style-type: none">- SIPA's Got Talent!- Staff networking room- Quiet book room
10 - 11 p.m.	Student officer elections
Midnight	Quiet time begins

Saturday On-site Competitions

10-11 a.m.	Grammar challenge
1:30 - 4:30 p.m.	All TOP competitions
	Review writing
2 - 4:30 p.m.	BC individual anchor
2:30 - 4:15 p.m.	Grammar challenge
5 - 6 p.m.	Quiz Bowl rounds 1-4

see page 12

Saturday Adviser Activities

1:30-4:15 p.m.	Roundtable discussions
2 - 2:45 p.m.	Endowment meeting

Sunday • March 8, 2020

8 - 9:30 a.m.	SIPA Executive Committee meeting
9:30 - 10:15 a.m.	Class session #7
10:30 - 11 a.m.	Quiz Bowl finals
11 a.m. - Noon	Closing awards ceremony

Pre-convention workshops

Friday, March 6

1 - 5 p.m. @ USC School of Journalism and Mass Communications

IT'S MORE THAN JUST REPORTING

with Coni Grebel, Lee County HS (Georgia)

Join us for this intense workshop that takes you deeper into the realms of team bonding without sacrificing deadline time. This workshop is appropriate for students from any publication genre, with any level of experience. Participants will need to bring a willingness to think outside the box and plenty of adrenaline! This workshop is intended to both reinspire participants and fuel them for inspiring their staffs back home. Participants run the risk of seeing the scholastic newsroom through new eyes. Addiction is totally possible. Warning: students may be grouped into teams that are not indicative of their own publications or schools, so this is not a course recommended for the shy or weak of heart.

KNOWLEDGE IS POWER, BUT WISDOM IS KNOWING HOW TO RUN A STAFF

with David Ragsdale, Mackenzie Caudill, Owen Donnelly, Elena Gilbertson Hall and Naomi Hendershot, Clarke Central HS (Georgia)

Leader is a loaded word in the newsroom. Is it based on tenure, skill set, personality traits, or some combination of each? The purpose of this pre-convention workshop is to enable you to fulfill your job description on your staff. We'll discuss leadership styles, help you troubleshoot your problem areas, work on role-play scenarios commonly seen in the newsroom and seek a collaborative approach to empower you as coach/mentor/editor on staff. Leaders of all levels and programs are welcome!

Students will need an electronic device (tablet, laptop, etc.) for this workshop, as well as a copy of their staff manual.

TELLING STORIES WITH PHOTOGRAPHS

with Mark Murray, Association of Texas Photography Instructors director

Learn how to tell a story through different styles of photography. Participants will take photos in and around the School of Journalism and Mass Communications in the historic Horseshoe district. After taking photos the group will have a quick critique of everyone's work to see how you did. Bring a camera! Certain photos selected from this workshop will be featured on the SIPA website and social media platforms.

WRITE YOUR TRUE STORY: A WRITER'S WORKSHOP IN CREATIVE NONFICTION

with Beth Swann, Nation Ford HS (South Carolina)

Telling stories. It's what we do. Writers bring their unique experiences, their wisdom, their perspectives, and even their personalities to the page. Through keen powers of observation, mining memory, freeing the imagination, and digging into research, a writer can do more than entertain, persuade, or inform – a good writer moves readers.

This workshop is about crafting stories, yes. It's about voice and muscular writing. But it's also about learning how to free the dreamer and the curious investigator. It's about reaching for the courage to discover and tell the truth, because that's what moves and inspires readers.

We'll be reading from mentor texts, practicing our skills of observation around campus, as well as writing and then workshopping pieces together. We will craft stories, whether we are writing for ourselves or for a wider audience – and if you want to put your work out there, I'll show you how to submit your work to professional publications. Write away!

WORKING WITH INDESIGN

with Anna Westbury, University of South Carolina

For beginners only.

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 dennislc@email.sc.edu.

KEY FOR SESSIONS

ADV	Advisers only	NP	Newsprint
ALL	All media	PH	Photography
BC	Broadcast	REG	Pre-registered
DM	Digital media	SNR	Seniors
MG	Literary magazine	YB	Yearbook

Friday, March 6

8 – 8:45 p.m.

OPENING CEREMONY (ALL)

"Welcome to SIPA!"

CJ Tamasco, University of South Carolina senior social media strategist

Ballrooms A-H

9 – 9:45 p.m.

ELEMENTS OF UNITY (MG)

In this session, learn the basics in unifying your magazine's individual spreads. We will have an open discussion on ways of unifying your magazine as a whole.

Charlotte Wood

Ballroom A-C

FINDING STORY IDEAS AND CREATING A REPORTING PLAN (ALL)

****THIS SESSION WILL BE REPEATED SATURDAY AT 11 AM****

Join editors from the *Daily Gamecock* (UofSC's student-run newspaper) and their faculty advisor in a workshop designed to help you generate story ideas and map out a reporting strategy. Students will leave the workshop with a plan to report and write stories that emphasize how the news impacts readers. This process also encourages planning for visual elements from the start and throughout the reporting process. Small team and whole group brainstorming will make everyone's ideas stronger.

Michelle LaRoche, Rita Naidu, Erin Slowey & Nick Sullivan

Ballroom D-E

CROSS-PLATFORM COVERAGE (DM)

Is your publication stuck in the early 2000s? Are you looking to truly take your news outlet into the digital age? The majority of readers are now getting their news from social media outlets such as Instagram and Twitter, as opposed to a traditional print publication. This presentation will cover various aspects of convergence journalism, including online multimedia, social media and cross-platform content. You will leave this session with the tools to take your print publication to an online audience, and serve interactive content to all media platforms to improve the quality of your publication.

Owen Donnelly, David Ragsdale & Krista Shumaker

Ballroom F-H

WHAT'S IN YOUR FANNY PACK? (BC/NP)

Journalists don't just sit behind a desk and type up stories. They are getting quotes and footage, running down leads and trying to find the best sources. This session will offer tips and tricks for reporters in the field.

Larry Steinmetz & RJ Morgan

Capital II

IMPROVING PUBLICATION PHOTOGRAPHY (PH)

Learn how photographers and staff members can work together to make sure the best photos are what the reader sees in the publication. See examples of great work and discuss the importance of making sure everyone is on the same page.

Mark Murray

Capital III

WHAT NOT TO WEAR – OR DO IN YOUR YEARBOOK (YB)

Photography, design, typography create the look you'll want to use in your yearbook.

Lori Oglesbee-Petter

Capital IV

10 p.m.

STUDENT MIXER (ALL)

Get to know other convention attendees and visit exhibitors. If you're in TOP competitions, use this time to work on your prompt.

Capital Hall

ADVISER MEET-AND-GREET (ADV)

Connect with other advisers and special guests, discuss convention weekend activities, ask questions of convention officials and enjoy some downtime.

Palmetto Ballroom

Saturday sessions

Saturday, March 7

8 a.m.

QUIZ BOWL QUALIFYING TEST (REG)

All registered Quiz Bowl teams should report promptly to take the qualifying test and go over rules. The eight teams with the highest scores will compete Saturday.

Palmetto Ballroom

HOW TO MAKE YOURSELF HIREABLE FOR ANY POSITION (ALL)

You've have knowledge; now you have to put in the work to get the work. This session will include tips on gaining competitive skills, networking, pitching yourself/speaking professionally and designing a portfolio, reel, resume and/or business card.

Ann Bailey

Ballroom F-H

9 - 9:45 a.m.

THE SOUTH: REPRESENTATION AND STORYTELLING (ALL)

Amanda Heckert, *Southern Women* editor and deputy editor of *Garden & Gun* magazine

Ballrooms A-H

ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)

Capital I

THE POWER OF NATURAL SOUND (BC)

When it comes to telling stories, sound is a powerful (and often under utilized tool). It adds pace and rhythm and depth to our content. This session focuses on some strategies for gathering, writing and incorporating "nats" in video and audio pieces

Dr. Laura Smith

Capital II

10 - 10:45 a.m.

LIT MAG A-Z (MG)

Lit Mag A-Z covers the basics of running a literary-art magazine and provides an overview of staff structure, soliciting artwork and writing, design and ethics. The presentation includes valuable information for experienced literary-art magazine staffers as well as students who intend on participating in literary art-magazine production in the future!

Beatrice Acheson, Georgia Blue Simmons & David Ragsdale

Ballroom A-C

2020 COVERAGE: HOW TO GET EYEBALLS ON YOUR STORIES WHEN EVERYONE ELSE IS WRITING ABOUT THE SAME THING (ALL)

Amid the natural chaos of covering presidential elections, *The State* newspaper's Maayan Schechter will talk to you about how to differentiate yourself as an on-the-ground reporter, whether that's story ideas, ledes, etc.

Maayan Schechter

Capital III

PHOTOGRAPHY COVERAGE: MAKE YOUR INSTAGRAM BETTER (PH)

Learn the basics of photo composition to see how photojournalism ideas can make your Instagram feed pop!

Evey Wilson

Ballroom D

THE REAL SKILLS YOU NEED TO BECOME A SUCCESSFUL JOURNALIST (ALL)

You would be surprised with everything it takes to succeed in journalism. Veteran journalist Andy Shain, Columbia bureau chief for *The Post and Courier*, will give you real-world insight into what you need to know (and what you need to do) to become a thriving reporter, editor and photographer.

Andy Shain

Capital IV

THINK OUTSIDE THE BOXSCORE (ALL)

Sports journalism requires storytellers to examine much more than scores and stats. The aim is to get students to push beyond play-by-play to identify, compile and craft compelling sports stories.

Manie Robinson

Ballroom E

Saturday, March 7

11 – 11:45 a.m.

HOW TO SOCIAL MEDIA (DM)

Want to know why social media is one of the most crucial aspects of journalism? This presentation will cover how to build your name and brand through social media, how to engage your followers and how to effectively use social media to promote your publication.

David Ragsdale, Luna Reichert & Elena Webber
Ballroom A-C

ARE ALL STORIES THE SAME? (BC)

Interested in filmmaking, screenwriting or documentary? This is the session for you! We'll break down a common story structure in big blockbuster films and show how it even applies to documentaries. You'll leave thinking about stories in a completely new way!

Evey Wilson
Ballroom D

BASIC IS BORING (YB)

Yearbook spreads need to be much more than just photos and captions. Learn how to spice up your pages with modules, packages, and external design elements. Make engaging pages that stop readers in their tracks.

Phillip Caston, Legare Kerrison, Erin O'Leary & Merritt Redden
Ballroom E

FISH TANK OF RAGE (MG)

In this fun creative writing activity, come with surprises and expect some hilarity as we write original poems on unexpected themes! We'll even share with one another at the author's chair!

Charlotte Wood
Ballroom F-H

ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)

Capital I

PODCASTS: BEYOND THE AUDIO (DM)

SC-ETV's Gavin Jackson and AT Shire will lead a hands-on session with recording equipment and discuss what makes good podcasts and how to structure your show. In this session, you will learn recording and interviewing techniques, what to avoid, how to make a podcast recording kit, how promote your podcast, how to find stories that would make good podcasts and more.

Gavin Jackson and AT Shire
Capital II

24 GREAT LEADS..AND SOME BAD ONES TOO (ALL)

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.

David Knight
Capital III

FINDING STORY IDEAS AND CREATING A REPORTING PLAN (ALL)

THIS SESSION IS A REPEAT FROM THE PREVIOUS NIGHT

Join editors from the *Daily Gamecock* (UofSC's student-run newspaper) and their faculty advisor in a workshop designed to help you generate story ideas and map out a reporting strategy. Students will leave the workshop with a plan to report and write stories that emphasize how the news impacts readers. This process also encourages planning for visual elements from the start and throughout the reporting process. Small team and whole group brainstorming will make everyone's ideas stronger.

Michelle LaRoche, Rita Naidu and Erin Slowey
Capital IV

Noon –1:15 p.m.

ADVISERS AWARDS LUNCHEON

SPONSORED BY BALFOUR.

All registered advisers and special guests are invited to this luncheon. We will present the Elizabeth B. Dickey Distinguished Service Awards Award.

Endowment speaker: Lori Oglesbee-Petter
Palmetto Ballroom

Saturday competitions

Saturday On-site Competitions

Students registered in on-site competitions – broadcast anchor, broadcast on-the-spot feature, review writing and literary/arts magazine, newsprint, photography and yearbook TOP – are on a different schedule and should report to different locations.

1:30 – 4:30 p.m.

STAY AT MARRIOTT:

REVIEW WRITING

All contestants should report to Capital III to attend a review writing session. Then, they will go off site to review a specified event. Bring a laptop, tablet or paper to write on.

Susan Newell
Capital III

PHOTO TOP

All contestants should report to Capital IV to work on their photo story. Bring a laptop, camera and card reader, if necessary.

Capital IV

GO TO J-SCHOOL:

BROADCAST ANCHOR

All contestants should report promptly, dressed to go on camera.

J-School Lab 113

TOP ASSIGNMENTS:

All TOP teams should report promptly to the assigned labs with necessary materials. No one will be admitted after the contest begins.

- Magazine – J-School Lab 222
- Broadcast – J-School Lab 221
- Newsprint – J-School Lab 219
- Yearbook – J-School Lab 217
- Overflow – J-School Lab 222

Take a walk!

Rather than take the shuttle to competitions, why not walk? The J-School (800 Sumter St.) is less than a mile from the Marriott Hotel. On your route, you pass the South Carolina Capitol and historic Horseshoe. Find your way on foot to the J-School by accessing this map.

Walking Map



<https://goo.gl/V2YD5s>

Shuttle bus schedule

Shuttles will run between the Marriott Hotel and 800 Sumter St. [the School of Journalism and Mass Communications]. Pick up and drop-off points will be on the Hampton Street side of the Marriott Hotel – where the valet/front desk is located – and the Sumter Street entrance of the J-School. To board the bus students will need to be on the SIPA assistant's competition list. Shuttles will run at the following times:

Departure

From hotel to J-School		From J-School to hotel	
1 p.m.	1:30 p.m.	3:30 p.m.	4:30 p.m.
1:15 p.m.	1:45 p.m.	3:45 p.m.	4:45 p.m.
		4 p.m.	5 p.m.
		4:15 p.m.	

Saturday, March 7

1:30 – 2:15 p.m.

A LOOK BACK TO LOOK AHEAD (YB)

Your 2020 book is almost done. Congratulations! But now what? As your staff starts the planning process for your 2021 yearbook, there are a number of trends from recent award-winning books you might want to consider.

Brenda Gorsuch
Ballroom A-C

STORYTELLING THAT AIN'T BORING (ALL)

Learn the secrets of great storytelling that will transform your writing into copy that readers can't put down.

David Knight
Ballroom D

OH, THE PLACES YOU CAN GO (ALL)

High school journalism and a communications degree does not mean you are behind a computer all day writing a story or a camera filming. This panel of community communicators will show you variety of directions experience in journalism can and will take you. From being in county government to working for mayors to running a presidential campaign, journalism can take you anywhere!

Liz Cooper, Chris Floore and Lauren Harper
Ballroom E

BROADCAST ADVISER & EDITOR ROUNDTABLE (BC)

Bring all topics to this question and answer group session. We will discuss equipment, staff management, story ideas and more!

AJ Chambers
Capital I

ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)

Capital II

REVIEW WRITING CONTEST (REG)

Capital III

PHOTO TOP (REG)

Capital IV

2:30 – 3:15 p.m.

CREATING A PHOTO STORY PACKAGE (PH)

Sure, you can grab those Pulitzer-prize winning images for your publication. But can you put together a group of images that really tell a story? Isn't that what the spread in a yearbook really is? Come learn tips for capturing stories with your photos.

Mark Murray
Ballroom A-C

IT'S THE LITTLE THINGS (ALL)

Find out what makes a great editor. And how the little things make great writing even better.

David Knight
Ballroom D

SOMETIMES YOU HAVE TO LAUGH (ALL)

Satire is humor with a purpose, directed toward an end result. That laughter makes unpopular ideas more palatable or point out the absurdity in the normal. Come ready to laugh.

Lori Oglesbee-Petter
Ballroom E

LIFE AS A PRODUCER (BC)

In this session, a former high school journalist, SIPA assistant and UofSC SJMC alumnus will talk about his first year after college and what life is like as a producer. Bring any questions for this WIS-TV, a Columbia-area NBC affiliate, producer and he is happy to answer them!

John Romanski
Ballroom F-H

ONLINE/PRINT ADVISER & EDITOR ROUNDTABLE (ADV)

Join in a discussion about concerns facing print and online publications today. Whether you do one or both, it can be a challenge. Let's tackle it together.

David Ragsdale & Tammy Watkins
Capital I

REVIEW WRITING CONTEST (REG)

Capital III

PHOTO TOP (REG)

Capital IV

Saturday sessions

Saturday, March 7

3:30 – 4:15 p.m.

Q&A GAME – PUBLICATIONS EDITION (ALL)

Have a question? Have an answer? Either way, you'll win today! Real prizes! Open to all publication advisers and staffs!

Chris Williams

Ballroom D

#WritingTipsFromMsO (ALL)

These methods will improve your writing. These tips lift your writing above common mistakes and allow you to focus on the heart of the story.

Lori Oglesbee-Petter

Ballroom E

SOCIAL MEDIA INSIGHTS & MOBILE JOURNALISM (ALL)

Social media and mobile journalism has become common tool in EVERY journalist's toolbox. In this hands-on session, you will learn how to use your apps as a journalists and how to read the data from your posts to inform your coverage.

Kaitlyn Park

Ballroom F-H

YEARBOOK ADVISER & EDITOR ROUNDTABLE (YB)

At this point, you are either finished or almost finished with this year's book. Let's discuss how to prepare for next year, organize a staff, recruit and so much more.

Phillip Caston, Merritt Redden, Erin O'Leary and Legare Kerrison

Capital I

REVIEW WRITING CONTEST (REG)

Capital III

PHOTO TOP (REG)

Capital IV

5 – 6 p.m.

QUIZ BOWL ROUNDS 1-4 (REG)

Capital II

7:30 – 8:30 p.m.

CONVENTION AWARDS BANQUET

Enjoy dinner with registered attendees and special guests before the presentation of Mary Inglis Endowment Scholarship, Jacobs-Daughtry Continuing Education Scholarship, and publication evaluation ratings.

Carolina Ballroom

8:30 – 11:30 p.m.

SIPA'S GOT TALENT

Member publications should cast their ballots for 2020-2021 SIPA student officers by 10:30. Ballots can be handed to a current SIPA student officer or a SIPA staff member.

Capital II-IV

STAFF NETWORKING

Meet with your staff or other staffs in the staff networking area. This is a great time to connect with your peers!

Capital I

QUIET BOOK ROOM

Want to wind down and have some quiet time? Go to the SIPA lounge and read a book, listen to music on your phone or just chill by yourself. Books can be borrowed from the SIPA Endowment book sale.

SIPA Lounge

SIPA ENDOWMENT AUCTION

Connect with other advisers and bid on items in the silent and live portions of the SIPA Endowment Auction. All proceeds support SIPA's Endowment Fund

Palmetto Ballroom

Sunday, March 8

8 – 9:15 a.m.

SIPA EXECUTIVE COMMITTEE MEETING
Palmetto Ballroom

9:30 – 10:15 a.m.

ENSURING THE STORY (ALL)

Have you ever choked during an interview? Have you ever gotten one-word answers from your source? Have you ever had an overall awkward or stiff interviewing experience? Learn how to get the most out of every interview through your preparation and attitude, and how to handle it when your interview is going South.

Colin Frick, David Ragsdale & Natalie Ripps
Ballroom A-C

BROADCAST SHOWCASE (BC)

View the some of broadcast TOP entries from the weekend. Sit back, relax and enjoy!

Stella McCombs & Justin Fabiano
Ballroom F-H

EXPANDING YOUR LITERARY ARTS MAGAZINE (MG)

From fundraising ideas to production tips this session will load you down with suggestions on how to do more with less for your magazine

Mark Murray
Capital I

THE BEGINNINGS OF ILLUSTRATOR (ALL)

In this session, students will learn the basics of Illustrator's tools. With guidance, they will attempt to duplicate a pre-made illustration of a pencil. Once that is done, and if time permits, they will then move onto learning how they can learn to draw more complicated pieces using the pen tool.

Cole Lowery
Capital II

MAKE THEM LISTEN ABOUT THE PEOPLE (ALL)

Every person has a story, and it is your job to find it and tell it. Features are about more than just the quarterback or prom queen. This session will help you – whether you're in broadcast, print, online or yearbook – dig beneath the surface and find the real story behind the person.

Susan Newell
Capital III

I HAVE TO COVER THAT? WHY SHOULD I CARE? (ALL)

You've been assigned to cover the college fair at your high school. How are you going to make people read anything that you could possibly write? Or you've been given a broad topic to write about – immigration, government shutdown, the border wall. What do you do to find the perfect angle that gives it an interesting edge, that will catch your reader's attention? Find out from experienced *Tribal Tribune* staffers and their adviser ideas to help you create the best story.

Tammy Watkins
Capital IV

10:30 – 11 a.m.

QUIZ BOWL FINALS (ALL)

All convention attendees are invited to watch the Quiz Bowl semi-final and Quiz Bowl Championship. Proper behavior and silence during the rounds should be maintained.

Carolina Ballroom

11 a.m.

AWARDS CEREMONY (ALL)

Carolina Ballroom



JOSH DAWSEY | WASHINGTON POST



ALYSSA LANG | SEC NETWORK



ISABELLE KHURSHUDYAN | WASHINGTON POST



KENNETH MOTON | ABC NEWS

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**School of Journalism and
Mass Communications**
College of Information and Communications

Convention speakers

Beatrice Acheson is a senior at Clarke Central HS (Athens, Ga.). Beatrice has served as the editor-in-chief of the *iliad* Literary-Art Magazine for two years. She hopes that her work provides a creative outlet for her school community as well as her staff. **SESSION: SATURDAY 10 AM**

Ann Bailey is a former high school journalist and current UofSC broadcast journalism major. With work experience in television & print news, corporate communications, public relations, marketing, HR and politics, she is comfortable and willing to work in any medium in order to contribute to the circulation of news. **SESSION: SATURDAY 10 AM**

Phillip Caston is the yearbook adviser at Wando HS (Mt. Pleasant, S.C.) and SIPA chair. Caston has a master's degree in journalism from the University of Maryland, and he previously worked as a cops reporter for the *Post and Courier* before beginning a teaching career. Caston received his undergraduate degree from Clemson University, where he served as editor-in-chief of the university's student newspaper. **SESSION: SATURDAY 11 AM, 3:30 PM**

Mackenzie Caudill is a senior at Clarke Central HS (Athens, Ga.) and serves as the senior copy editor for the ODYSSEY Media Group. She has received multiple awards for her work, has been named a Champion Journalist by the state of Georgia and has presented at the GSPA Conference as well as SIPA. **SESSION: FRIDAY 1 PM**

A.J. Chambers is the broadcast and online adviser at Richland Northeast HS (Columbia, S.C.). He is a 2016 JEA Special Recognition broadcast adviser and his students have won NSPA Pacemaker, the SIPA Scroggins, SCSPA Best in State, and SCSPA Journalist of the Year awards. **SESSION: SATURDAY 1:30 PM**

Liz Cooper serves as Public Communications Manager of Union County, North Carolina. She has experience as an anchor and reporter for local news stations in the Southeast and started her career in broadcast. **SESSION: SATURDAY 1:30 PM**

Owen Donnelly is a junior at Clarke Central HS (Athens, Ga.) and serves as the digital editor and writing coach for the ODYSSEY Media Group. He is responsible for the daily update of the ODYSSEY website as well as the creation of multimedia stories and has worked on multiple award-winning packages. He hopes to tell powerful stories in new and innovative ways with engaging multimedia and photos. **SESSION: FRIDAY 1 PM, 9 PM**

Justin Fabiano teaches media technology at his alma mater, Stratford HS (Goose Creek, S.C.). A former high school journalist and SIPA president, Fabiano graduated from USC with a degree in broadcast journalism. He has worked in sports television since graduation and previously worked for ESPN in Connecticut and the SEC Network in North Carolina. **SESSION: SUNDAY 9:30 AM**

Chris Floore serves as the Mayor and County Manager of Macon's senior leadership team and is a former high school journalist. An alumnus of UofSC SJMC, he serves on the SIPA executive and endowment committees and has received numerous public relation awards for his work. **SESSION: SUNDAY 1:30 PM**

Colin Frick is a senior and the broadcast editor for the ODYSSEY Media Group at Clarke Central HS (Athens, Ga.). Frick is currently serving his second year with the program and hopes to further his broadcast experience as much as possible before pursuing a career in broadcast and digital media. Working as the only broadcaster within his publication, he continues to produce as many viable stories as possible. **SESSION: SUNDAY 9:30 AM**

Elena Gilbertson Hall has been on the staff of the ODYSSEY Media Group at Clarke Central HS (Athens, Ga.) for four years and previously served as a news

writer, covering important issues in the school and community while also exploring multimedia content and other forms of journalistic work. She was presented the Georgia Junior Champion Journalist Award by GSPA in 2019. She has also presented at multiple journalism conferences, including SIPA and GSPA. **SESSION: FRIDAY 1 PM**

Brenda W. Gorsuch, MJE, Mills River, North Carolina, has dedicated 35 years to the classroom, developing award-winning journalism programs. Gorsuch is a member of the SIPA Executive Committee. She is a former DJNF Newspaper Adviser of the Year and National Yearbook Adviser of the Year and was awarded the JEA Lifetime Achievement and Linda Puntney Teacher Inspiration awards. **SESSION: SATURDAY 1:30 PM**

Coni Grebel, CJE, advises *Trojan* yearbook and *Panoptic Online* newspaper at Lee County HS (Leesburg, Ga.). Grebel serves on the GSPA and SIPA executive committees. She received the Elizabeth B. Dickey Distinguished Service Award in 2016. **SESSION: FRIDAY 1 PM**

Steve Hanf majored in journalism at the University of Illinois and worked as a sportswriter for 13 years before beginning his teaching career at R.J. Reynolds HS (Winston-Salem, N.C.). Currently he advises the *Shorelines* yearbook and *Nighthawk News* Magazine and teaches Intro to Publications at First Flight HS (Kill Devil Hills, N.C.). **SESSION: SATURDAY 2:30 PM**

Lauren Harper is a political and public affairs strategist, former high school journalist, former SIPA student assistant and UofSC SJMC alumna. She most recently served as South Carolina State Director for former Congressman Beto O'Rourke's presidential campaign and was also the former Policy and Communications Advisor for Columbia Mayor Steve Benjamin. **SESSION: SATURDAY 1:30 PM**

Naomi Hendershot is a junior at Clarke Central HS (Athens, Ga.) and is the managing editor for the ODYSSEY Media Group. She has attended GSPA and hopes to attend more conferences in the future. Hendershot currently serves on the Student Advisory Board for GSPA. **SESSION: FRIDAY 1 PM**

Gavin Jackson graduated with a visual journalism degree from Kent State University in 2008 and has been in the news industry ever since. He has worked at newspapers in Ohio, Louisiana and most recently in South Carolina. Gavin hosts SCETV's weekly public affairs show This Week in South Carolina and the weekly South Carolina Lede podcast. **SESSION: SATURDAY 11 AM**

David Knight is the former public information director for the Lancaster County (South Carolina) School District. He also taught broadcast journalism at Lancaster HS. He has served as public information director for USC-Lancaster and as a student newspaper and literary magazine adviser for Spring Valley HS (South Carolina). A favorite at journalism workshops across the country, he has received SCSPA's Adviser of the Year Award, SCSPA's Scroggins Award, SIPA's Distinguished Service Award and CSPA's Gold Key. **SESSION: SATURDAY 11 AM, 1:30 PM, 2:30 PM**

Michelle LaRoche, a journalist with more than 20 years of experience in business and financial news, teaches reporting and editing. As the Baldwin Business and Financial Chair in Journalism, LaRoche is focused on teaching students how to cover business, finance and economics as well as how to enhance their coverage of other topics – sports, education, entertainment – by understanding the business factors at play. Her teaching approach is inspired by years of mentoring and training journalists in the newsroom. **SESSION: FRIDAY 9 PM, SATURDAY 11 AM**

Convention speakers

Cole Lowery is a senior UofSC visual communications major graduating this May. He was named S.C. Journalist of the Year in 2016 by SCSA. In high school, he focused on broadcast but has shifted to photography and design since coming to college. He works as a resident mentor for UofSC Housing and as an assistant in the SIPA office. **SESSION: SUNDAY 9:30 AM**

Stella McCombs has been the broadcast adviser at Stratford HS (Goose Creek, South Carolina) for over 15 years. She is the 2016 Teacher of the Year for Stratford. She serves as SIPA vice chair and was awarded the Elizabeth B. Dickey Distinguished Service Award in 2009. "Real TV" has won numerous awards including SCSA's Best in Broadcast, SIPA's Scroggins Award, and STN's Best Daily Taped Show. **SESSION: SUNDAY 9:30 AM**

RJ Morgan, CJE, is director of MSPA at the University of Mississippi and previously taught at Starkville High School, where he received honors including STAR Teacher, Third Congressional District Teacher of the Year, the Paul Cuicchi Innovative Educator Award, and the MSPA Adviser of the Year (three times). In 2018, he received SIPA's Elizabeth Dickey Distinguished Service Award. **SESSION: FRIDAY 9 PM**

Mark Murray serves as the executive director of the Association of Texas Photography Instructors. He has received the Elizabeth B. Dickey Distinguished Service Award from SIPA. **SESSION: FRIDAY 1 PM, 9 PM, SATURDAY 2:30 PM, SUNDAY 9:30 AM**

Susan Newell, MJE and NBCT, has advised award-winning scholastic newspapers and yearbooks. She is the Alabama state director and has served as a SIPA

Executive Committee member and ASPA president. She is an Alabama Adviser of the Year and a DJNF Special Recognition Adviser and Distinguished Adviser. **SESSION: SATURDAY 1:30 PM, SUNDAY 9:30 AM**

Lori Oglesbee-Petter, MJE, – **SIPA Endowment Speaker** – retired as the online news adviser of EagleNationOnline.com at Prosper (Texas) HS. During her 35 years of teaching, she was the 2009 National Yearbook Adviser of the Year and the 2005 Texas Journalism Teacher of the Year. Her students have won Pacemakers, Crowns, Stars and individual awards on the state and national levels. **SESSION: FRIDAY 9 PM, SATURDAY Noon, 3:30 PM**

Kaitlyn Park transitioned from SCETV to UofSC to manage the newly created Social Media Insights Lab in the college. Her experience in public media made her a passionate advocate for the importance of equal access to educational television and radio coverage across the state. At SCETV Park was awarded a YoPro scholarship to attend the PBS Annual Meeting and asked to speak about making analytics exciting to a content team at PBS Tech Con. **SESSION: SATURDAY 3:30 PM**

David A. Ragsdale, CJE, has advised student publications since 2001 at Clarke Central HS (Athens, Ga.), where his duties include advising the *Odyssey Newsmagazine*, Odyssey Online, ODTV and *Iliad* Literary-Art magazine. He was the GSPA Adviser of the Year in 2007, was named an ASNE Reynolds High School Journalism Fellow in 2014 and was named a Distinguished Adviser by the CSPA in 2019. **SESSION: FRIDAY 1 PM, 9 PM, SATURDAY 10 AM, 11 AM, 2:30 PM, SUNDAY 9:30 AM**



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Convention speakers

Luna Reichert is a sophomore at Clarke Central HS (Athens, Ga.) and is the social media coordinator for the ODYSSEY Media Group. This is her first year on staff after a year in Journalism I. Reichert has attended the GSPA and SIPA conferences and looks forward to attending more conferences in her future.

SESSION: SATURDAY 11 AM

Natalie Ripps is a junior and the variety editor for the ODYSSEY Media group at Clarke Central HS (Athens, Ga.). Ripps previously attended GSPA and SIPA conferences. SESSION: SUNDAY 9:30 AM

Manie Robinson, a seasoned storyteller, filmmaker and educator, joined the School of Journalism and Mass Communications in Spring 2020 as a Sports Media Instructor. Through the previous 14 years, he served as a sports reporter, columnist and video producer for *The Greenville News* and the USA Today Network. He was named the South Carolina Sportswriter of the Year by the National Sports Media Association in 2018 and 2019. He also won more than a dozen South Carolina Press Association awards for video production, breaking news, enterprise reporting and opinion writing. SESSION: SATURDAY 10 AM

Maayan Schechter covers the S.C. State House and politics for *The State* newspaper. She grew up in Atlanta, Ga. and graduated from the University of North Carolina-Asheville. She has previously worked at the *Aiken Standard* and the *Greenville News*. SESSION: SATURDAY 10 AM

Andy Shain runs *The Post and Courier's* team based in South Carolina's capital city. He was editor of *Free Times* and has been a reporter and editor for newspapers in Charlotte, Columbia and Myrtle Beach. SESSION: SATURDAY 10 AM

AT Shire studied guitar performance at Muhlenberg College in Pennsylvania. He received his Audio Engineering degree from the Institute of Audio Research in New York City. He currently produces the Spoleto Chamber Music Series and travels to Charleston each spring to record performances at the Spoleto Festival USA. SESSION: SATURDAY 11 AM

Krista Shumaker is a junior at Clarke Central HS (Athens, Ga.) and serves as the photography editor for the ODYSSEY Media Group. She previously served as the head photographer and as a Journalism one staffer. SESSION: FRIDAY 9 PM

Georgia Blue Simmons is a senior at Clarke Central HS (Athens, Ga.) and serves as the managing editor for the *iliad* Literary-Art Magazine. She strives to solicit and display artwork from students across Clarke Central. SESSION: SATURDAY 10 AM

Dr. Laura Smith joined the UofSC SJMC faculty in fall 2015. She has more than 25 years of broadcast industry and university-level teaching experience – specializing in Journalism and Mass Communications. She teaches an array of courses focusing on multi-platform news, including writing, visual storytelling, newscast production and others. Before teaching, Smith spent more than 12 years working in television, primarily local TV news. SESSION: SATURDAY 10 AM

Larry Steinmetz advises the print, online and yearbook publications at Bullitt East HS (Mt. Washington, Kentucky) and serves as the JEA state director for Kentucky. In addition to advising duties, he coaches girls golf and teaches AP English Language and Composition. SESSION: FRIDAY 9 PM

Beth Swann, CJE, advises *The Talon* newspaper and *Voices* literary magazine at Nation Ford HS (Fort Mill, South Carolina). Her students' publications have earned top national awards from NCTE and Quill & Scroll, as well as the highest awards from SCSA. Her work has appeared in the *Chicago Tribune*, *Southern Poetry Review*, and numerous other publications. She serves as newspaper representative on the SCSA Board. SESSION: FRIDAY 1 PM

Tammy Watkins is 35-year adviser of Wando HS's (Mt. Pleasant, S.C.) *Tribal Tribune* (no wonder she's so tired!). Watkins has always had a love for journalism – especially scholastic press. She has a B.A. in Journalism from the University of South Carolina, where she worked on *The Gamecock*, and she has a MAT in Education from The Citadel. *Tribal Tribune* has won NSPA Pacemakers, CSPA Gold and Silver Crowns and SIPA's Scroggins Award. Her supportive husband Jeff (*Tribal Tribune's* GOAT) and two children have enhanced her life with love, as have the over 1,000 journalism kids who touched her heart over the many years. SESSION: SATURDAY 2:30 PM, SUNDAY 9:30 AM

Elena Webber is a junior at Clarke Central HS (Athens, Ga.) and is the writing coach for the ODYSSEY Media Group. This is Elena's third year on staff and she hopes to edit her staffers' writing and to conference with them to improve their writing skills. Elena has attended a multitude of conferences such as the SIPA, GSPA and more. Outside of ODYSSEY Elena enjoys reading, playing sports and spending time with friends. SESSION: SATURDAY 11 AM

Anna Westbury currently works as the coordinator of special events and alumni relations with the College of Education at USC. She previously designed brand identities and marketing campaigns at a public relations agency in Charleston, South Carolina. Her clients included James Beard-nominated chefs Craig Deihl, Kevin Johnson and Jeremiah Bacon, Les Dames d'Escoffier, Star Provisions, Share Our Strength's No Kid Hungry, and Taste of Atlanta. In her spare time, she designs for her boutique design firm, feather + fern. SESSION: FRIDAY 1 PM

Chris Williams is a representative for Balfour Yearbooks. Based in Charlotte and with a home in South Carolina's Lowcountry, he is positioned well to service the majority of South Carolina and the Charlotte Metro. From the time he began with school journalism over 25 years ago, when Chris was an editor on his high school yearbook staff and a co-editor of his school newspaper, he has had several creative ventures and outlets, including: ghostwriting for a popular .com, working for a school photography company, theatre and singing with several groups in South and North Carolina. SESSION: SATURDAY 3:30 PM

Evey Wilson is a journalist, photographer, and video producer. She has worked with clients like the New Yorker, the New York Times, WABE, and Instagram. After studying Photojournalism and Religion at the University of Georgia, she worked as a photojournalist at a small, family-owned newspaper in Northern Indiana covering everything from Notre Dame sports to crime. Wilson got her Master's from UNC-Chapel Hill as a Roy H. Park fellow, studying short documentary filmmaking and web design to give herself more tools to tell stories for the web. She made films for the Southern Coalition for Social Justice and was recruited to direct on a national criminal justice campaign for the AFL-CIO. Wilson then worked in Washington, DC working as a producer at the Pulitzer Center on Crisis Reporting where she shot short documentary films, facilitated education programs, curated exhibits in DC and New York, designed their most popular e-book, *Flight from Syria*. Wilson now works as a Journalist in Residence teaching photojournalism and documentary classes at the Center for Collaborative Journalism at Mercer University. SESSION: SATURDAY 10 AM, 11 AM

Charlotte S. Wood, CJE, teaches English and Creative Writing. She has been *The Lantern* literary/art magazine adviser for Albemarle HS (Charlottesville, Virginia) since 2000. Over the years, *The Lantern* has won highest awards at both state and national levels. SESSION: FRIDAY 9 PM, SATURDAY 11 AM

SOCIALIZE WITH US!

- **Facebook** – includes updates on trends, news articles, awards announcements and opportunities of interest to members.
- **Flickr** – includes collections of photos from events and conventions. Students and advisers are encouraged to submit photos so we can include them in our collections.
- **Instagram** – features announcements and behind-the-scenes work and spotlights students and work from across the Southeast. Each week we select an "Insta of the Week" to feature on our Social Media page.
- **Pinterest** – includes curated resources, information and inspiration Boards range from Diverse Coverage to AP Style to Equipment! Each week we select a "Pin of the Week" to feature on our Social Media page.
- **Snapchat** – allows us to connect with you instantaneously. You can apply to show off your production room to us and other SIPA members and run a SIPA Snapchat takeover for 48 hours.
- **Spotify** – allows you a backstage pass into the office atmosphere. You can connect with each other and with our SIPA family by creating playlists, and we create ones for different moods.
- **Twitter** – provides up-to-date information about deadlines, announcements and other fun digital content.
- **YouTube** – includes channels for TOP competition submissions, Snapchat takeovers and office projects.

Lori Oglesbee-Petter named 2020 Endowment speaker

Lori Oglesbee-Petter, this year's SIPA Endowment speaker, worked tirelessly as a journalism advisor for 34 years.

"Lori is a gifted teacher and speaker," Karen Flowers, SIPA Endowment Chair and a former SIPA director, said. "She has taught at conventions and workshops throughout the nation, and she has received numerous awards showcasing her many talents. Among the many awards she received were the Elizabeth B. Dickey Distinguished Service Award and the National Yearbook Adviser of the Year."

In 2009, Oglesbee-Petter was named the Journalism Education Association's Yearbook Adviser of the Year, and since then, has fought fiercely to protect the practice of journalism. When the principle of Prosper High School implemented a program of prior review, she taught her award-winning students how to stand up for themselves and their first amendment rights.

"If Lori bought into something, she gave 150% until it became reality," Beth Dickey, a former SIPA director, said.

Most recently, Oglesbee-Petter worked at Prosper HS and McKinney HS in Texas, and in past years was the chair of SIPA. In a single year, while working at Prosper, her students won more than 175 awards. However, due to a conflict involving prior review, her contract was not renewed for another year.

Her history with SIPA is extensive. When she was advising in Arkansas, her school required that SIPA held competitions for her staff to be eligible to attend – thus the SIPA Quiz Bowl and the TOP Competition were born. Additionally, when the Endowment Committee decided to run an auction fundraiser, she was the first auctioneer.

"Lori has played a large part in developing some of our most beloved contests and competitions," Leslie Dennis, SIPA director, said. "As we get closer to the 100th anniversary in 2023-2024, it is wonderful to recognize people who have been instrumental in building a strong foundation for SIPA and have moved it forward



Photo by Lifetouch

At the 2019 convention, Lori Oglesbee-Petter received the Joseph Shoquist Freedom of the Press Award along with Prosper HS editors Haley Stack and Neha Madhira.

over the years."

Last year, Oglesbee-Petter along with Prosper HS editors Neha Madhira and Haley Stack received the Shoquist Freedom of the Press Award from SIPA.

The position of SIPA Endowment Speaker was created in 2014 to inform SIPA attendees of what exactly the Endowment Committee does. Any SIPA member can nominate someone and members of the Endowment Committee vote on the speaker.

"We decided to choose someone each year to both honor them for contributions they had made to SIPA and because they were excellent speakers," Flowers said.

She joins previous journalism professionals Brenda Gorsuch, Beth Fitts, Mary Inglis, Bradley Wilson, Mark Murray and David Knight as SIPA Endowment speakers.

– Kailey Cota, SIPA student assistant

SIPA ENDOWMENT SPEAKERS

2019 Brenda Gorsuch, West Henderson HS (North Carolina)

2018 Beth Fitts, Oxford HS and MSPA director (Mississippi)

2017 Mary Inglis, Wellington HS (Florida)

2016 Bradley Wilson, Midwestern State University (Texas)

2015 Mark Murray, Arlington Independent School District (Texas)

2014 David Knight, Lancaster County School District (South Carolina)

SIPA Endowment

Endowment Committee

- Karen Flowers, co-chair (South Carolina)
- Mary Inglis, co-chair (Florida)
- A.J. Chambers (South Carolina)
- Diala Chaney (Mississippi)
- Marilyn Chapman (South Carolina)
- Erin Coggins (Alabama)
- Beth Dickey (South Carolina)
- Mary Kay Downes (Virginia)
- Sue Gill (Virginia)
- Brenda Gorsuch (North Carolina)
- Coni Grebel (Georgia)
- Melanie Huynh-Duc (North Carolina)
- Amy Medlock-Greene (South Carolina)
- RJ Morgan (Mississippi)
- Susan Newell (Alabama)
- Rebecca Piner (Virginia)
- Jenny Proctor (South Carolina)
- Martha Rothwell (North Carolina)
- Lori Vincent (Georgia)

Adviser Recognitions

Students may choose to donate money to honor their advisers. Advisers recognized have their names engraved on a plaque in the SIPA office.

Alberta Abercrombie
Valerie Banks Amster
Helen Browne
Hope Carroll
Lynne Collins
Sylvia Daughtry
Karen H. Flowers
Mary Inglis
Alice James
Marianne King
J. Grady Locklear
Amy Medlock-Greene
Shirley Moravec
Lori Oglesbee
Betsy Owen
Kay Phillips
Herb Sirota
Kim Stokes
Bruce Watterson

In Memory

Students and advisers may wish to make donations in memory of individuals. These individuals are also recognized on a plaque in the SIPA office.

Margery O. Anderson (mother of Derek & Andrew Anderson)
Joe Barron (uncle of Leslie Dennis)
Lucy Beckham (Wando HS principal and 2009 Dr. Kay Phillips Administrator of the Year)
Mary Jody Bible (mother of Donna Johnson, friend of SIPA)
Dr. Regis Louise Boyle (Executive Board member)
Billy Joe Breedlove (stepdad of Chris McDonald)
Joe & Catherine Bouknight Brown (parents of Beth Dickey)
Penney Burton (sister of Mary Inglis)
Betty B. Cain (grandmother of Alison Shuman)
Keith Conrad (father of Marilyn Chapman)
Walter Dennis (father of Joe Dennis)
Grace Ellis Douglass (mother of Kay Phillips)
Leland Douglass (father of Kay Phillips)
Faith Dutton (member of *Legend*, Wando HS yearbook)
DeDe Fitts (husband of Beth Fitts)
Richard Fitz (former adviser of *The Haliscope*)
Sandy Floore (mother of Chris Floore)
George & Helen Flowers (father and mother-in-law of Karen Flowers)
Debbie Garris (administrative assistant to the director of USC SJMC and friend to Scholastic Journalism)
Russ Gold (father of Christie Gold)
Ruth Kissiah Hall (mother of Martha Rothwell)
Beth Hammond (former adviser of *The Laureate*)
Mike Herring (husband of Martha Herring Anderson)
Elizabeth B. Hudson (mother of Karen Flowers)
James Nathan Hudson (father of Karen Flowers)

Patricia Jackson (friend to Scholastic Journalism)
Clara Mae Jacobs (mother of Sylvia Daughtry)
Lawrence E. "Larry" Jacobs (brother of Sylvia Daughtry-Brown)
Andy Kilpatrick (brother of Tamela K. Watkins)
Evelyn Glass Langston (mother of Beth Fitts)
Dorothy E. Leonard (mother of Sharon Deibel)
Mr. & Mrs. James Perry Locklear (parents of J. Grady Locklear)
Jason Lynes (Irmo HS *The Stinger* staffer)
Marvin McClam (father of Erin McClam)
Logan McCombs (son of Shawn & Stella McCombs)
Betty Morton (former adviser and board member)
Johnny Morton (husband of Betty Morton)
Kathleen Murphy (Freedom HS *Revolution* staffer)
Bonnie Neely (friend of Sylvia Daughtry-Brown)
Joseph W. Penton, Jr. (father of Valerie Kibler)
Mandy Puntney (daughter of Linda Puntney)
Renee Ragsdale (mother of David Ragsdale)
O.W. (Tom) Riegel (former SIPA director)
Edith Robertson (grandmother of Leslie Dennis)
Flip Schulke (professional photographer)
Dr. Al Scroggins (dean and SIPA director)
Ruth Sherman (grandmother of Leslie Dennis)
Chuck Stone (University of N.C. professor)
Shaunee Vazquez (former student of Melanie Huynh-Duc)
Exene Walker (mother of Brenda Gorsuch)
Pert Wall (friend of Sylvia Daughtry-Brown)
Doris Whalen (mother of Rich Whalen)
Francis John Wuzzardo (father of Kevin Wuzzardo)
David S. Yoakley (father of Mary Inglis)
Madge Yoakley (mother of Mary Inglis)

In Honor

Students and advisers may wish to make donations in honor of an individual who has made a difference in their journalistic lives. These individuals are also recognized on a plaque in the SIPA office.

Andy Bosman
Lewis G. Brierley
Catherine Bouknight Brown
Sylvia Daughtry-Brown and Joe Brown
Morris Dees
Leslie Dennis
Elizabeth B. Dickey
Gary Dickey
First Flight HS *Nighthawk News* and *Shorelines* staffs
Karen H. Flowers

Melanie Huynh-Duc & *Northwest Horizons* staff
Irmo HS *Stinger* Staff, 1991
Irmo HS *Stinger* Staff, 1999-2000
Lugoff-Elgin HS Journalism
Pat Jackson
Debbie Jacobs
Valentina & Sergei Korol
Susan Morton Leonard
Chris McDonald
Martha Rothwell
Becky Starnes

SIPA Endowment

Our mission

The SIPA Endowment was established Sept. 14, 1994. It provides financial security for future annual convention costs, offers scholarships to students and advisers to attend SIPA conventions and Carolina Journalism Institutes, offers college scholarships to outstanding scholastic journalism students, exposes students and advisers to state-of-the-art instructors and supports publications and/or programs through a technology grant.

How to help

During each convention, the Endowment sponsors a used book sale in the hotel Atrium and an auction in the Palmetto Ballroom.

Also, on May 5, SIPA will participate in Midlands Gives, an annual day of giving to support local nonprofit organizations with the chance to earn extra prize money.

You can support the Endowment year-round by making a donation in honor or in memory of someone important to you. Consider even donating in honor of your publication staff.

Checks can be made to the SIPA Endowment and mailed to SIPA, 800 Sumter St., SJMC/USC, Columbia, SC 29208.

Online donations can be made by visiting <http://tinyurl.com/SIPAendowment>

Lifetime Members \$500

Lifetime memberships cover all publications an adviser advises and go with the adviser when he/she moves schools.

Diana Adams
Yvonne Allen
Robert Atwood
Louisa Avery
Nina Brook
Vanessa Bump
Phillip Caston
Erin Coggins
Brian Cole
Sylvia Daughtry
Lisa Dean
Karen H. Flowers
Marc Ginsberg
Coni Grebel
Steve Hanf
Heather Hanks

Erinn Harris
Tara Hays
Tressie Hays
Ken Henderson
Melanie Huynh-Duc
Valerie Kibler
Steve Lindgren
J. Grady Locklear
Deanna Martin
Deborah Mayer
Chris McDonald
Rik McNeill
Amy Medlock-Greene
Melanie Menefee
Lance Morrison
Betty Morton

Lori Oglesbee
Betsy Owen
Meghan Percival
David Ragsdale
Shawn Risener
Martha Rothwell
Albert T. Scroggins
Michelle Sisson
Greg Spoon
Larry Steinmetz
Stephanie Stone
Beth Ward
Chris Waugaman
David Webb
Rae Weinstein

2020 SIPA ENDOWMENT TECHNOLOGY GRANT

2019 technology grant recipient:
New Hope HS (Alabama)

HOW MUCH:
\$500 grant

DEADLINE:
May 5

TO WHOM:
SIPA member

FOR WHAT:
software
or hardware

online now at bit.ly/SIPAtechgrant

Awards, scholarships & contests

SCHOLARSHIPS

J. Grady Locklear Scholarship

The J. Grady Locklear literary magazine scholarship may be awarded at the SIPA Convention to a senior who meets the following criteria:

1. The student must be accepted by USC and meet USC's scholarship guidelines.
2. The student must attend the USC School of Journalism and Mass Communications.
3. The student must be a writer or staff member of a literary magazine.
4. The student must attend the 2020 convention.
5. The student or his/her publication must be a member of SIPA.

Col. C. E. Savedge Scholarship

The Col. C.E. yearbook Savedge scholarship may be awarded at the SIPA Convention to a senior who meets the following criteria:

1. The student must be accepted by USC and meet USC's scholarship guidelines.
2. The student must attend the USC School of Journalism and Mass Communications.
3. The student must be a yearbook staffer.
4. The student or his/her publication must be a member of SIPA.
5. The student must attend the 2020 convention.

Elizabeth B. Dickey SIPA Scholarship

This scholarship will be awarded by the University of South Carolina School of Journalism and Mass Communications to an outstanding SIPA student during the convention.

Applicants must meet the following criteria:

1. The student must be accepted by USC and meet USC's scholarship guidelines.
 2. The student must attend the USC School of Journalism and Mass Communications.
 3. The student or his/her publication must be a member of SIPA.
 4. The student must attend the 2020 convention.
- The 2019 recipient was Kailey Cota, Nation Ford HS (South Carolina).

Mary Y. Inglis Regional Scholarship

One scholarship will be awarded by the SIPA Endowment Committee to an outstanding SIPA student who will attend a school of journalism and mass communications at an accredited college or university in the SIPA region. The student must attend the 2020 convention. The 2018 recipient was Bronlyn Holland, Ola HS (Georgia).

Col. C. E. Savedge Fellowship

Fellowships will provide registrations for the Carolina Journalism Institute. Publication advisers who have never attended CJJ are eligible to receive fellowships.

AWARDS

Dr. Kay Phillips

Administrator-of-the-Year Award

This award is given to administrators who exemplify the principles of scholastic journalism by supporting more than one publication, supporting the professional growth of the adviser and the educational growth of the students, as well as supporting academic standards. Advisers whose publications are members of SIPA may nominate an administrator at their schools. Dr. Robert Brooks, G. Holmes Braddock Sr. HS (Miami, Florida) assistant principal, received the award in 2019.

Karen H. Flowers

Outstanding Service Award

This award was given for the first time in 2010 as the Friend of Scholastic Media Award. The award, renamed in 2015, goes to an individual who is not in the classroom but who has significantly supported scholastic journalism.

Joseph Shoquist

Freedom of the Press Award

This award, named in honor of former Dean Joseph W. Shoquist, will be given periodically when an adviser and/or staff makes a strong stand for scholastic journalism. Neha Madhira, Haley Stack and Lori Oglesbee-Petter, Prosper HS (Texas), received this award in 2019.

Scroggins Awards

The Scroggins Awards are given in memory of Dr. Albert T. Scroggins, director emeritus of SIPA. The following criteria must be met in order to qualify for the Scroggins Award competition:

1. The publication must have received an All-Southern rating.
2. The adviser and a staff member must attend the 2020 SIPA Convention.

The 2019 winners were

Broadcast "RNE-TV Live," Richland Northeast HS (South Carolina)

Magazine *Psyche*, Richland Northeast HS (South Carolina)

Newspaper *Tribal Tribune*, Wando HS (South Carolina)

Online *ODYSEY Media Group*, Clarke Central HS (Georgia)

Yearbook *The Archive*, Richland Northeast HS (South Carolina)

CONTESTS

Broadcast Individual Anchor Contest

Students will write a script from copy provided and read the script on camera.

The 2019 winners were

Best Anchor

Salome Storck, Wando HS (South Carolina)

First runner-up

Ellison Goodwin, Wando HS (South Carolina)

SIPA Journalism Quiz Bowl

The qualifying round Friday night consists of a written, multiple-choice test. Questions will be on current events, journalism history, scholastic media law, AP style and terminology. The top eight teams will qualify for the Quiz Bowl rounds Saturday afternoon and Sunday morning. The 2019 champion was Sachio Goodie, Jacob Castile, Daveon Montgomery and Tristan Lankford, Cedar Shoals HS (Georgia).

Team On-site Production (TOP)

This contest is open to broadcast, literary magazine, newspaper, photography and yearbook students. During the convention, literary magazine, newsprint and yearbook students conduct interviews, then write, edit and design pages Saturday afternoon. Broadcast teams conduct interviews, shoot footage, edit footage and complete a three-minute feature package. Photographers take, edit and curate photos Saturday afternoon.

The 2019 winners were

Broadcast Script

Olivia Duever & Dominic Bielli, Cedar Shoals HS (Georgia)

Broadcast Videography

Gabrielle Greenley & Will Davidson, Richland Northeast HS (South Carolina)

Broadcast Overall

Wade Fletcher & Caleb Daniels, Richland Northeast HS (South Carolina)

Literary/Arts Magazine Written, Visual and Overall

Maddie Apostolis, Sophie Bernstein, Lauren Keating & Caroline Hoy, Wando HS (South Carolina)

Newsprint Design

Claudia Ottinger, Cooper Lockett, Ben Wallace & Gustavo Martinez-Hernandez, Wando HS (South Carolina)

Newsprint Story

Samantha Garland, Haley Havelock, Sadie Allen & Abrielle Zelek, Wando HS (South Carolina)

Newsprint Overall

Katie Grace Upchurch, MacKenzie Caudill, Bria Echols & Luna Reichert, Clarke Central HS (Georgia)

Photography Captions

Andrea Matta-Castillo, Clarke Central HS (Georgia)

Photography Single Image

Alain Broche, G. Holmes Braddock Senior HS (Florida)

Photography Gallery

Owen Donnelly & Shea Peters, Clarke Central HS (Georgia)

Yearbook Copy

Merritt Redden, Alexis Kramer, Abby Reynolds & Abby Hricik, Wando HS (South Carolina)

Yearbook Design

Morgan Key, Vanessa Velissaris, Caroline Miller & Kacy Lyvers, JL Mann HS (South Carolina)

Yearbook Overall

Laurel Davis, Hannah Shimmel & Kenya Session, Richland Northeast HS (South Carolina)

Distinguished Service Awards

Elizabeth B. Dickey Distinguished Service Award Recipients

Distinguished Service Awards are given to teachers, advisers and others who have contributed extraordinary amounts of time, talent and energy to SIPA. The award was renamed in 2006 to honor Elizabeth B. Dickey's outstanding service to scholastic journalism. Advisers, associate members, students or administrators may nominate people for this award. Recipients of past Distinguished Service Recipients are

Alice James '79	Karen H. Flowers '91	Rhonda Moore '05
J. Grady Locklear '79	James F. Paschal '91	Flip Schulke '05
Col. C.E. "Chuck" Savedge '79	Carol Lange '92	Jane Speidel '05
Dr. Albert T. Scroggins '79	Nancy Ruth Patterson '92	Carolyn Terry '05
Clark Chism '80	Susan Earley '93	Gary C. Dickey '06
Fanny King '80	Richard Johns '93	Martha Herring '06
Marianne King '80	Margaret Johnston '93	Jack Kennedy '06
Dr. Regis Boyle '81	Sylvia Daughtry '94	Amy Medlock-Greene '06
Hope Carroll '81	Brenda Gorsuch '94	Ken Thornberry '06
Ann Herlong '81	Judy Hines '94	Charles Bierbauer '07
Eloise Howard '81	Dr. John Lopiccolo '94	Marilyn Chapman '07
Dr. Dennis Jones '81	Margaret Shearouse '94	Alison Shuman '07
Charles O'Malley '81	Dr. Jack Dvorak '95	Sandy Woodcock '07
Florence Hancock '82	Linda Leatherman '95	Linda Puntney '08
Nancy Green '83	Chuck Stone '95	Alan Weintraut '08
Betty Morton '83	Beth Hammond '96	Bradley Wilson '08
Beth Dickey '84	Judith Price '96	Monica Hill '09
Bruce E. Konkle '84	Dr. Richard Uray '96	Stella McCombs '09
Patricia Hedden Wicker '84	Robert Atwood '97	Jake Palenske '09
Thomas Engleman '85	Mary Inglis '97	Joe Dennis '10
Carole Ford '85	Nora Moulton '97	Valerie Kibler '10
Dr. Ruby Herlong '85	Lori Oglesbee '98	Susan Newell '10
Dr. Reid Montgomery '85	Martha Akers '98	Kristi Gibbins '11
Col. Joseph M. Murphy '85	Tom French '99	Jenny Proctor '11
Kay Phillips '85	Judy Mulkey '99	Leslie Dennis '12
Oscar Wetherhold "Tom" Reigel '85	Bobby Hawthorne '99	Chris Floore '12
Lilla Scroggins '85	John Grisham '99	Frank LoMonte '12
Herb Sirota '85	Tim Harrower '00	Mary Kay Downes '13
Sam Garner '86	Carolyn Haldeman '00	Deborah Gascon '13
Dr. Jack Hillwig '86	John Hudnall '00	Buck Ryan '13
Bruce Watterson '86	Patsy Towery '00	Dr. Carol Pardun, '14
Ann Bartholomew '87	H. L. Hall '01	David Ragsdale, '15
Hud Clark '87	Martha Rothwell '01	Chuck Walker, '15
Dorothy McPhillips '87	Dr. Ronald Farrar '01	Chris Waugaman, '15
Shirley Moravec '87	Will Felts '02	Coni Grebel, '16
Dr. John Butler '88	Margaret Sorrows '02	Adrienne Hollifield, '16
Mark Goodman '88	Christie Gold '03	Rebecca Piner, '17
Ken Henderson '88	Sharon Deibel '03	Collyn Taylor, '17
Alma Blythe '88	Kim Stokes '03	Rich Whalen, '17
Earl Straight '88	Carl Zimmermann '03	Phillip Caston, '18
Mary Ann Blaskowitz '89	Pat Jackson '03	R.J. Morgan, '18
John Cutsinger '89	Julie Dodd '04	Erin Coggins, '19
Betsy Owen '89	Mark Murray '04	Justin Fabiano, '19
Richard J. Fitz '90	Steve Row '04	
David Knight '90	Tamela K. Watkins '04	
Richard L. "Rik" McNeill '90	Beth Fitts '05	

Who's who

Advisory Council

The Advisory Council meets during the convention and helps spread the word about SIPA during the year. The Council discusses the activities of SIPA and offers suggestions and assistance to the Executive Committee. If you are interested in serving, or if you have concerns that you would like the Council to address, please email Leslie.

Alabama:

- Erin Coggins, Sparkman HS (19-21)
- Mary Morrow, St. Clair County HS (19-21)

Florida:

- Jessica Latoni, G. Holmes Braddock Senior HS (19-21)
- Margaret Trautwein, Countryside HS (18-20)

Georgia:

- Lori Vincent, Ola HS (19-21)

Kentucky:

- Larry Steinmetz, Bullitt East HS (18-20)

Mississippi:

- Diala Chaney, Oxford HS (19-21)

North Carolina:

- Melanie Huynh-Duc, Northwest Guilford HS (19-21)
- Sarah Pritchard, Manteo HS (19-21)

South Carolina:

- Justin Fabiano, Stratford HS (18-20)
- Amy Medlock-Greene, Dutch Fork HS (19-21)
- Kelly Donoghue, Summerville HS (19-21)

Tennessee:

- Scott Harrison, White Station HS (18-20)

Texas:

- Melonie Menefee, Buffalo HS (19-21)

Virginia:

- Lori Reaser, Albemarle HS (18-20)
- Charlotte Wood, Albemarle HS (18-20)

Executive Committee

The Executive Committee is made up of the chair, vice chair and secretary, student officers, their advisers and other people appointed by the director. The Executive Committee meets during the spring convention and once each fall. The committee sets guidelines for judging and evaluating and handles SIPA business.

Chair:

Phillip Caston, Wando HS, South Carolina

Vice Chair:

Stella McCombs, Stratford HS, South Carolina

Secretary:

Erin Coggins, Sparkman HS, Alabama

Past Chair:

Amy Medlock-Greene, Dutch Fork HS, South Carolina

CJL Liaison:

David Ragsdale, Clarke Central HS, Georgia

Finance Chair:

Brenda Gorsuch, North Carolina

President:

Alexander Robinson, Clarke Central HS, Georgia

Vice President:

Katie Huffman, Bullitt East HS, Kentucky

Members-at-Large:

Aaron Rothkopf, Wando HS, South Carolina, and Elise Trexler, West Henderson HS, North Carolina

Appointed Members

- AJ Chambers, Richland Northeast HS, South Carolina
- Diala Chaney, Oxford HS, Mississippi
- Mary Kay Downes, Chantilly HS, Virginia
- Coni Grebel, Lee County HS, Georgia
- Steve Hanf, First Flight HS, North Carolina
- Erinn Harris, Thomas Jefferson HS for Technology & Science, Virginia
- Jason Livingston, West Henderson HS, North Carolina
- Karin McKemey, Catawba Ridge HS, South Carolina
- Meghan Percival, McLean HS, Virginia
- Lori Reaser, Albemarle HS, Virginia
- Larry Steinmetz, Bullitt East HS, Kentucky
- Chris Waugaman, Prince George HS, Virginia
- Charlotte Wood, Albemarle HS, Virginia

Consultants

- Meredith Cummings, ASPA director
- Joe Dennis, Piedmont College, Georgia
- Chris Floore, Macon, Georgia
- Monica Hill, NCSMA director
- Stephanie Moreno, GSPA director
- R.J. Morgan, MSPA director
- Mark Murray, ATPJ director, Texas

Convention staff

Leslie Dennis

SIPA executive director

Michaela Baker

UofSC College of Information and Communications & SIPA volunteer

Kailey Cota

SIPA student assistant

Ananda Kobierowski

SIPA student assistant and auction coordinator

Cole Lowery

SIPA student assistant and student officer coordinator

Kayla Jeffers

SIPA volunteer

Dr. Andrea Hickerson

UofSC School of Journalism and Mass Communications director

Dr. Tom Reichert

UofSC College of Information and Communications dean

Every student deserves to be remembered.

POWER AND RESPONSIBILITY
RESIDE IN THE ART OF
STORYTELLING.

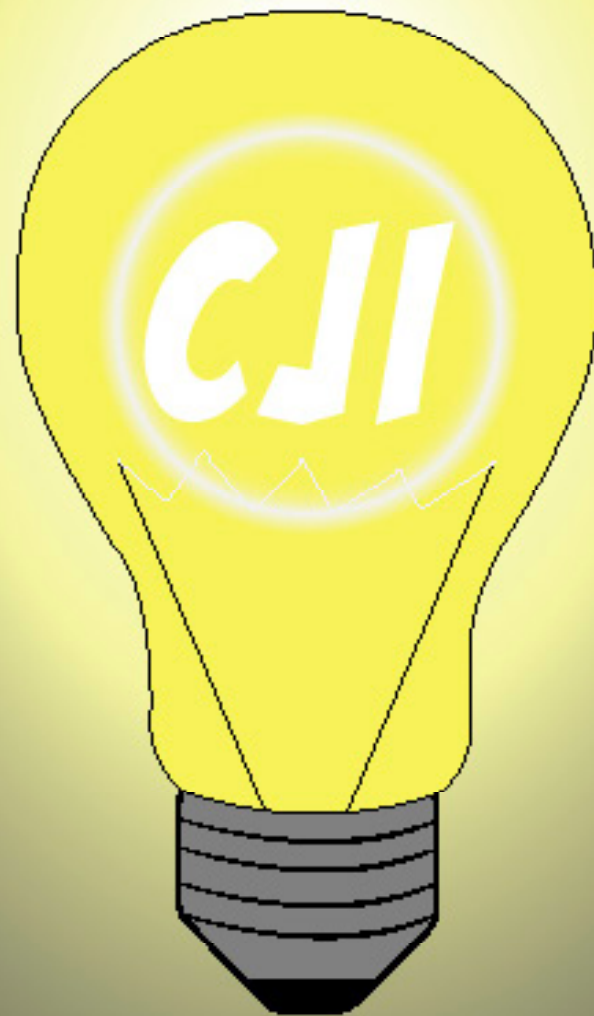
*Let's make
them listen.*

JOLIE BARNHART • BLUE VALLEY WEST HS • OVERLAND PARK, KS

HERFF JONES  BY YOUR SIDE.

LISTEN UP! BRING THIS AD BY OUR BOOTH TO ENTER INTO A DRAWING FOR AN AMAZON GIFT CARD.

CAROLINA JOURNALISM INSTITUTE



BRING STORIES TO LIGHT

JUNE 10-13, 2020

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