



# SCSPA

EMPOWERING  
TOMORROW'S JOURNALISTS

## FALL CONFERENCE

### THURSDAY, OCTOBER 18, 2018

**A**dvisers check in at the registration desk in the atrium of the School of Journalism and Mass Communications at 800 Sumter Street. 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 Darla Moore School of Business room 101. Photography sponsored by Lifetouch.

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 the atrium.

**8 – 9:30 a.m.**

**Conference registration**

**J-School atrium**

Advisers should register and pick up conference materials in the atrium of the School of Journalism and Mass Communications.

**9:30 – 10:15 a.m.**

**Storytelling that ain't boring (ALL)**

**J-School 106 – David Knight, Lancaster HS**

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

**The power of natural sound (BC)**

**J-School 113 – Dr. Laura Smith, USC SJMC**

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 to and incorporating "nats" in video and audio pieces.

**Action photography: Capturing what you see (PH)**

**J-School 115 – Ken Buck, Legacy Studios**

Learn how to capture what your eyes see. In this session, you will find out how to set your camera to get the best shot of the action as it happens.

**Social anxiety: social media for beginners (DM)**

**J-School 116 – Leslie Dennis, SCSPA director**

Can't keep up with all the apps and trends that seem to emerge? Don't worry. In this advisers' roundtable we'll discuss how to navigate through social media without losing your mind and how to use free online resources to complement, promote and enhance your existing publications.

**Sell like a six year old (YB)**

**J-School 318 – Jim Channell, Walsworth**

How do they do it? Six years old kids always seem to get what they want. Use their secrets to grow your business ad sales for your yearbook program!

**From drab to fab: designing your literary magazine (MG)**

**J-School 321 – Psyche editors, Richland Northeast HS**

The editors of *Psyche* literary magazine at Richland Northeast High School share ideas of how to improve overall design of your literary magazine. This includes InDesign tips and way to incorporate your submission into your design.

**10:25 – 11:10 a.m.**

**10 shots you have to get – well, maybe more than 10 (BC/DM)**

**J-School 106 – David Knight, Lancaster HS**

Get these shots every time to go out to shoot, and you'll produce award-winning packages and PSAs and movies.

**Advisers' business meeting (ADV)**

**J-School 113 – Amy George, Laurens District 55 HS**

Any publication adviser interested in discussing SCSPA business concerns is welcome to attend this meeting.

**Game show mania (YB)**

**J-School 115 – Beth Ward, Mauldin HS**

Today's students are more challenging to engage. Teaching the basic skills and writing techniques necessary for producing a quality yearbook can be fun. Learn how to teach your staffers the basics such as writing headlines, leads, caption, and even good interview techniques by using a game show format. We will simulate a few games you can use with your staff.

**Write, revise, repeat (ALL)**

**J-School 116 – Beth Swann, Nation Ford HS**

Strong verbs, specificity and revision can make your copy. In this session, you will learn how to improve your writing, no matter what publication you write for, in a few simple steps.

**Student Leadership (ALL)**

**J-School 219 – Marguerite Peterseim and Greyson Webb, Wando HS**

It can be hard to manage a group of your peers. In this session, learn how to take on the responsibilities of an editor and maintain a balance of friendship and leadership.

**Photoshop basics (PH)**

**J-School 221 – Will Buie, Laurens District 55 HS**

Never touched Photoshop before? Not a problem! In this session, you will Photoshop beginner fundamentals. No computer required!

**Squad goals (ALL)**

**J-School 318 – Carlo Dawson, South Pointe HS**

Looking to be an award-winning staff? It starts with creating a "dream team", a "squad", who has one goal in mind: We want to "win" TOGETHER. Attend our session to learn team building activities and go-to tips that will have your staff getting along, and before you know it, winning top awards at the SCSPA conference! So come join us! #wethebest #squadgoals

**Streams of revenue: Yearbooks as a business (YB)**

**J-School 320 – David Patrick, Jostens**

In this session, you will learn how to operate your yearbook program as a profitable business. There are revenue streams that can flow in or out!

**Sports reporting: It's for everyone (ALL)**

**J-School 321 – 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.

**11:20 a.m. – 12:05 p.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.

**Yearbook beginner bootcamp (ADV)**

**J-School 115 – Phillip Caston, Wando HS, and Beth Ward, Mauldin HS**

As a new recruit, receive your basic training on being a yearbook newbie – adviser or student. Join this roundtable discussion to get tips on everything yearbook. Whether it is how to organize your production room or how to de-stress during deadlines, veteran yearbook advisers Phillip and Beth are here to answer your questions.

**Covering your school (YB)**

**J-School 116 – Devon Swale, Herff Jones**

Everyone deserves to be remembered. Every story deserves to be told. But how do we find all those stories? We have you covered. It's all about planning and executing. Knowing how you will tell the story of the year and then telling it.

**Podcasts: More than just audio (BC/DM)**

**J-School 219 – Gavin Jackson and AT Shire, SC-ETV**

Find out how to come up with ideas and track trends. SC-ETV's Gavin Jackson and AT Shire will teach you basic production and ways to market your podcast so you can reach the next level and enhance your publication.

**Photoshop basics (PH)**

**J-School 221 – Will Buie, Laurens District 55 HS**

Never touched Photoshop before? Not a problem! In this session, you will Photoshop beginner fundamentals. No computer required!

**Write right now! (ALL)**

**J-School 318 – Nina Brook, USC SJMC**

Thinking of majoring in mass communications? Or, do you just want your writing to shine now and in college, no matter your intended major? Get some tips from an instructor at USC's School of Journalism and Mass Communications about strategies you can start using now. Editors can get tips on coaching writers as well. The presenter worked 20 years in professional communications as a print and broadcast reporter and public relations practitioner. She advised student media at Richland Northeast High School for 13 years. During her time at Northeast, *The Cavalier* student newspaper was a CSPA Silver Crown Winner.

**Lit mag: More than poetry and artwork (MG)**

**J-School 320 – Claudine Hughes, Northwestern HS**

Learn how to include more variety in your magazine through the world of nonfiction. Literary magazine staffers will be able to see how to take their magazine to the next level by including interesting student pieces that reflect personal experience and contemporary issues.

**National news/local schools: Why teenagers should care (ALL)**

**J-School 321 – Amy Goodwin, Camden HS**

Just because middle and high schools are full of teenagers does not mean that the school news should be devoid of national topics. As members of the next generation of voters and community leaders, students need to be aware and express themselves now on issues that will matter greatly in the future. This session will present ideas on how to go about addressing the national and global topics in a manner that will be meaningful and personal to teenagers.

**12:10 – 1:30 p.m.** \_\_\_\_\_

**Lunch**

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

**1:30 – 2:15 p.m.** \_\_\_\_\_

**Fall Conference Awards Ceremony**

**Darla Moore School of Business Room 101**

**Photography sponsored by Lifetouch**

**SCSPA AWARDS CEREMONY AT  
1:30 P.M. IN THE DARLA MOORE  
BUSINESS SCHOOL ROOM 101**

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

**Photography sponsored by  
Lifetouch**

2018 - 2019  
**BOARD MEMBERS**

**ADVISER OFFICERS\***

Chair: Amy George, Laurens District 55 HS

Secretary: Amy Goodwin, Camden HS

**Representatives**

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

Lowcountry: Phillip Caston, Wando HS

Magazine: Carlo Dawson, South Pointe HS, and Claudine Hughes, Northwestern 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, and Callie Neal, Summerville HS

Upstate: Beth Ward, Mauldin HS

Yearbook: Amanda Hajji, Lexington HS

**STUDENT OFFICERS\*\***

President: Jake Morgan, South Pointe HS

Vice President: Kailey Cota, Nation Ford HS

**Representatives**

Broadcast: Jamie Collins, Richland Northeast HS, and Salome Storke, Wando HS

Lowcountry: Marguerite Peterseim, Wando HS

Magazine: Arlo Wilks, South Pointe HS

Midlands: Deven McKee, Camden Military Academy

Newspaper: Lleyton Abell, Laurens District 55 HS, and Zarianna Robinson, South Pointe HS

Online/Digital Media: Cassidy Clark, South Pointe HS

Upstate: Hayden Fowler, South Pointe HS

Yearbook: Greyson Webb, Wando HS, and Madison Williams, Lugoff-Elgin HS

\*Adviser officers complete their two-year terms in spring 2020.

\*\*Student officers serve through the 2019 spring conference.