



# SCSPA

EMPOWERING  
TOMORROW'S JOURNALISTS

## SPRING CONFERENCE

### MONDAY, APRIL 1, 2019

**A**dvisers 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 1:15 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' networking (ADV)  
201**

Drop in to meet other advisers from around the state, catch your breath or just take a load off! Students aren't the only ones who should be taking time to connect with their peers.

**Can I? Should I? Fair use and student media (ALL)  
302 – Dr. Carmen Maye, UofSC School of Journalism and Mass Communications**

At one point, every student journalist has asked the question, "can I use this photo/song/clip?" So, what is fair use and where can you find public domain and royalty-free sources? Our legal eagle will help you out.

**Sports is for everyone (ALL)**

**303 – 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.

**Spill the tea: Editors' roundtable (ALL)**

**304 – Jake Morgan and Arlo Wilks, South Pointe HS, and Greyson Webb, Wando HS**

Calling all staff editors-in-chief and associate editors! Come "spill the tea" on what your staff is doing with your publication. Daily? Weekly? Monthly? This session will offer an opportunity for editors to ask questions and get answers, to create a network, and have fun while eating snacks.

**Flip the script (BC)**

**305 – AJ Chambers, Richland Northeast HS**

Broadcast writing is a little different. This session will provide helpful tips to write for the ear, engage your audience, and spice up your voice-overs, stand-ups, and anchoring.

**It's the little things (ALL)**

**315 – David Knight, Lancaster HS**

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

**10:15 – 10:30 a.m.**

**Assembly (ALL)  
Russell House Ballroom**

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

**10:35 – 11:15 a.m.**

**Advisers' business meeting (ADV)  
201 – Leslie Dennis**

This won't be \*all\* business. After you have gotten your students off to their classes, join other SCSPA advisers to discuss some upcoming changes to competitions and to relax and network for a few minutes.

**Media law basics (ALL)**

**203 – Dr. Eric Robinson, UofSC School of Journalism and Mass Communications**

Student journalists should always be armed with the facts of media law. Find out what protections you have under the law as a student journalist and how to best use those rights.

**How to get real writing into yearbook copy (YB)**

**205 – Phillip Caston, Erin O'Leary, Legare Kerrison & Merritt Redden, Wando HS**

Writing copy for yearbook doesn't mean one paragraph of fluff. It is possible to get real, in-depth feature stories about students at your school.

**Hyping your publication (ALL)**

**302 – Carlo Dawson, South Pointe HS**

Do you want your publication to have a bigger following? Do you want to put some hype behind your release? Well, this session will offer tips on how to get others to notice your hard work while promoting your masterpiece!

**Photoshop basics (PRE-REGISTER)**

**303 – 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.*

**What makes you different? (BC/DM)**

**305 – Wade Fletcher & Caleb Daniels, Richland Northeast HS**

Student leaders at RNE-TV Live from Richland Northeast High School share how they set each of their videos apart from the last. Whether it is a short film, PSA, News, or Sports story, video production is unique dependent on the story topic. Learn tips and suggestions on how to set each project apart to keep your audience engaged and wanting more. Students will share examples of their work from the past year.

### **Hit your shot (P)**

#### **315 – Annie Patterson, Jostens**

Learn how to capture what your eyes see. In this session, you will find out how to get the best shots in different situation.

### **Power columns (DM/NP)**

#### **Ballroom – 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.

## **11:20 a.m. – Noon**

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### **Advisers' summer plans (ADV)**

#### **201 – Leslie Dennis, SCSPA director**

How do you submit your summer evaluations and individual competitions? Are there summer educational opportunities for students and advisers? Leslie will tell you all you need to know about sending in your publication and to attend CJI in June and the SCSPA advisers' retreat in August.

### **Breaking the sound barrier (DM/NP)**

#### **203 – Hayden Biebel & Kailey Cota, Nation Ford HS**

Break the silence by adding audio to your online publication, whether it's newspaper or lit mag. In this session, we'll go over suggestions for equipment, operation, executive, post-production, posting – and all the things we learned the hard way. Experienced podcasters are welcome to join in the conversation.

### **Hustle and workflow (ALL)**

#### **205 – Phillip Caston, Wando HS**

Create a staff workflow that models an office environment. Explore hierarchy charts, spreadsheets, and other stuff that every organizational junkie loves. These methods work for big and small staffs alike, and you'll save a lot of precious time as well.

### **Do the right thing: Ethics for reporters, poets and authors (MG)**

#### **302 – Beth Swann, Nation Ford HS**

Whether you write fiction or nonfiction, poetry or prose, it can be a challenge to navigate the ethics of using your voice to cover sensitive topics and to tell the truth, whether that be actual truth or emotional truth. Let's talk about what you will want to consider before publishing.

### **Illustrator: Designer toolbox (PRE-REGISTER)**

#### **303 – Will Buie, Laurens District 55 HS**

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

### **Save the drama for your mama (ALL)**

#### **304 – Jake Morgan & Arlo Wilks, South Pointe HS**

Have you noticed that some of your staff members just can't get along? Have you witnessed arguments among staff members? Well, it's time to "save the drama for your mama"! Learn how to contain the conflict, how to lead like a "boss," and be a respectful class who still wins awards!

### **Anchor & Reporter (BC)**

#### **305 – Finn Carlin, Elli Grace Goodwin & Salome Storck, Wando HS**

In this session, we will cover three different topics: how to improve your anchoring skills, how to take your reporting skills to the next level and what to do when you have a new adviser.

### **Hit your shot (P)**

#### **315 – Annie Patterson, Jostens**

Learn how to capture what your eyes see. In this session, you will find out how to get the best shots in different situation.

### **Great gathering comes first (ALL)**

#### **Ballroom – David Knight, Lancaster HS**

The greatest journalists are always the greatest gathers – of information, of stories, of images. Find out how to improve your gathering.

## **Noon – 1:15 p.m.**

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### **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.**

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### **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 – Jake Morgan, SCSPA student president
- Awards ceremony emcee – Leslie Dennis, director
- 11 Broadcast Individual Awards
- 9 Online Individual Awards
- 28 ESNA Yearly Awards (Class A/B – 14 categories)
- 8 Broadcast Evaluations (Merit/Honor/Superior/All-State)
- 6 Newspaper Evaluations (Merit/Honor/Superior/All-State)
- 5 Online Media Evaluations (Merit/Honor/Superior/All-State)
- 1 S.C. Journalist of the Year (\$500)
- 1 SCSPA Scholarship (\$1,000)
- 1 Scroggins Award
- 1 Reid H. Montgomery Adviser of the Year
- 1 Most Improved Newsprint
- 1 Best in Broadcast
- 1 Best in Newspaper
- 1 Best in Online Media

# 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.