CREATIVE NON-FICTION
with Lori Vincent, Ola HS (Georgia)
An interactive session for students who write and advisers who work with writers. We'll explore some of our favorite writing activities and practices. Participants will be placed into teams and given research and a specific location on campus. During the workshop, you will take what you have learned and apply it to your assigned topic in a writing activity.

HANDS-ON STORYTELLING
with Kelly Furnas, Elon University (North Carolina)
Professional reporters in 2019 are using all the tools at their disposal to bring content to diverse audiences. Learn ways to improve digital storytelling in a brief session at the J-School. Hit the streets in teams to produce multimedia content including video, photography, maps, databases and online graphics.

IT'S MORE THAN JUST REPORTING
with Coni Grebel, Lee County HS (Georgia)
Join us for this intense workshop that takes you deeper into the realms of team bonding without sacrificing deadline time. This workshop is appropriate for students from any publication genre, with any level of experience. Participants will need to bring a willingness to think outside the box and plenty of adrenaline! This workshop is intended to both reinvigorate participants and fuel them for inspiring their staffs back home. Participants run the risk of seeing the scholastic newsroom through new eyes. Addiction is totally possible.

WARNING: students may be grouped into teams that are not indicative of their own publications or schools, so this is not a course recommended for the shy or weak of heart.

KNOWLEDGE IS POWER, BUT WISDOM IS KNOWING HOW TO RUN A STAFF.
with Steve Hanf, Hannah Ellington, Chloe Futrell and Hunter Haskett, First Flight HS (North Carolina)
It definitely takes a village to run a successful staff in the newsroom. From knowing how to be a leader and a friend to dealing with drama among the staff, it can take a lot for everything to run smoothly. The purpose of this pre-convention workshop is for current and upcoming editors to learn how to fulfill their positions. We will share our experiences but also want this session to be an open forum, so come with an open mind. You’re also welcome to bring an electronic device as well as a copy of your staff’s publications.

TELLING STORIES WITH PHOTOGRAPHS
with Mark Murray, former Association of Texas Photography Instructors director
Learn how to tell a story through different styles of photography. Participants will take photos in and around the School of Journalism and Mass Communications in the historic Horseshoe district. After taking photos, you will sit down with our instructor for a one-on-one critique. Bring a camera! Certain photos selected from this workshop will be featured on the SIPA website and social media platforms.

WORKING WITH INDESIGN
with Anna Westbury, University of South Carolina
For beginners only.
Need help jumping into InDesign? Want to learn some basic design tips? This workshop covers what you need to know if you are only beginning to connect with InDesign and page design/layout. Feel free to email questions you want answered or topics you want covered ahead of time to Leslie Dennis at dennislc@mailbox.sc.edu.

YEARBOOK: THREE-STEP SPA DAY
with Erin Coggins, Sparkman HS (Alabama)
1. Rinse and Repeat: As yearbookers we often repeat the same old stories. This interactive session will help you get out of the rut and move forward with good, old-fashioned “thinking out of the box” techniques.

2. After the Wash: Now that we know how to utilize the “out of the box” thinking, we can build spreads that add a new vibe to our books. This session incorporates design and coverage planning. Handouts will be given. Team brainstorming required.

3. The Final “Do”: This session will combine creative thinking and coverage planning to finalize a product that incorporates all information presented. Based on our adventure from session two, students will plan all phases of a unique spread.

KEY FOR SESSIONS

| ADV | Advisers only |
| ALL | All media |
| BC  | Broadcast |
| DM  | Digital media |
| MG  | Literary magazine |
| NP  | Newsprint |
| P   | Photography |
| REG | Pre-registered |
| SNR | Seniors |
| YB  | Yearbook |
8 - 8:45 p.m.

OPENING CEREMONY (ALL)
"Welcome to SIPA!" - SIPA student officers
Student president candidate speeches
Ballrooms A-H

9 - 9:45 p.m.

BROADCAST TOP COMPETITION Q&A (REG)
At least one member of each Broadcast TOP team should attend this session to be prepared. We will go over the rules and the prompt. Students may ask questions.
Stella McCombs and Justin Fabiano
SIPA Lounge

TEAMWORK MAKES THE DREAM WORK (MG)
From maintaining high levels of morale to designing spreads, the art of compromise allows each staffers to have a voice, which is especially important when creating a publication of your own. Learn tips and tricks to communicate effectively and reach solutions that all staffers can be happy with.
Sophia Bernstein
Ballroom A-C

AWARD-WINNING WRITING, GUARANTEED (ALL)
Boost your writing to the next level with lead-writing techniques, fresh mechanics, structure formulas, and story angles that readers and judges love. Learn methods that have produced first place-winning pieces in state or regional competitions every year for over a decade, and national finalists as well.
Phillip Caston
Ballroom D-E

CONVERGENCE COVERAGE (ALL)
Want to turn a boring story into an engaging online package? We will walk you through numerous multimedia platforms and how they can be used to enhance your news and coverage stories. Walk away with a greater knowledge of how to create engaging, interactive and comprehensive online stories.
Elena Gilbertson Hall and MacKenzie Caudill
Ballroom F-H

WHAT’S IN YOUR FANNY PACK? (ALL)
Journalists don’t just sit behind a desk and type up stories. They are getting quotes and footage, running down leads and trying to find the best sources. This session will offer tips and tricks for reporters in the field.
Larry Steinmetz and RJ Morgan
Capital II

50 PHOTOS YOUR PUB NEEDS (PH)
The best photos tell stories about the people, places and events in our communities. We’ll give you a 50-shot list that will have your publication staff looking in all the right places for photos that are worth 1,000 words, and more.
Meghan Percival
Capital III

WHAT NOT TO WEAR – OR DO IN YOUR YEARBOOK (YB)
Photography, design, typography create the look you’ll want to use in your yearbook.
Lori Oglesbee-Petter
Capital IV

QUIZ BOWL QUALIFYING TEST (REG)
All registered Quiz Bowl teams should report promptly to take the qualifying test and go over rules. The eight teams with the highest scores will compete Saturday.
Palmetto Ballroom

10 p.m.

STUDENT MIXER (ALL)
Get to know other convention attendees and visit one of our interactive stations. If you’re in TOP competitions, use this time to work on your prompt.
Capital Hall
Saturday sessions

Saturday, March 2

8 a.m.

**ADVISER BREAKFAST & ADVISORY COUNCIL ELECTION (ADV) & GRAMMAR CHALLENGE (REG)**
All registered advisers are invited to eat and network with other advisers in SIPA. Advisory Council members for 2019-2021 will be elected. Students who registered for the Grammar Challenge may take the test during this time as well (Advisory Council meeting will be held at 1:30 p.m.).
Palmetto Ballroom

9 - 9:45 a.m.

**NETWORKING THROUGH SOCIAL MEDIA (DM)**
This session will focus on tips and tricks to use social media to increase publication, both print and online, following. Increasing followers means increased readers for publications.
Gabrielle Holub
Ballroom A-C

**COVERING THE UNIMAGINABLE (ALL)**
When a gunman killed 32 people on Virginia Tech’s campus, student media was the first to report the news. In the 10 years since, student journalists have covered unimaginable tragedies at their schools, often with depth and staying power far beyond their professional counterparts. Learn from the former adviser of Virginia Tech’s newspaper, television station and yearbook about how you can prepare to cover a story you hope you never have to.
Kelly Furnas
Ballroom D

**FLIP THE SCRIPT (BC)**
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.
AJ Chambers
Ballroom E

**BREAKING THE SOUND BARRIER (DM/LM/NP)**
Break the silence by adding audio to your online publication, whether it’s newspaper or lit mag. Suggestions for equipment, operation, execution, post-production, posting — and what we’ve learned the hard way. Experienced podcasters are welcome to join in the conversation. You’ve got this. Boom!
Kailey Cota, Hayden Biebel and Amanda Cordle
Ballroom F-G

**ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)**
Palmetto Ballroom

**CJE STUDY SESSION (REG)**
Capital I

**COVERAGE: HOW TO GET YOUR BOOK USED (YB)**
Improve your yearbook coverage by stepping outside your comfort zone and finding the stories to tell. See how these stories also influence the organization of your book and the designs you create.
Jim Channell
Capital II

**THE DOS AND DON’TS OF DESIGN (ALL)**
Learn the principles of design and how they can be applied to both print and web, get tips for design programs such as InDesign (for print) and Piktochart (for websites), and study examples from iconic, stylized publications. This session includes interactive elements as well as a suggested reading syllabus of publications with very recognizable design styles across-platform.
Katie Grace Upchurch and Emma Crane
Capital III

**CREATING A PHOTO STORY PACKAGE (PH)**
Sure, you can grab those Pulitzer-prize winning images for your publication. But can you put together a group of images that really tell a story? Isn’t that what the spread in a yearbook really is? Come learn tips for capturing stories with your photos.
Mark Murray
Capital IV
10 - 10:45 a.m.

**FLASH FICTION (MG)**
No matter what you call it — short-short stories, sudden, postcard, furious, fast, micro — the very short story is in vogue, and with limited space in your lit mag, it’s also all the rage. How can you tell a meaningful, provocative story in 6 words? 100 words? This session will give you the low-down and more places to publish.
Beth Swann
Ballroom A-C

**ETHICS IN EDITING (ALL)**
Choosing when and how to provide details to your readers can save your coverage from being incomplete or simply offensive. We’ll learn industry standards to help separate political correctness from insensitivity when reporting on groups in your community.
Kelly Furnas
Ballroom D

**TIPS TO ROCK AND B-ROLL (BC)**
A-roll is the hotdog and B-roll are the fixins. You have a full meal with just the hotdog, sure, but what kind of freak would eat a plain hotdog? Let’s discuss.
Karin McKemey
Ballroom E

**INTRO TO MAPPING (DM)**
Learn how to use free tools in Google Maps to build great-looking point and shape maps that you can embed on your website or share on social media. The session will cover how to find and manipulate KML files that will allow you quickly render detailed shapes on maps, such as the borders of your town or school district.
Adam Ragusea
Ballroom F-G

**THE POP AND POW OF AD DESIGN (ALL)**
Learn tips to make your ads dazzle. Your staff can win awards for ad design, and your advertisers will be repeat customers because their ads sell. It’s easy if you know the tricks.
Beth Fitts
Ballroom H

11 - 11:45 a.m.

**ON-SITE CRITIQUES**
Palmetto Ballroom

**CJE STUDY SESSION (REG)**
Capital I

**JUST YOUR TYPE (YB)**
Typography can make or break your yearbook. Learn the basic rules of typography to create a readable look; then learn how and why to break the rules to “visually speak” your message.
Laura Schaub
Capital II

**ENSURING THE STORY (ALL)**
Have you ever choked during an interview? Have you ever gotten one-word answers from your source? Have you ever had an overall awkward or stiff interviewing experience? Learn how to get the most out of every interview through your preparation and attitude, and how to handle it when your interview is going south.
Alexander Robinson and Ana Aldridge
Capital III

**FINDING YOUR WRITING VOICE (ALL)**
Veteran Tampa Bay Times columnist Ernest Hooper explores key steps you can take in developing and enhancing your writing voice. The session will explore key elements that can be incorporated into your writing. It’s ideal for opinion writers or anyone interested in creating the fusion that allows words to flow from you heart to your head to your fingertips and onto the keyboard.
Ernest Hooper
Capital IV

**WHY THE FIRST AMENDMENT MATTERS (ALL)**
Neha Madhira and Haley Stack, Prosper HS (Texas)
Ballrooms A-H
### Saturday On-site Competitions

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

#### 1:30 - 4:30 p.m.

**STAY AT MARRIOTT:**

**REVIEW WRITING**

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

Susan Newell  
Ballroom F-G

**PHOTO TOP**

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

Capital III

**GO TO J-SCHOOL:**

**BROADCAST ANCHOR**

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

Kennedy Greenhouse and J-School Lab 113

**TOP ASSIGNMENTS:**

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

- Magazine – J-School Lab 222
- Broadcast – J-School Lab 219
- Newspaper – J-School Lab 221
- Yearbook – J-School Lab 217
- Overflow – J-School Lab 318

#### Take a walk!

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

#### Walking Map

https://goo.gl/V2yD5s

#### Shuttle bus schedule

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

<table>
<thead>
<tr>
<th>Departure</th>
<th>From hotel to J-School</th>
<th>From J-School to hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 p.m.</td>
<td>1:30 p.m.</td>
<td>3:30 p.m.</td>
</tr>
<tr>
<td>1:15 p.m.</td>
<td>1:45 p.m.</td>
<td>3:45 p.m.</td>
</tr>
<tr>
<td>4 p.m.</td>
<td>5 p.m.</td>
<td>4:15 p.m.</td>
</tr>
</tbody>
</table>
Noon - 1:15 p.m.

**ADVISERS AWARDS LUNCHEON** - Sponsored by Balfour.
*Palmetto Ballroom*

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

1:30 – 2:15 p.m.

**EXPANDING YOUR LITERARY ARTS MAGAZINE (MG)**
From fundraising ideas to production tips this session will load you down with suggestions on how to do more with less for your magazine.
*Mark Murray*
*Ballroom A-C*

**STORYTELLING THAT AIN’T BORING (ALL)**
Learn the secrets of great story telling that will transform your writing into copy that readers can’t put down.
*David Knight*
*Ballroom D*

**TIPS, TRICKS, AND TECHNIQUES FOR RECRUITING AND RETAINING YOUR DREAM YEARBOOK STAFF (YB)**
This class will offer a variety of tools that will allow yearbook advisers as well as their editors and leaders to recruit, retain, and motivate a positive and working yearbook production staff. Learn tips to overcoming the biggest challenges facing yearbook production staffs in the modern era. After this class, you will be able to foster a staff that works for you!
*Danielle Lightner*
*Ballroom E*

**REVIEW WRITING CONTEST (REG)**
*Ballroom F-G*

**RUNNING THE NEWSROOM USING GOOGLE (ADV)**
Make Google run the newspaper. Collaborate on Google docs for drafts, communicate about assignments, carry on discussions outside of the classroom, use Google forms for grade sheets, set up a Google calendar for events and deadlines. We’re doing it all the Google way.
*Sue Gill*
*Ballroom H*

**ADVISORY COUNCIL MEETING**
*Palmetto Ballroom*

**CJE TESTING (REG)**
*Capital I*

**COPYRIGHT, THE WEB AND SOCIAL MEDIA (ALL)**
“Can I use this picture I found online” has become a high-stakes guessing game. Copyright lawyers are more frequently threatening media, including student media, with lawsuits for “borrowing” online material. Bring your questions about what’s legal to re-use and how to minimize your risks.
*Frank LoMonte*
*Capital IV*
Saturday sessions

Saturday, March 2

2:30 - 3:15 p.m.

550 TINY DETAILS THAT TRANSFORM DESIGNS (MG/NP/YB)
The difference between a good and great design is paying attention to little details like reader entry points, text variation and graphics that enhance the reader experience. This presentation will make sure you are using all of the tools in your designer toolkit.
Meghan Percival
Ballroom A-C

24 GREAT LEADS - AND SOME BAD ONES, TOO (ALL)
A boring lead can doom a great story that you spent hours interviewing, researching and writing. See examples of great leads that grab readers! And get tips on avoiding cop-out leads that turn readers off.
David Knight
Ballroom D

ENERGIZING AND SEASONING YEARBOOK COPY (YB)
Veteran Tampa Bay Times columnist Ernest Hooper presents a session on how to spice up your yearbook copy with memorable storytelling, touchpoints and imagery. Emphasis will be placed on capturing the tenets that make your school, the school year and your town unique. Incorporating that into your copy will make your yearbook a memento that'll be treasured for decades instead of just a collection of photos.
Ernest Hooper
Ballroom E

REVIEW WRITING CONTEST (REG)
Ballroom F-G

EMPOWERING SCHOLASTIC PRESS ADVISERS (ADV)
Join four advisers in a panel discussion about concerns facing journalism teachers in the classroom today. These advisers advise a variety of publications, have a range of experience and offer different perspectives. Each will lead mini-roundtables focusing on specific topics. Bring your questions! The roundtable will last until 4:15.
Steve Hanf, Erin Harris, David Ragsdale and Tammy Watkins
Ballroom H

ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)
Palmetto Ballroom

CJE TESTING (REG)
Capital I

CRUNCHING THE DATA (ALL)
Public schools produce tons of records and data, and it can be mined for informative “watchdog” stories, if you know where to look. What records are you entitled to get, and how should you respond if access is denied?
Frank LoMonte
Capital IV
Saturday sessions

Saturday, March 2

3:30 - 4:15 p.m.

REPORTING WITH PHOTOS (YB)
The non-photographer must keep the integrity of the original intent and tell the story with each decision on a yearbook spread or photo essay.
Lori Oglesbee-Petter
Ballroom A-C

10 SHOTS YOU GOT 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, PSAs and movies.
David Knight
Ballroom D

10 TIPS FOR CREATIVE STORYTELLING (ALL)
Learn how to add creativity into every step of your story development -- from pitching and planning to sourcing and writing. This session will teach you what practices from collegiate and professional newsrooms you can use to captivate your broadcast, online and print audiences.
Kelly Furnas
Ballroom E

ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)
Palmetto Ballroom

4:30 - 5:15 p.m.

PHOTOSHOP WORKFLOW (PH)
Learn basic steps using Photoshop or Lightroom to ensure photographs in your publication look their best.
Mark Murray
Capital IV

7 - 8:30 p.m.

CONVENTION AWARDS BANQUET
Carolina Ballroom
Enjoy dinner with registered attendees and special guests before the presentation of Dr. Kay Phillips Administrator of the Year Award, 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.

SIPA’S GOT TALENT
Capital Ballroom
Member publications should cast their ballots for 2018-19 SIPA student officers by 10:30. Ballots can be handed to a current SIPA student officer or a SIPA staff member at the talent show 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 sessions

Sunday, March 3

8 – 9:15 a.m.

SIPA EXECUTIVE COMMITTEE MEETING
Palmetto Ballroom

9:30 – 10:15 a.m.

ENGAGING AND EFFECTIVE EDITORIALS (ALL)
Writing an effective, convincing editorial can be daunting. The process of finding evidence and stats to back up claims doesn’t always come naturally, and it’s hard to figure out where to begin. We will discuss the steps of writing an editorial, from getting assigned a topic to responding to backlash, and everything in between.
Valeria Garcia Pozo and Kelly Fulford
Ballroom A-C

I HAVE TO COVER THAT? WHY SHOULD I CARE? (ALL)
You’ve been assigned to cover the college fair at your high school. How are you going to make people read anything that you could possibly write? Or you’ve been given a broad topic to write about - immigration, government shutdown, the border wall. What do you do to find the perfect angle that gives it an interesting edge, that will catch your reader’s attention? Find out from experienced Tribal Tribune staffers and their adviser ideas to help you create the best story.
Tammy Watkins
Ballroom D-E

THE COLLEGE EXPERIENCE (ALL)
They loved SIPA so much in high school that they love coming back! Come hear from these two seniors at UNC Chapel Hill about their college journalism journey and learn what paths you may be able to take, regardless of your major.
Sam Doughton and James Tatter
Ballroom F-H

SPORTS ANGLES (NP/DM)
The interactive session is intended for new/inexperienced sports reporters. We will focus on the angles of writing and shooting to help new writers differentiate between emotional and statistical writing.
Trenton Hill and Bronlyn Holland
Capital I

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

WHAT YOU’RE DOING WRONG (BC)
Two broadcast advisers and judges of national competitions will tell you common issues they see in broadcast programs, individual packages and presentations. Bring your questions and your thick skin because they’re prepared to tell you what you’re doing wrong (so that you can fix it and get better!).
A.J. Chambers and Karin McKemey
Capital II

SOCIAL MEDIA (DM)
Want to know why social media is one of the most crucial aspects of journalism? This presentation will cover how to build your name and brand through social media, how to engage your followers and how to effectively use social media to promote your publication.
Bria Echols and Elena Webber
Capital III

DON’T THROW AWAY YOUR SHOT: LEARNING LESSONS ABOUT DESIGN & THEME DEVELOPMENT FROM HAMILTON (YB)
There isn’t much that’s new to say about design and theme development...just like there’s not much that’s new to the story of Alexander Hamilton. And yet Lin-Manuel Miranda found a way to remix history and turn it into one of the most popular musicals of all time. You can do the same for your yearbook. This session will draw inspiration from Hamilton help you put yourself back in to the narrative so that you can be satisfied with your publication (see what I did there?).
Erinn Harris
Capital IV