march 4-6

SIPA 16

let the truth unfold

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THE UNIVERSITY OF ALABAMA
College of Communication & Information Sciences
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 onsite 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.

New J-School

In case you haven’t heard, USC’s School of Journalism and Mass Communications has moved! The J-School dedicated its new building at 800 Sumter St. in September, after leaving its previous location at the Carolina Coliseum. Now in the historic Horseshoe district of campus, the new home of new media offers state-of-the-art facilities, which will house onsite competitions and pre-convention workshops during the SIPA weekend.

Walking Map

Why not walk to the J-School instead of driving? The new 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.

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.

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 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.

Hotel Bills

Each adviser must settle his or her 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.

Student presidential candidates will give speeches during the opening session Friday evening. Speeches should be no longer than four minutes.

Voting will take place during the dance Saturday from 10 - 11 p.m. at the SIPA photo booth outside the Capital Ballrooms. Each SIPA member publication staff in attendance at the convention may have ONE vote.
Keynote Speakers

Alphabet Soup Explained
ASNE: American Society of News Editors
ASPA: Alabama Scholastic Press Association
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
TAJE: Texas Association of Journalism Educators
VAJTA: Virginia Association of Journalism Teachers and Advisers

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Herff Jones

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School Publications Company

Friday Keynote
John Moore to discuss international issues, show award-winning photography

John Moore will be the Friday keynote speaker.
Moore works as a photographer for Getty Images, a creator and distributor of photos, video, music and multimedia.
He covers international and domestic stories, most recently illegal immigration along the Mexico border and the Ebola outbreak in Liberia.
Moore will discuss issues and stories he has covered in his sessions throughout the weekend.
He graduated from the University of Texas in 1990 and has worked at the Associated Press before going to Getty.
Early in his career at Getty Images, which started in 2005, he covered events in the Middle East and Asia, including the assassination of then Pakistan Prime Minister Benazir Bhutto.
A recipient of 2015’s Photographer-of-the-Year Award at the Sony World Photograph Awards, he was part of a team at the AP who won the Pulitzer Prize in 2005 for their breaking news coverage of the Iraq War.
He was also a finalist for the Pulitzer Prize in 2012 for his coverage of the Arab Spring.
Pictures of the Year International and the National Press Photographers Association also named him Photographer of the Year.
He has been recognized four times by World Press Photo.

– Collyn Taylor SIPA assistant

Saturday Keynote
Former high school journalist Destiny Chance to share experiences in local news

Destiny Chance, award-winning reporter for WACH FOX Columbia, is the Saturday keynote speaker.
She is a homegrown journalist from Greenville, South Carolina who graduated from the University of South Carolina’s School of Journalism and Mass Communications.
“In high school I had the same brightness in my eyes that still shines today,” Destiny said. “Yearning to learn more, receive feedback, improve and just grow in every way. Whether it’s writing, shooting, going live, editing or writing a web piece, the amazing thing about journalism is that there is no set path. When news happens everything moves so fast, and before you know it you could be covering a national story or meeting people that will change your life forever.”

She will speak Saturday morning about her experiences covering major news stories like the October flood, the Mother Emanuel AME shooting and the removal of the Confederate flag. She also will be available to answer any questions from high school journalists.
She has hands-on experience working with local and national news, covering stories ranging from President Obama’s visits to South Carolina to crime in South Carolina to community events.
A high school journalist at J.L. Mann HS, she has worked her way through college journalism and is making a name for herself in the professional world.

– Collyn Taylor SIPA assistant
Friday • March 4, 2016
1 - 5 p.m. Pre-convention workshops – *USC J-School*
3 - 7 p.m. Registration – *Carolina Pre-function Area*
5 - 7:30 p.m. Exhibit area open
7:30 - 8:45 p.m. Opening ceremony, John Moore keynote – *Carolina Ballroom*
Student president candidate speeches
9 - 10:30 p.m. Exhibit area open
9 - 9:45 p.m. Class session #1
Quiz Bowl preliminary round – *Palmetto Ballroom*
10 - 11:30 p.m. SIPA’s Got Talent! and ice cream social – *Capital Ballroom*
Midnight Quiet time begins

Saturday • March 5, 2016
8 - 8:45 a.m. Adviser breakfast & Advisory Council election – sponsored by Jostens – *Capital I*
8 a.m. - 3 p.m. Exhibit area and exchange tables open – *Carolina Pre-function Area*
9 - 9:45 a.m. Class session #2
Endowment Committee meeting – *Alumni Room*
10 - 10:45 a.m. Class session #3
11 - 11:45 a.m. Destiny Chance keynote – *Carolina Ballroom*
Noon - 1:15 p.m. Adviser awards luncheon – sponsored by Balfour – *Capital I*
1:30 - 2:15 p.m. Class session #4
Advisory Council meeting – *Capital I*
2:30 - 3:15 p.m. Class session #5
3:30 - 4:15 p.m. Class session #6
4:45 - 5:45 p.m. Quiz Bowl rounds 1-4 – *Capital I*
7 - 8:30 p.m. Awards and scholarships banquet – *Marriott Carolina Ballroom*
8:30 - 11:30 p.m. SIPA Endowment auction – *advisers* – *Palmetto Ballroom*
Saturday night rave – *students* – *Capital Ballroom*
Midnight Quiet time begins

Saturday Onsite Competitions
1:30 - 4:30 p.m.
• BC anchor
• BC on-the-spot feature
• NP and YB TOP
• Review writing
see page 10

Saturday Silent Auction
2 - 6:30 p.m.
*Palmetto Ballroom*

Sunday • March 6, 2016
8 - 9:15 a.m. Adviser breakfast – sponsored by eCampus Solutions – *Ballroom C*
Executive Committee meeting – *Palmetto Ballroom*
9:30 - 10:15 a.m. Class session #7
10:30 - 11 a.m. Quiz Bowl finals – *Carolina Ballroom*
11 a.m. - Noon Closing awards ceremony – *Carolina Ballroom*
ADVANCED DESIGN SKILLS

For advanced students/advisers only.
Already have a little experience with InDesign? Take your design skills to the next level by learning tricks and advanced layout techniques from a pro. Some Illustrator components will be taught as well. Students/advisers must have experience with InDesign and know page design rules. Feel free to email questions you want answered or topics you want covered to Leslie Dennis at dennislc@mailbox.sc.edu.

EDITORIAL LEADERSHIP

with David Ragsdale, Tierra Hayes, Kevin Mobley, Tiernan O’Neill and Ella Sams, 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 editors to fulfill their job description on staff. We’ll discuss leadership styles, help troubleshoot 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.

LUCIDPRESS

with Amy Medlock-Greene, Dutch Fork HS (South Carolina)
LucidPress is an online tool that works much like InDesign – but it’s FREE and allows for extras such as embedding videos – and offers both print and digital options for publication. Educators can set up free accounts for their students – provided they’re all in the same scholastic email domain. This workshop will guide you through the steps necessary to create an account and will provide a walk through of the program itself. Participants will leave with established LucidPress accounts and a basic understanding of the design and multimedia functions of the program. Some design experience (preferably with InDesign) is preferred but not required.

ON THE AIR!

Start your journey with a tour of the WIS News television station, the Columbia NBC affiliate. Then make your way to the School of Journalism and Mass Communications for a tour of the new home for new media in the heart of campus. Finally, watch a live broadcast of Carolina News, a daily broadcast produced by J-School seniors.

REAL-WORLD COVERAGE IN A FLASH

with Coni Grebel, Lee County HS (Georgia)
Join us for this intense, hands-on collaboration across communication disciplines to see how to cover a story from different angles using multiple tools. You’ll work in teams of four on an assignment. Each person will be responsible for a different communication tool and strategy but all will link together into a cohesive story.

TELLING STORIES WITH PHOTOGRAPHS

with Bradley Wilson, Midwestern State University (Texas)
Bring a camera! Learn how to tell a story through different styles of photography. Participants will take photos in and around the new School of Journalism and Mass Communications in the historic Horseshoe district. After taking photos, you will sit down with our 2016 SIPA Endowment speaker for a one-on-one critique. Photos selected from this workshop will be featured on the SIPA website and social media platforms.

WORKING WITH INDESIGN

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@mailbox.sc.edu.

YEARBOOK: HOW DO I DO THAT?

with John Bumgarner (South Carolina)
The best designers, writers and photographers are always looking for inspiration. As student journalists, not only do you need to know where to look, but also how to translate your vision to your publication. This workshop will help you take your ideas to the next level to create a practical plan and implement them in your yearbook.
Friday, March 4

7:30 - 8:45 p.m.

Opening Ceremony (ALL)
Welcome – Natalie Chuck, Student President
Keynote – John Moore, Getty Images
Student Officer Candidate speeches
Ballrooms A-H

9 - 9:45 p.m.

Anchor and On-the-Spot information session (BC REG)
Students who will be in the Broadcast Anchor and On-the-Spot Competitions should attend this session to be prepared. We will go over the rules and students may ask questions.
R.J. Morgan
Ballroom A-C

America at perpetual war (ALL/P)
Getty Images photographer John Moore has been photographing America’s wars in Iraq, Afghanistan and now Syria for 15 years, with the end no where in sight. Go inside the conflicts with him. Warning – there is some graphic material.
John Moore
Ballroom D-E

Copy capers (YB)
Transform the copy in your yearbook so that someone other than your grandma will not be bored. Follow tips regarding story ideas and the all important angle! Zap boring copy and make your stories sparkle with outstanding coverage and quotes that make the words jump off the spreads and into the readers’ minds and hearts.
Mary Kay Downes
Ballroom F-H

It’s all about the people (NP)
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.
Susan Newell
Capital II

Using Google Drive to organize your staff (DM)
Who’s writing that story? Was I supposed to get that photo? Does anyone know what computer my spread is on? Who checked out camera #3? If your staff is like most, you have a lot of files and equipment to manage, but you can use Google Drive to keep track of what’s what and where it all is. This session will offer tips on using Google Forms to manage equipment, Google Sheets to keep up with everyone’s responsibilities, Google Calendar to track deadlines, and Google Docs to write and collaborate on stories. (I’ll even share my Google Slides presentation with you at the end of the session!)
Amy Medlock-Greene
Capital III

10 shots you have to get (well, maybe more than 10) (BC)
Get these shots every time you go out to shoot, and you’ll produce award-winning packages and PSAs and movies.
David Knight
Capital IV

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. *The top scoring teams will be posted by 9 a.m. at the registration desk*

10 p.m.

Student Ice Cream Social (ALL)
SIPA’s Got Talent! competition
Capital Hall

KEY FOR SESSIONS

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Saturday, March 5

8 a.m.

Adviser breakfast and Advisory Council election (ADV)
All registered advisers are invited to eat, meet and greet with other advisers from the Southern region. Advisory Council members for 2016-2018 will be elected. (Advisory Council meeting will be held at 1:30 p.m.)

Sponsored by Jostens
Capital I

9 - 9:45 a.m.

Tackling sensitive subjects (NP)
Covering sensitive issues can be difficult even for professional journalists. So how do student publications address controversial stories happening at school and in society? This session will show how The Crimson Crier staff got involved in the local school board to report on sensitive topics and will give you ideas for your staff can get involved too.
Erin Coggins
Ballroom A-B

Creating free, easy and effective infographics (NP)
An infographic can often tell a story more effectively than words. Learn how to create infographics – even if you don’t have any design skills.
Joe Dennis
Ballroom C

Journalistic Snapchat (DM)
Snapchat is more than social media. Journalists can use it too! Find out how journalists can use Snapchat to cover events or have conversations with readers and sources.
Erinn Harris
Ballroom D

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 E

Check yourself (YB)
When staffers say spreads are “done,” editors need to have a process in place to make sure all spreads are the best they can be. We’ll look at several different systems yearbook staffs can use as a group to do final checks and edits.
Meghan Percival
Ballroom F-G

10 - 10:45 a.m.

Build a better magazine: Fundraising, submission and other tips (MG)
Magazines tend to rely on patrons more than advertising. Learn tips for successful fundraising as well as ideas for collecting submissions and other tips for publishing an award-winning magazine.
Mark Murray
Ballroom H

Sports photos: Action and reaction (P)
Beyond football. Beyond basketball. The world of sports photography provides rich opportunities for capturing true storytelling moments. Action. Reaction. Interaction. Inaction. Come explore some of the possibilities from cycling to Ultimate and learn techniques that work for most sports.
Bradley Wilson – SIPA Endowment speaker
Capital II

The little things make the difference (NP)
Come to this session to hear almost three dozen specific suggestions aimed at improving your reporting, design and staff dynamics. Adjusting the little things may be all it takes to transform your paper or newsmagazine.
Jon Reese
Capital III

50 shades of B-roll (BC)
The b in b-roll should stand for beautiful, not boring! “Sexy” shots can spice up your visual storytelling.
Mark Maddaloni, Taylor Moses & Bailey Champ
Capital IV

#ModMatters (YB)
Branch out beyond the typical yearbook coverage. Learn innovative storytelling, fresh designs and other #yearbookmatters.
Devon Swale
Ballroom A-B

Portfolios: Let’s get digital (SNR)
Students should be building personal websites that reflect their work. Digital portfolios are great tools for competitions, scholarship applications and personal promotion.
Michaella Baker
Ballroom C
Immigration and border security (ALL/P)
John Moore will display his long-term photo project on immigration issues, photographing people as they face unspeakable dangers in their journey from Central America through Mexico and into the United States. He also will show the story from the perspective of immigration and border enforcement in the United States as the country struggles to control its border in an era where more immigrants have been deported than ever.
John Moore
Ballroom D

A force for change: Op/Ed writing (NP)
What are the issues you care about most? A well-written opinion piece will be the talk of the school. The Op/Ed section is where your staff should show leadership in the school community. It’s true, you know – the pen really is more powerful than the sword.
Beth Swann
Ballroom E

The body speaks (BC)
We are in the communication business – but 70 percent of the ways humans communicate with each other is nonverbal and usually it’s what we do, not necessarily what we say, that shows how we really feel about someone or something. By understanding body language more effectively, we can increase our chances of being able to spot a liar and get the most out of any interview.
Karin McKemey
Ballroom F-G

Retire the old reliables (MG)
So much depends/upon/the literary magazine/poem/it can be invention/original/not always angsty/hooray! In this interactive session, you’ll encounter different genres of poetry that you may never have seen before. By the end, you’ll have a start on a handful of your own original poems.
Emily Watson and Maddie Rose Hall
Ballroom H

Writing for online publications (DM)
Writing for the web combines the elements of great voice and diction with the ability to transform a story into an interactive exploration. Discover how to transform your writing for the online platform. We will explore online writing for breaking news, opinion writing, feature writing and sports writing.
Chris Waugaman
Capital II

The down and dirty dozen (BC)
If you want to produce solid broadcast stories, you need to employ a dozen tips. We’re talking sources, reporting approaches, shots and storytelling technique. Let’s figure out how to impress your viewers.
Jon Reese
Capital III

The lost art of interviewing (ALL)
Today’s technology makes it easier than ever to communicate with people. But avoiding the temptation to text and email people for quotes can make your stories come to life! Discuss best practices for talking to sources in person as well as what to do with those quotes once you’ve got them.
Steve Hanf
Capital IV

11 - 11:45 a.m.

Keynote speech (ALL)
Destiny Chance
WACH FOX 57 Multimedia Journalist/Reporter
Ballrooms A-H

Noon -1:15 p.m.

Advisers awards luncheon
Sponsored by Balfour.
Capital I
All registered advisers and special guests are invited to this luncheon. We will present the Elizabeth B. Dickey Distinguished Service Awards and Karen H. Flowers Outstanding Service Award.
Saturday Onsite Competitions

Students registered in onsite competitions – broadcast anchor, broadcast on-the-spot feature, review writing and newspaper and yearbook TOP – are on a different schedule and should report to different locations.

1:30 - 4:30 p.m.

Broadcast anchor
All contestants should report promptly, dressed to go on camera.
Kennedy Greenhouse and J-School Lab 113

Newspaper team onsite production (TOP)
All newspaper TOP teams should report promptly with necessary materials. No one will be admitted after the contest begins.
J-School Lab 219

Broadcast on-the-spot feature
All broadcast TOP teams should report promptly with necessary materials. No one will be admitted after the contest begins.
J-School Lab 221

Yearbook team onsite production (TOP)
All yearbook TOP teams should report promptly with necessary materials. No one will be admitted after the contest begins.
J-School Lab 222

Review writing
All contestants should report to the Alumni Room to attend a review writing session then review a specified event. Bring a laptop, tablet or paper to write on.
Susan Newell
Marriott Carolina Ballroom C

Take a walk!

Rather than take the shuttle to competitions, why not walk? The new 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.

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 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
1 p.m. 1:30 p.m.
1:15 p.m. 1:45 p.m.
From J-School to hotel
3:30 p.m. 4:30 p.m.
3:45 p.m. 4:45 p.m.
4 p.m. 5 p.m.
4:15 p.m.
1:30 – 2:15 p.m.

The key to having an online presence (DM)
We’ll talk about why your yearbook should be active online with social media, cloud storage of photos, and even having a web page. This session will be good for advisers as well as students, especially editors.
Chris Waugaman
Ballroom A-B

Ebola in Liberia (ALL/P)
Photographer John Moore first traveled to Liberia in the summer of 2014 to cover the deadly Ebola epidemic and his coverage of the historic spread of the disease in Monrovia, the capital of Liberia, made front pages around the world. He has since returned three times, first as the country was overcome by the epidemic and then as it recovered, with great, if late, international assistance. The World Health Organization declared Liberia Ebola free in early 2016.
John Moore
Ballroom D

Tapping the gold mine (YB)
Incredible stories about students in your school are often overlooked by the yearbook staff. Attend this session to discover how to find these gems.
Phillip Caston
Ballroom D

How to avoid the cliches (MG)
Writing is not the only aspect of a lit mag that can fall into a rut. Make sure your art and photography stay fresh and don't become stale. Learn how to enliven the visual elements of your literary magazine.
Charlotte Wood
Ballroom F-G

Senior issue for real (NP)
Developing a senior-issue newspaper sums up the year and is a culminating project that becomes a treasured memento. This session will present ideas and examples to help develop this type of issue. See how Stafford HS produced a 40-page broadsheet edition with five sections last year with color on four of the eight pages in each section.
Sue Gill
Ballroom H

Saturday March 5

We’re all in this together (ALL)
Learn how high school journalists converge to engage the new media landscape. Develop a plan for effective collaboration between print and broadcast media to keep your community in the know.
Chuck Walker
Capital II

Writing powerful columns (NP)
Great personal columns can change your readers’ lives. Bad ones are a waste of paper. Get tips on writing the great ones.
David Knight
Capital III

Brand your broadcast (BC)
Learn the skills needed to brand your school’s broadcast news show with lower thirds, moving graphics, and logos utilizing After Effects.
Joshua Felty and Gina Maddaloni
Capital IV

Sell yourself (NP/YB)
Newspaper and yearbook adviser Steve Hanf will share strategies that have helped his students sell more than $10,000 in advertising the last three years. He will open the floor for sharing ideas that can help all of us sell even more.
Steve Hanf
Ballroom A-B

The environmental portrait (P)
No more cinder block walls! Let’s get those head shots out of our publications and instead capture images that tell us something about the person. It is called an environmental portrait. Come learn what that really means.
Mark Murray
Ballroom H

Design doesn’t end where type begins (YB)
With endless options for typography, never settle for printing your copy in columns of bland text. This session teaches you how to add color, weight, size and purposeful layout to text so that copy blocks tell a story in both words and design. Come see samples from the pros.
Erinn Harris and Meghan Percival
Ballroom E
Saturday March 5

2:30 – 3:15 p.m.

Oh, the drama! Script and screenplay writing (MG)
Yes, you can write and film shorts for your lit mag – or just for fun! Watch a few fabulous films, learn storyboarding, how to format scripts, the basic shots and framing, and more. It’s your turn to be a star and tell a story to remember.
Beth Swann
Ballroom F-G

Dissecting a pro (BC)
We’ll throw the work of a NPPA videographer of the year under the microscope to analyze story focus, story structure, sequences, script, editing and more. And we’ll look closely for applications to your VO/SOT and package production.
Jon Reese
Ballroom H

Wanted: Copy editors (ALL)
From newspapers to television stations to executive offices worldwide, every company and media outlet needs a good wordsmith, a good copy editor. And the good ones are getting jobs right and left. Come see why.
Bradley Wilson – SIPA Endowment speaker
Capital II

PSAs: 30 seconds to change the world (BC)
Come see some great public service announcements that will change the way you look at the world and get tips on making your own.
David Knight
Capital III

3:30 – 4:15 p.m.

Organizing your online workflow (DM)
The web allows any staff to expand its coverage and increase its timeliness. But when there is no ceiling, there can also be an overwhelming burden to find a way to cover it all efficiently. This session will present an online publication workflow that any staff can implement.
Chris Waugaman
Ballroom A-B

45 ideas in 45 minutes (ALL)
Good publications, news sites and broadcasts all begin with good story ideas. Come gather story ideas and share some of your own, too. Turn your staff into a brainstorming machine.
Brenda Gorsuch
Ballroom D

Bar graphs and pie charts are dead (NP/YB)
Infographics are more than clip art. Infographics need to convey information to your readers. This session will help you do just that.
Erinn Harris
Ballroom E

Tips and tricks of the trade (MG)
Writing, creative writing, is both rewarding and tedious. Many trials, successes and failures go into writing a great poem or story. This session will provide some tips to follow to make an OK story or poem better. We will share some great writing activities and tips for a fabulous lit mag.
Renee Quaife
Ballroom F-G

Blowin’ it up! (ADV)
The perils, pitfalls and rewards of blowing up a well-oiled, nationally-recognized school media program will be laid bare in this expose of a school's first year of full convergence – broadcast web, and newsmagazine. Probing questions and critical observations welcome!
Jon Reese
Ballroom H

Going beyond the score (NP/ONL)
Two editors and former sportswriters from the ODYSSEY newsmagazine of Clarke Central HS will provide their insight on how to cover high school and local sports beyond game coverage. They will discuss establishing relationships with athletes, coaches, administrators, and community figures to gain the access needed to cover sports in a diverse and engaging fashion.
Kevin Mobley and Jordan Rhym
Capital IV
Photo ethics (P)
In an age when almost anyone can take and publish a photograph, learning the role of the photojournalist and upholding community standards in terms of what to shoot, what to publish and when to publish it, requires exploration of individual values and standards. Come test your boundaries.
Bradley Wilson - SIPA Endowment speaker
Capital II

Theme tips and tricks (YB)
You know you have to have a theme, but ask yourselves: “Is a theme really necessary?” THE ANSWER IS YES! This session will provide ideas to guide your theme selection and help you organize the production year. Brand your staff, your year and your book with a theme that you will wear proudly on your staff T-shirts while distributing your 2017 yearbook.
Mary Kay Downes
Capital III

Sports writing and shooting something (BC)
Get your game on and hear what it takes to be in sports news. Hear from a former editor of ESPN and SEC Network. He’ll tell you what it takes to be in front of the camera or behind it.
Justin Fabiano
Capital IV

Quiz Bowl rounds 1-4 (REG)
Capital I

4:30 – 5:15 p.m.

Convention awards banquet
Carolina Ballroom
Enjoy dinner with registered attendees and special guests before the presentation of Elizabeth B. Dickey SIPA Scholarship, SIPA Endowment Regional Scholarship, Jacobs-Daughtry Continuing Education Scholarship, Shoquist Freedom of the Press Award and publication evaluations ratings.

8:30 – 11:30 p.m.

Student dance rave and photo booth
Capital Ballroom
Member publications should cast their ballots for 2016-17 SIPA student officers by 10:30. Ballots can be handed to a current SIPA student officer or a SIPA staff member at the dance or in the Diplomat room.

SIPA Endowment auction
Palmetto Ballroom
Advisers, special guests and speakers are invited to the live portion of the auction. Silent auction results will be announced throughout the live auction. All proceeds support SIPA’s Endowment Fund.
Sunday, March 6

8 – 9:15 a.m.

Adviser breakfast
SPONSORED BY eCAMPUS SOLUTIONS
Ballroom C

SIPA Executive Committee meeting
Palmetto Ballroom

9:30 – 10:15 a.m.

Managing a magazine staff (MG)
Staff and editors of the award-winning Lantern literary art magazine will discuss tips for managing a diverse staff, including how to work with those who don’t want to work, how to find the hidden talent of your introverts, and how to engage your staff and build a media family worthy of a legacy to be proud of. Be prepared for a fun, engaging presentation that will help invigorate your lit mag staff, whether you have 12 members or 55!
Charlotte Wood
Ballroom A-B

Show me the money (YB)
Learn how to combine professional marketing tips from the real-world with timing and strategy to increase book sales.
Phillip Caston
Ballroom D

Control freak’s guide to design (NP/YB)
Today’s students lead fast-paced lives and suffer from information overload. Flashy websites, addictive social media and action-packed video games compete for their attention. Take a serious look at your publication design. You may have the content, but do your designs compel readers to read? Learn how to use design techniques to increase readership.
Brenda Gorsuch
Ballroom E

Seek professional help (SNR)
College is all about gaining valuable professional experience and adding to your portfolio. Sometimes student media just isn’t enough. Learn how you can expand your portfolio outside of student media while still in college.
Collyn Taylor
Ballroom F-G

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
Whether your 2016 masterpiece is now complete or you’re working to finish coverage of as much of the year as possible, there’s light at the end of the tunnel. The year’s biggest group project has likely revealed some skills and talents you never knew you had, tested your patience and introduced you to people you’d never have met otherwise. Between brainstorming, production, deadlines and sales campaigns, you exemplified 21st century learning, compelling storytelling and new world media. We’re here to support and celebrate all your efforts because we love the process and the product. It’s true. Your yearbook is our passion.

yearbookdiscoveries.com
Phillip Caston advises the Legend yearbook at Wando HS (Mt. Pleasant, South Carolina). He is in his 10th year of advising student publications and previously advised the newspaper and yearbook programs at J.L. Mann HS (Greenville, South Carolina). Caston was named SCSPA’s Adviser of the Year in 2012 and is a graduate of the Philip Merrill College of Journalism at the University of Maryland.

A.J. Chambers is the adviser of the Pacemaker award-winning broadcast, Wave TV, at Summerville HS (South Carolina). This is his ninth year of teaching and his fifth year advising Wave TV. He has over 10 years of professional film experience.

Bailey Champ is a junior at Wando HS (Mt. Pleasant, South Carolina) and a second-year staff member of Tribe Talk. When she isn’t on the field playing soccer, you can find her with a camera in hand filming for various competitions.

Erin Coggins, MJE, has advised the The Crimson Crier newspaper and The Senator yearbook at Sparkman HS (Huntsville, Alabama) for 14 years. She has earned the CSPS Gold Key and the DJN’s Distinguished Adviser and Special Recognition Adviser awards and has been named ASPA’s Adviser of the Year four times. She received the 2015 SIPA Endowment Technology Grant.

Aneesah Conine-Nakano is a sophomore at Clarke Central HS (Athens, Georgia). She joined the ODYSSEY Media Group staff as a freshman and currently serves as the digital managing editor of ODYSSEY Online. Conine-Nakano aims to make ODYSSEY Online as accessible, interactive and informative in order to serve the needs of the CCHS community. Outside of journalism, Conine-Nakano is a member of the Athens Youth Symphony, the CCHS varsity golf team and the Classic City Lacrosse Club Team.

Joe Dennis is assistant professor of mass communications at Piedmont College (Demorest, Georgia). He has more than two decades of journalism and broadcast experience and the director of the GSPA. He serves on the SIPA Executive Committee.

Mary Kay Downes, MJE, has advised the Odyssey yearbook at Chantilly HS (Virginia) for 24 years. She holds the JEA Medal of Merit, NSPA Pioneer, CSPS Gold Key and SIPA Elizabeth Dickey Award. A National Yearbook Adviser of the Year and a VHSL Hall of Fame inductee, Downes serves on the SIPA and VAJTA boards.

Justin Fabiano teaches media technology at his alma mater, Stratford HS (Goose Creek, South Carolina). 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.

Joshua Felly is a senior at Wando HS (Mt. Pleasant, South Carolina) and an award-winning graphics designer for Tribe Talk. He is a self-taught expert in After Effects and plans to major in film college.

Hannah Gale is a sophomore at Clarke Central HS (Athens, Georgia). This is her first year as a member of the ODYSSEY Online staff, and she currently serves as the writing coach. Gale hopes to provide CCHS and the community with informational, accurate and entertaining articles.

Sue Gill, CJE, is in her 50th year of teaching English, journalism and photojournalism. She advises the Smoke Signal newspaper and the Indian Legend yearbook at Stafford HS (Falmouth, Virginia). She was the English department chair for 24 years.

Brenda W. Gorsuch is the publications adviser at West Henderson HS (Hendersonville, North Carolina). She currently advises the newspaper, online and yearbook staffs. Gorsuch is a member of the SIPA Executive Committee. She is a former DJN’s Newspaper Adviser of the Year and National Yearbook Adviser of the Year.

Maddie Rose Hall is a junior at Clarke Central HS (Athens, Georgia). In her second year on the iliad staff, she serves as the writing director.

Steve Hamf majored in journalism at the University of Illinois and 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, North Carolina). Currently he advises the Shorelines yearbook and Nighthawk News magazine and teaches Intro to Publications at First Flight HS (Kill Devil Hills, North Carolina).

Erinn Harris, CJE and yerd for the past 23 years, advises Techniques yearbook, tjTODAY newspaper, tjTODAY Online and TJTV at Thomas Jefferson HS for Science and Technology (Alexandria, Virginia). Her staffs have earned CSPS Silver Crowns, NSPAs Pacemakers, Gold Medalist and All-American critiques and many state and local awards. JEA named Harris a 2010 Rising Star, 2014 Special Recognition Yearbook Adviser and 2016 Distinguished Yearbook Adviser.

Tierra Hayes is a senior at Clarke Central HS (Athens, Georgia). She is the Senior Copy Editor for the ODYSSEY newsmagazine and has had experience writing on the Sports and News staffs. She has been on staff since her sophomore year and looks forward to spending her last year on staff doing as much as she can for the publication.

David Knight is the publisher for the Lancaster County (South Carolina) School District. He also teaches broadcast journalism at Lancaster HS. He has served as public information director for USC-Lancaster and as a student newspaper and literary magazine advisor for Spring Valley HS (South Carolina). A favorite at journalism workshops across the country, he has received SCSPA’s Adviser-of-Year Award, SCSPA’s Scroggins Award, SIPA’s Distinguished Service Award and CSPS’s Gold Key.

Gina Maddaloni is a senior at Wando HS (Mt. Pleasant, South Carolina) and is the Executive producer for Tribe Talk.

Mark Maddaloni is a junior at Wando HS (Mt. Pleasant, South Carolina) and the Tribe Talk Presents producer for Tribe Talk. His news packages have won numerous of awards, and he has an eye for beautiful b-roll.

Karin McKemey spent years in front of and behind the camera at several local news networks including WAVY-TV10 (Norfolk, Virginia), Armed Forces Radio & Television (Naples, Italy) and WSCG-TV (Charlotte, North Carolina) before finding her current position as TV production teacher and “The Buzz TV” broadcast adviser at Fort Mill HS (South Carolina). The show has won numerous honors, including four Pillars of Excellence awards from the National Academy of Television Arts and Sciences, and is part of the PBS Student Reporting Labs project where they received the "Most Outstanding Broadcast" Award in 2014.

Amy Medlock-Greene, MJE, is the literary magazine, newspaper and broadcast adviser at Dutch Fork HS (South Carolina). She serves as SIPA chair and was named the SCSPA Reid H. Montgomery Adviser of the Year in 2008. Her newspaper and broadcast staffs have earned numerous distinctions - including SCSPA’s Best In State, SIPA’s Scroggins Award, and CSPS’s Gold Medal.

Kevin Mobley is a senior at Clarke Central HS (Athens, Georgia), and the editor-in-chief of the ODYSSEY newsmagazine. He has also worked as a freelance sportswriter for the Athens Banner-Herald and has won four state and regional awards for his sports coverage, interviewing athletes such as Clemson quarterback Deshaun Watson, UGA point guard J.J. Frazier, and coaches and athletes across sports and schools in Northeast Georgia.
R.J. Morgan, CJE, is the director of the Mississippi Scholastic Press Association. He’s an award-winning former high school journalism teacher. He owns many leather-bound books.

Taylor Moses is a junior at Wando HS (Mt. Pleasant, South Carolina) and a second-year staff member of Tribe Talk. She has a knack for b-roll and is normally the go-to when coming up with creative shots.

Mark Murray is the director of Technical Services and Systems Integration in Arlington ISD (Arlington, Texas). He serves as the executive director of the Association of Texas Photography Instructors. He has received the Elizabeth B. Dickey Distinguished Service Award from SIPA.

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.

Tiernan O’Neill is a senior at Clarke Central HS (Athens, Georgia). He has served on the ODYSSEY newsmagazine news staff and as viewpoints editor and as the ODYSSEY Online copy editor. Currently, he is the editor-in-chief of the ODYSSEY Online. O’Neill is the current Georgia Junior Champion Journalist and attended Governor’s Honors Program in 2015 for social studies.

Sunčana Pavlić is a sophomore at Clarke Central HS (Athens, Georgia). This is her second year on staff, previously being a viewpoints writer for ODYSSEY newsmagazine. She currently serves as the webmaster and strives to inform and update the CCHS and Athens community with timely and balanced articles.

Meghan Percival, CJE, teaches photojournalism and AP Psychology and advises The Clan yearbook staff at McLean HS (Virginia). The Clan staff has been recognized with the NSPA Pacemaker and CSPA Gold Crown and was inducted into the NSPA Hall of Fame. She earned a Gold Key from CSPA in 2013 and was a 2014 JEA Distinguished Adviser.

Renee Quaife advises Silhouette literary magazine at Sparkman HS (Harvest, Alabama). She has advised this publication for the past eight years, during which time the publication has received recognition in both national and statewide journalism competitions.

David Ragsdale, CJE, has advised student publications since 2001 at Clarke Central HS (Athens, Georgia), where he advises the Odyssey newsmagazine, ODYSSEY Online, ODTV and iliad literary-art magazine. His staffs have received top honors in critiques and competitions across the country. He was the GSPA Adviser of the Year in 2007 and was named an ASNE Reynolds Fellow in 2014.

Jon Reese, CJE, has advised student media at Decatur HS (Georgia) for 24 years. He is the Georgia state director for JEA and presents yearly at state and national conventions. His school’s newsmagazine, Carpe Diem, has won Pacemakers, Gold Crowns and Gallup Awards. Reese coordinates his school’s Senior Project and IB Diploma Programme’s Creativity, Action and Service component.

Jordan Rhym is a sophomore at Clarke Central HS (Athens, Georgia). Rhym joined the ODYSSEY newsmagazine her freshman year as a sportswriter and is currently serving as a Print Copy Editor. Her time spent on the sports section of the ODYSSEY newsmagazine focused on player profiles as well as multimedia coverage of sporting events.

Elia Sams is the ODYSSEY newsmagazine’s senior visuals editor at Clarke Central HS (Athens, Georgia). During her three years on staff, she has made it her goal to maintain unity among the staff members, so they may know the importance of letting the world speak.

Devon Swale, CJE, found her love for journalism as the publications adviser at Eastside HS (South Carolina). Currently a Herff Jones yearbook representative, Swale believes YEARBOOK MATTERS, and she loves that her passion is also her career.

Beth Swann, CJE, advises The Talon newspaper and Voices literary magazine at Nation Ford HS (Fort Mill, South Carolina). Both publications were named the top in the state in 2014-2015, and The Talon also won First Place International Award from Quill & Scroll Honorary Society. Swann earned her MFA in Creative Writing at Queens University, and her work has been published in numerous publications. Her chapbook, Port Desire, was published in 2013.

Collyn Taylor is a junior journalism student at USC where he works as the SIPA auction coordinator. He also writes for Sports Illustrated’s Campus Rush and Rivals.com’s Gamecock Central covering South Carolina sports. He’s worked for both news and sports outlets and has experience writing, editing, photography and video. Taylor also enjoys playing basketball and soccer and serves as a part-time amateur bread scientist in his free time.

Chuck Walker is the broadcast and yearbook adviser at Nation Ford HS (Fort Mill, South Carolina). He is the 2014 Reid H. Montgomery Adviser of the Year and the 2014 Fort Mill School District Teacher of the Year.

Emily Watson is a senior at Clarke Central HS (Athens, Georgia). Watson, who currently serves as the editor-in-chief of the iliad, has been a part of the ODYSSEY Media Group for four years, with previous work as a staffer and managing editor. In her free time, Watson enjoys hiking, camping and printmaking.

Chris Waugaman, MJE, teaches five sections of journalism at Prince George HS (Virginia), where he also advises The Royal News newspaper, trnwired.org, POTV News broadcast, Peerage yearbook and the Etcetera literary magazine. His staffs have received SIPA’s Scroggins Award and All-Southern rankings, NSPA Pacemakers, and CSPA Gold & Silver Crowns. He serves as the director of the VAJTA, and serves on the SIPA Executive Committee. He is the 2014 DJNF National Journalism Teacher of the Year and last year received SIPA’s Elizabeth B. Dickey Distinguished Service Award.

Charlotte S. Wood has been The Lantern literary/art magazine adviser for Albemarle HS (Charlottesville, Virginia) for the past 17 years. The Lantern has won the highest awards at both state and national levels and currently has 55 members on staff.
Bradley Wilson returns to convention as Endowment Speaker

The SIPA Endowment Committee named award-winning journalism educator and scholastic media contributor Bradley Wilson as the third SIPA Endowment Speaker for the 2016 convention.

Wilson is an assistant professor at Midwestern State University in Wichita Falls, Texas, where he teaches reporting, writing and broadcast production and directs the student media.

“When a person thinks of Bradley Wilson, he or she immediately thinks ‘journalism.’ He loves it, he lives it, he uses it as a life teaching tool,” said Mary Inglis, SIPA Endowment co-chair.

Wilson said he has devoted himself to teaching journalism because he appreciates helping students decide what part they want to play in the world through scholastic media.

“It’s an exciting time,” said Wilson, “and being there when that light bulb goes off, when they realize how they can contribute to society both by being producers of high-quality media and by being educated consumers of the media is very rewarding.”

While furthering the education of future journalists is why Wilson values scholastic media organizations, his favorite memories of SIPA are just hanging out with friends.

“I really enjoy judging things and comparing notes with other instructors, Wilson said. “I like just sitting in the lobby and chatting with students or walking down the street and taking photos of the Capitol.”

Like the students who attend the SIPA convention, Wilson has his roots in high school journalism.

“As a freshman in high school, I had a choice between taking drama or advertising. In advertising, we got to go off campus during fourth period to sell ads,” said Wilson. “That was an easy choice.”

At West Lake High School in Austin, Texas, Wilson was on the El Paisano yearbook and Featherduster newspaper staff.

“I worked with some great student leaders, and they taught me what it was to be a leader. Plus, between journalism and band, I learned skills like time management and teamwork, skills that benefit anyone in any job.”

As SIPA’s Endowment Speaker, Wilson will teach a pre-convention workshop and three or four sessions as well as judge onsite competitions. He will also receive a plaque at the opening ceremony.

“The Endowment Speaker is someone who has contributed to SIPA for a number of years in multiple ways,” said Leslie Dennis, SIPA director, “such as teaching at CJI, serving on the executive committee or being involved in SIPA activities.”

Wilson first got involved with SIPA during his early collegiate years by teaching at the summer workshop, the Carolina Journalism Institute. For Wilson, being Endowment Speaker is not just an honor but also a great opportunity to return to an area he called home for many years.

“I’m extremely honored for this recognition, but as much as that, I appreciate getting a chance to get back to the Carolinas,” Wilson said. “The state associations in states like Virginia, North Carolina and South Carolina help to produce some of the finest media advisers, college students and professional journalists out there.”

– KarieGraceDuncan SIPA assistant

Quill and Scroll has recognized and encouraged scholastic journalism and academic excellence since 1926. Its services include:

- **Yearbook Excellence Contest** (postmark deadline Nov. 1)
- **International Writing and Photo Contest** (postmark deadline Feb. 5)
- **Blogging Competition** (postmark deadline Feb. 5)
- **Scholarships** (postmark deadline May 11)
- **News Media Evaluation** (postmark deadline June 15)
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 adviser to state-of-the-art instructors and supports publications and/or programs through a technology grant.

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)
Mary Jody Bible (friend 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)
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)
DeDe Fitts (husband of Beth Fitts)
Richard Fitz (former adviser of The Haloscope)
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)

Clara Mae Jacobs (mother of Sylvia Daugthy-Brown)
Lawrence E. “Larry” Jacobs (brother of Sylvia Daugthy-Brown)
Evelyn Glass Langston (mother of Beth Fitts)
Dorothy E. Leonard (mother of Sharon Deibel)
Mr. & Mrs. James Perry Locklear (parents of J. Grady Locklear)
Marvin McClam (father of Erin McClam)
Logan McCombs (son of Shawn & Stella McCombs)
Johnny Morton (husband of Betty Morton)
Kathleen Murphy (Freedom HS Revolution staffer)
Bonnie Neely (friend of Sylvia Daugthy-Brown)
Joseph W. Penton, Jr. (father of Valerie Kibler)
Renee Ragsdale (mother of David Ragsdale)
O.W. (Tom) Riegel (former SIPA director)
Edith Robertston (grandmother of Leslie Dennis)
Flip Schulte (professional photographer)
Dr. Al Scroggins (dean and SIPA director)
Ruth Sherman (grandmother of Leslie Dennis)
Chuck Stone (University of N.C. professor)
Shaunee Vazquez (friend of Beth Dickey)
Exene Walker (mother of Brenda Gorsuch)
Perr Wall (friend of Sylvia Daugthy-Brown)
Doris Whalen (mother of Rich Whalen)
Francis John Wuzzardo (father of Kevin Wuzzardo)
David S. Yoakley (mother of Mary Inglis)
Madge Yoakley (mother of Mary Inglis)

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 Daugthy-Brown and Joe Brown
Morris Dees
Elizabeth B. Dickey
Gary Dickey
Karen H. Flowers
Melanie Huynh-Duc & Northwest Horizons staff
Irmo HS Stinger Staff, 1999-2000
Debbie Jacobs
Valentina & Sergei Korol
Susan Morton Leonard
Chris McDonald
Martha Rothwell
Becky Starnes

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
Lyne Collins
Sylvia Daugthy
Karen H. Flowers
Mary Inglis
AlicE James
Marianne King
J. Grady Locklear
Shirley Moravec
Lori Oglesbee
Betsy Owen
Kay Phillips
Herb SirotA
Bruce Watterson
Lifetime Members $500

Note: Lifetime memberships go with the adviser when he or she moves schools.

Diana Adams
Yvonne Allen
Robert Atwood
Louisa Avery
Vanessa Bump
Phillip Caston
Brian Cole
Sylvia Daughtry
Lisa Dean
Karen H. Flowers
Coni Grebel
Steve Hanf
Heather Hanks
Erinn Harris
Tara Hays
Tressie Hays
Ken Henderson
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
David Ragsdale
Shawn Risener
Martha Rothwell
Albert T. Scroggins
Michelle Sisson
Greg Spoon
Stephanie Stone
Beth Ward
Chris Waugaman
David Webb
Rae Weinstein

Used Book Sale

Used (and some new) books
Marriott pre-function area
Pay what you want
All proceeds go to the SIPA Endowment
Join us for the Endowment Auction

Silent Auction
When: Saturday, 2:30 p.m.
Where: Palmetto Ballroom

Live Auction
When: Saturday, 9 p.m.
Where: Palmetto Ballroom

Place your bid using your paddle number. You will use the same number for the silent and live auctions. A list of numbers will be posted in the Palmetto Ballroom.

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

Page 22 SIPA Convention & Competition 2016
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 2016 convention.
5. The student or his/her publication must be a member of SIPA.

Col. C. E. Savedge Scholarship
Col. C.E. yearbook Savedge 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 2016 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 2016 convention.
The 2015 winner was John Romanski, Fort Mill HS (Fort Mill, South Carolina).

SIPA Endowment 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 2016 convention.
The 2015 winner was Josh Imholte, Dutch Fork HS (Irmo, South Carolina).

Col. C. E. Savedge Fellowship
Fellowships will provide registrations for the Carolina Journalism Institute. Publication advisers who have never attended CJI 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. The **2015 winner was Cynthia Prieto, principal of Harrisonburg HS (Virginia).**

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.

Ernie Wiggins, professor at the USC School of Journalism and Mass Communications received the award in 2015.

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.

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 2016 SIPA Convention.
The **2015 winners were**

Broadcast
- Tribe Talk, Wando HS (Mt. Pleasant, South Carolina)
- Iliad, Clarke Central HS (Athens, Georgia)
- Odysey Online, Clarke Central HS (Athens, Georgia)
- Westwind, West Henderson HS (Hendersonville, North Carolina)

Newspaper
- Tribal Tribune, Wando HS (Mt. Pleasant, South Carolina)

Online
- The Archive, Richland Northeast HS (Columbia, South Carolina)
- Legend, Wando HS (Mt. Pleasant, South Carolina)
- The Archive, Richland Northeast HS (Columbia, South Carolina)

YB Copy
- The Archive, Richland Northeast HS (Columbia, South Carolina)
- The Archive, Richland Northeast HS (Columbia, South Carolina)
- TriBob, Wando HS (Mt. Pleasant, South Carolina)

YB Design
- The Archive, Richland Northeast HS (Columbia, South Carolina)
- The Archive, Richland Northeast HS (Columbia, South Carolina)
- The Archive, Richland Northeast HS (Columbia, South Carolina)

YB Overall
- The Archive, Richland Northeast HS (Columbia, South Carolina)
- The Archive, Richland Northeast HS (Columbia, South Carolina)
- The Archive, Richland Northeast HS (Columbia, South Carolina)

CONTESTS

Broadcast Individual Anchor Contest
Students will write a script from copy provided and read the script on camera.
The **2015 winners were**
First-place winner
- John Romanski
- Fort Mill HS (South Carolina)
First runner-up
- Betsy Bullock
- Summerville HS (South Carolina)

Broadcast On-the-Spot Feature Contest
Teams conduct interviews, shoot footage, edit footage and complete a three-minute feature package.
The **2015 winners for**
Best Storytelling
- Tribe Talk, Wando HS (Mt. Pleasant, South Carolina)
Best Videography
- Wave TV, Summerville HS (Summerville, South Carolina)
Best Overall
- Tribe Talk, Wando HS (Mt. Pleasant, South Carolina)

SIPA Journalism 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 **2015 champion was Oxford HS (Oxford, Mississippi).**

Team Onsite Production (TOP)
This contest is open to newspaper and yearbook students. During the convention, they conduct interviews, then write, edit and design pages Saturday afternoon.
The **2015 winners were**
NP Design
- Tribal Tribune, Wando HS (Mt. Pleasant, South Carolina)
NP Writing
- The Crimson Crier, Sparkman HS (Harvest, Alabama)
NP Overall
- The Renaissance, Dutch Fork HS (Irmo, South Carolina)
YB Copy
- The Archive, Richland Northeast HS (Columbia, South Carolina)
YB Design
- Legend, Wando HS (Mt. Pleasant, South Carolina)
YB Overall
- The Archive, Richland Northeast HS (Columbia, South Carolina)
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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 make sure to attend the Saturday morning breakfast and/or the Saturday 1:30 p.m. meeting.

Alabama:
- Erin Coggins, Sparkman HS (15-17)
- Mary Morrow, St. Clair County HS (15-17)

Arkansas:
- Beth Shull, Pulaski Academy, (15-17)

Florida:
- Louisa Avery, H.B. Plant HS (14-16)
- Margaret Trautwein, Countryside HS (14-16)

Georgia:
- Desiree Tabor Carter, Dunwoody HS (14-16)
- Jon Reese, Decatur HS (15-17)
- Lori Vincent, Ola HS (15-17)

Mississippi:
- Lee Mullen, Oxford HS (14-16)

North Carolina:
- Adrienne Hollifield, Charles D. Owen HS (15-17)
- Melanie Huynh-Duc, Northwest Guilford HS (15-17)

Oklahoma:
- Dee Harris, Bixby HS (14-16)

South Carolina:
- A.J. Chambers, Summerville HS (15-17)
- Deborah Gascon, Dutch Fork HS (15-17)
- Jenny Proctor, Richland Northeast HS (14-16)
- Beth Swann, Nation Ford HS (15-17)

Texas:
- Melonie Menefee, Buffalo HS (15-17)

Virginia:
- Mary Kay Downes, Chantilly HS (14-16)
- Lori Reaser, Albemarle HS (14-16)
- Charlotte Wood, Albemarle HS (14-16)

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:
Amy Medlock-Greene, Dutch Fork HS, South Carolina

Vice Chair:
Coni Grebel, Lee County HS, Georgia

Secretary:
Stella McCombs, Stratford HS, South Carolina

Past Chair:
Mary Inglis, Wellington HS, Florida

President:
Natalie Chuck, Nation Ford HS, South Carolina

Vice President:
Kevin Mobley, Clarke Central HS, Georgia

Members-at-Large:
Maddie Mason, Dutch Fork HS, South Carolina, and Ally O’Reilly, R.J Reynolds HS, North Carolina

Appointed Members:
- Nina Brook, Richland Northeast HS, South Carolina
- Phillip Caston, Wando HS, South Carolina
- Erin Coggins, Sparkman HS, Alabama
- Mary Kay Downes, Chantilly HS, Virginia
- Brenda Gorsuch, West Henderson HS, North Carolina
- Steve Hane, First Flight HS, North Carolina
- Erinn Harris, Thomas Jefferson HS for Technology & Science, Virginia
- Valerie Kibler, Harrisonburg HS, Virginia
- Shawnell Pace, Wando HS, South Carolina
- Meghan Percival, McLean HS, Virginia
- David Ragsdale, Clarke Central HS, Georgia
- Lori Reaser, Albemarle HS, Virginia
- Chuck Walker, Nation Ford HS, South Carolina
- Chris Waugaman, Prince George HS, Virginia
- Charlotte Wood, Albemarle HS, Virginia

Consultants:
- Meredith Cummings, ASPA director
- Joe Dennis, Piedmont College, Georgia
- Monica Hill, NCSMA director
- R.J. Morgan, MSPA director
- Mark Murray, Arlington ISD, Texas

Leslie Dennis
SIPA executive director

Karie Grace Duncan
SIPA student assistant

Claire Lewis
SIPA student assistant

John Romanski
SIPA student assistant

Collyn Taylor
SIPA student assistant

Michaels Baker
SIPA volunteer, Columbia, S.C.

Ashley Ellison
SIPA volunteer, Seneca, S.C.

B.P. Turner
SIPA volunteer, Columbia, S.C.

Dr. Andrea Tanner
USC School of Journalism and Mass Communications director

Charles Bierbauer
USC College of Information and Communications dean

Leslie Dennis
SIPA executive director

Karie Grace Duncan
SIPA student assistant

Claire Lewis
SIPA student assistant

John Romanski
SIPA student assistant

Collyn Taylor
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Michaels Baker
SIPA volunteer, Columbia, S.C.

Ashley Ellison
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B.P. Turner
SIPA volunteer, Columbia, S.C.

Dr. Andrea Tanner
USC School of Journalism and Mass Communications director

Charles Bierbauer
USC College of Information and Communications dean
North Carolina Scholastic Media Association is celebrating 75 years of service to high school journalism. The association’s roots extend back to 1936 when UNC-Chapel Hill’s campus newspaper began sponsoring the North Carolina Scholastic Press Institute. One of the leaders of that student-run operation was David Stick. In his archived papers at the Outer Banks History Museum, Stick describes organizing the annual workshops, as well as his summer jobs at North Carolina newspapers and South Carolina’s Brookgreen Gardens.

A fledgling program once offered by busy college journalists evolved into a statewide media association in 1941 when it became part of UNC-Chapel Hill’s journalism program. Professor Walter Spearman (second from left) served as the first director, and he continued in that role for three decades. Today NCSMA continues to celebrate and to champion scholastic journalism through the following programs:

- Mountains to Coast Fall Regional Workshops
- N.C. Scholastic Media Institute
- Statewide Media Contests
- N.C. Journalism Educator (Graduate) Fellowship Program
- Carolina Sports Journalism Camp
- N.C. College Media Association, and much more
- From words to photos to videos, tell your story at the University of South Carolina.
- Work in our state-of-the-art newsroom and broadcast studio.
- Join our award-winning advertising and public relations competition teams.
- Check us out in our new building in the heart of the USC campus.

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