



# WHAT YOU NEED TO KNOW...

## Where:

- Marriott Hotel, 1200 Hampton St., Downtown Columbia, S.C.
- University of South Carolina School of Journalism and Mass Communications, 800 Sumter Street, Columbia, S.C.

## When:

March 6-8, 2020

Pre-convention workshops begin @ 1 p.m. Friday in SJMC  
directions will be sent out after registration  
workshops will be announced in December

Convention registration begins @ 3 p.m. Friday in Marriott Atrium

Convention opening ceremony begins @ 7:30 p.m. Friday in Marriott Ballroom

Early-bird registration deadline – Feb. 7, 2020

## How much:

### Registration costs

- \$80 early-bird registration by Feb. 7 (\$90 registration after Feb. 7)
- \$50 day registration (restricted to 60-mile radius from Columbia, S.C.) – banquet not included
- Free registration – Advisers bringing 7 or more students
- \$25 chaperone banquet fee

### Hotel cost & reservations

To make reservations fill out the form on page 16 and follow the directions. The cost of the hotel room is \$152 per night (plus 11 percent tax and 2 percent hospitality fee) for up to four people.

## Competition info:

### SIPA's Best Visual Contest

- Instructions – pages 6 & 7
- Descriptions – page 8 & 9
- Forms – pages 10-14

Onsite Competitions – pages 15 & 16

## Online/Social Media: #SIPA20

- Facebook – Southern Interscholastic Press Association
- Twitter, Instagram and SnapChat – SIPAatUSC
- Pinterest – SIPA @ USC
- YouTube – SIPA and SCSPA
- Convention website – [bit.ly/SIPACon](http://bit.ly/SIPACon)
- Email – [dennislc@email.sc.edu](mailto:dennislc@email.sc.edu)

# CONNECT & SOCIALIZE

## 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.

### Food Map



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.

<http://goo.gl/a7FTTi>

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

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## Connect Online

### Pinterest

We're on Pinterest! Collaborate with us at SIPA @ USC to get ideas, inspiration and tips. Plus, SIPA is always #TeamFollowBack. Our Pinterest boards are curated to help your staff find the journalism tips they're looking for.

Also, we have boards that will help you prepare for Quiz Bowl, the Grammar Challenge and on-site competitions.

Send us links and photos of your publication's amazing work, and we'll showcase it on our #Squadgoals board! This is a great way to share your hard work throughout the year and be recognized by all of SIPA's member publications beyond just the SIPA convention weekend.

### Instagram and Snapchat takeover

Stay up-to-date on all deadlines, information and behind-the-scenes action by following us on Instagram and Snapchat. We show you where to eat, how to get around Columbia and what you should take advantage of while you're in town.

Want to show off what your students have been working on? Curious to see other schools' work space or process? We're looking for some enthusiastic members to take over the SIPA Instagram and/or Snapchat. Interested members will gain access to the SIPA account for 24-48 hours to show a day (or two) in the life of their classes and publications (or broadcasts). Afterward, we'll save the Snapchat story as a video on our website and share it via social media for all to see. You can fill out the form online ([bit.ly/SIPAsnap](http://bit.ly/SIPAsnap)) or contact me for more details.

### And...

Make sure to follow us on Twitter, Instagram and Facebook and use the #SIPA20 hashtag to show us how you are preparing for this year's convention!

# SIPA 2020 CONVENTION OVERVIEW

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## Friday - March 6, 2020

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

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## Saturday - March 7, 2020

8 - 8:45 a.m.	Quiz Bowl preliminary test
8 a.m. - 3 p.m.	Exhibit area and exchange tables open
9 - 9:45 a.m.	Keynote address
10 - 10:45 a.m.	Class session #2
11 - 11:45 a.m.	Class session #3
Noon - 1:30 p.m.	Adviser awards luncheon
1:30 - 2:15 p.m.	Class session #4
2:30 - 3:15 p.m.	Class session #5
3:30 - 4:15 p.m.	Class session #6
7 - 8:30 p.m.	Convention banquet with evaluation rating, award and scholarship presentations
8:30 - 11:30 p.m.	SIPA Endowment auction
8:30 - 11:30 p.m.	Choice of: - SIPA's Got Talent! - Staff networking room - Quiet book room
10 - 11 p.m.	Student officer elections
Midnight	Quiet time begins

### Saturday Onsite Competitions

1:30 - 4:30 p.m.	All TOP competitions Review writing
2 - 4:30 p.m.	BC individual anchor
5 - 6 p.m.	Quiz Bowl rounds 1-4

### Saturday Adviser Activities

9 a.m. - 2 p.m.	Endowment silent auction
2 - 2:45 p.m.	Endowment meeting
2 - 2:45 p.m.	Advisory Council meeting

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## Sunday - March 8, 2020

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

# CONVENTION FAQS

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**Q: Where are the sessions in relation to the hotel?**

A: One of the best things about SIPA is that most sessions are held in the convention hotel. The only sessions outside the hotel are the pre-convention workshops and the on-site competitions. For those, there is a shuttle from the hotel to the J-School, where those are held, or students can choose to walk the scenic 15 minutes to the building.

**Q: What should I pack?**

A: We are very laid back and encourage everyone to be the same. While school dress codes should still be adhered to, casual dress is appropriate for most of the convention. If it is banned at your school or by your district, then students can't wear it at SIPA. We do have a Saturday night banquet in which students, advisers and special guests are encouraged to wear nicer outfits – think Sunday best. It gives the students time to dress up and look nice. Ball gowns and tuxedos are too extreme. Keep it dressy but not formal.

**Q: What kind of sessions are offered?**

A: We have sessions that cover all types of media – broadcast, literary magazine, newsprint, online, photography and yearbook. Also, we have sessions geared for seniors and advisers.

**Q: If I get in early, is there anything to do with my students?**

A: Columbia is expanding and has so many things to offer visitors. You can sign up for one of SIPA's pre-convention workshops, which will be announced in December, or visit one of Columbia's many attractions. Email Leslie for suggestions within walking distance of the hotel or places you can Uber to.

**Q: What meals are provided?**

A: All students, except for day students, attend the Saturday night banquet. Students are responsible for Friday night dinner, Saturday lunch and Saturday and Sunday breakfast. We encourage students to bring breakfast foods with them so they do not have to pay for breakfast. There is a local market outside the hotel on Saturday where students can get lunch fairly inexpensively (\$5-\$10).

Advisers, except for day advisers, may attend Saturday lunch and banquet. Advisers are only responsible for Friday night dinner and breakfast Saturday and Sunday.

**Q: How do I handle the hotel reservations?**

A: Hotel reservations and payments are taken care of through the Marriott. You can find the reservation form in this booklet on page 18. Make sure you fax or email that form to Tiffany Adams. All payments for rooms must be made to the Marriott as well. SIPA takes payment for the convention fees only.

**Q: What if I have an odd number of students or need to find a room for a student?**

A: Contact Leslie and she will send a message to others attending the convention!

# SIPA's Best Visual Contest instructions

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*Email entries to [hsjourno@gmail.com](mailto:hsjourno@gmail.com) by 5 p.m. Feb. 28. Fee: \$5 per entry*

Read the submission guidelines carefully. If you have any questions or problems with the process, please contact Leslie Dennis by 5 p.m. on Feb. 28 with any questions.

Publications are limited to **THREE entries per category**. This is a **visual** competition, which means spreads/pages and online elements are judged on design, not written content. See category descriptions for more information (page 8).

## Eligibility requirements:

- .. You must be a SIPA member.
- .. Adviser and one paying student must be attend the convention.
- .. Entries must be published during the 2019-2020 school year. **(Exception: Portfolio categories.)**  
Literary magazines – If your magazine is published once a year and students have not created new designs for this year's publication, you may submit designs from the 2018-2019 edition, if those designs were not entered in the previous convention's competition.

Entries will be disqualified if they do not meet the established criteria. .

You can only enter in either newspaper categories or newsmagazine categories. You may not enter in both types of categories.

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## Deadline:

**Entries must be submitted one week before the convention, Feb. 28, by 5 p.m.**

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## How to prepare and submit...

### broadcast and online entries –

broadcast entries should be uploaded to an online hosting site (YouTube, Vimeo, etc.)

### 1. Make a list

- .. You can use the forms provided on pages 10-14 or create your own list as long as you include all the relevant information. Save this list as a Word Doc or a PDF.
- .. If you create your own composite list, include the category name and the name(s) of student(s) responsible for each entry. For broadcast and online entries, include the link for each entry next to the category and student names.

### 2. Double check and save

- .. Test the URL so that the judges will not have any trouble when they click on it.
- .. Save this list as a Word Document or PDF

### 3. Submit!

- .. Email the list of entries with the subject line "2020 SIPA's Best Visual entries" to [HSjourno@gmail.com](mailto:HSjourno@gmail.com).
- .. Please bring a copy of your composite list to the convention as a record of submissions.

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Bring a copy of your composite lists to the convention as a record of your submission.

# SIPA's Best Visual Contest instructions

*Email entries to [hsjourno@gmail.com](mailto:hsjourno@gmail.com) by 5 p.m. Feb. 28. Fee: \$5 per entry*

## How to prepare and submit...

### All OTHER Entries –

Save all your entries in one folder named SIPAVisual20\_SchoolName. Ex: SIPAVisual20\_UnivSC  
Photos should be saved as JPEGs. All other entries should be saved as PDFs.

### Naming your entries:

Name all files

Category Initials\_School\_Adviser's Initials.

Ex: if you enter the Newspaper Front Page and you are with Carolina Forest HS, the file should be saved as  
**NF\_CFHS\_MA.pdf**.

If you enter more than once in a category, the files should be named **NF1\_CFHS\_MA.pdf** and **NF2\_CFHS\_MA.pdf**.

### Always include a list

Include a composite list of all entries (saved as **Composite List**). You can use the form provided on pages 10-14 or create your own list as long as you include all the relevant information. Save this list as a Word Doc or a PDF.

**\*\*If you do not save photos with a caption or as the proper size, they will not be considered.**

## Now, just submit!

Upload your folder to either [Google Drive](#) or [Dropbox](#) and share it with [HSjourno@gmail.com](mailto:HSjourno@gmail.com).

You will receive an email once we receive your entries. If you do not receive an email notification within 24 hours of submission, email Leslie at [dennislc@email.sc.edu](mailto:dennislc@email.sc.edu). No submissions will be accepted after 5 p.m. Feb. 28.

If you have ANY questions about the procedures, contact Leslie Dennis at 803-777-6146 or [dennislc@email.sc.edu](mailto:dennislc@email.sc.edu) ahead of time, and she will walk you through this. Plan ahead!

### How do you save portfolio entries? You have two options:

- Combine all the the files (spreads, photos) into a single PDF and save as YBP(or whatever category)\_USC\_LD.pdf OR
- Create a folder for each portfolio submitted (PORT1 or YBP1) and save individual files in that folder.

### **MUST DO!!** Saving photos & spreads:

#### Photos

- Open the image in Photoshop and select File Info under File.
- In the Description field, enter caption and photographer information.
- Open Image Size under the Image menu and resize the image. If one or more of the pixel dimensions is larger than 2500 pixels, select the larger of the two numbers and reduce it to 2500 pixels. No other numbers need to be changed.
- Save as a **JPEG** file.

#### Spreads

Save your PDF as a spread, creating a single horizontal page out of two vertical pages. Consult your design software help guide for assistance.

# SIPA's Best Visual Contest category descriptions

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## Advertising – provides all essential information

- .. Community/business ad
  - .. Patrons page
  - .. Senior ad
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## Art/Graphic/Illustration

- .. Editorial cartoon – succinct message, displays artistic talent
  - .. Computer art – creative, enhances content
  - .. Illustration – artistic, develops a mood or theme
  - .. Infographic – informative, attractive, gives attribution
  - .. Strip cartoon – entertains with high technical quality
  - .. Art portfolio – four art pieces by one student
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## Broadcast

- .. Anchor (30-60 seconds) – poised, confident, clear
  - .. Graphics – creative, flashy without being distracting
  - .. Human interest (2:30 max) – strong subject and focus
  - .. Music video (5:00 max) – 100% student-produced material, no copyrighted material, original storyline
  - .. Nat pack (1:30 max) – b-roll, soundbites and nat sound only
  - .. News (2:30 max) – unbiased, relevant to students, informs
  - .. Promos (60 seconds) – informative and entertaining
  - .. Public service announcement (30-60 seconds) – clear message, creative, persuasive
  - .. Reporter (1:30 max) – poised, clear, factual, explains
  - .. Short film (4:00 max) – original music, quality video/audio, tells a story
  - .. Sports coverage (2:30 max) – unbiased, informative
  - .. Videography (2:30 max) – stable, strong sequencing, good lighting and framing
  - .. Talent reel (2:30 max) – portfolio of student's work (includes work in any or all above categories)
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## Literary Magazine

- .. Cover – clean, simple, includes basic information
- .. Fiction spread – includes fiction elements, clean
- .. Gallery spread – effectively showcases elements
- .. Nonfiction spread – includes nonfiction elements
- .. Poetry spread – organizes poems effectively
- .. Table of contents – easy to read, well organized
- .. Lit mag portfolio – four literary magazine design pieces by one student

## Newsmagazine

*(newsmagazine is a different type of publication from newspaper. If you need guidance on which category you should enter, email Leslie.)*

- .. Newsmagazine cover – attractive nameplate, considered a work of art
  - .. Entertainment package – content restricted to features and news about entertainment subjects
  - .. Feature package – clear relationships between story and graphics
  - .. Headline package – creatively, attractively designed headline that relates to story package
  - .. In-depth cover story – multiple spread feature
  - .. News package – stories organized by level of importance, graphics inform and contribute to overall impact
  - .. OP/ED package – includes masthead, no ads included on page
  - .. Sports package – strong visual center of interest and flow
  - .. Table of contents page – attractive, informative, strong reader service, shows strong teaser functionality
  - .. Newsmagazine portfolio – four newsmagazine design pieces by one student
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## Newspaper

- .. Newspaper front page – attractive nameplate, generates interest, showcases important content
- .. Centerspread – relevant topic packaged well with strong graphics, headlines and photography
- .. Entertainment page – content restricted to features and news about entertainment subjects
- .. Feature page – clear relationships between story and graphics
- .. Headline package – creatively, attractively designed headline that relates to story package
- .. News page – stories organized by level of importance, graphics inform and contribute to overall impact
- .. OP/ED page – includes masthead, no ads included on page
- .. Sports page – strong visual center of interest and flow
- .. Newspaper portfolio – four newspaper design pieces by one student

# SIPA's Best Visual Contest category descriptions

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## Online – *multimedia packaging/design*

- .. Computer graphics – delivers message in clean manner
- Digital storytelling (3:00 max) – mixes images, music, narrative and voice to provide in-depth look
- .. Features package – engaging human interest multimedia
- .. News package – unbiased, relevant to student readership
- .. Opinion package – interactivity displays student voices
- .. Photo gallery – proper credits and cutlines
- .. Podcast – clear content and quality
- .. Sports package – variety of media and graphics
- .. Videography (2:30 max) – stable, strong sequencing, good lighting and framing
- .. Online portfolio – four online design pieces by one student

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## Photography – *includes all publications. All entries MUST include captions. See instructions on how to save photos.*

- .. Academic – action of learning environment
- .. Club – action of group activity
- .. Computer special effects – photos retouched with computer software such as Photoshop
- .. Environmental portrait – emphasizes personality of and gives insight into subject
- .. First-year student – one photo from a first-year student on staff. Subject matter wide open.
- .. News – action, provides news value
- .. Pictorial/scenic – highlights landscape
- .. Sports – action, captures a dramatic moment
- .. Sports reaction – captures the response to an action or sports moment
- .. Student life – action, captures extracurricular activities
- .. Photography portfolio – four photographs by one student

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## Social media

- .. Minimum of 10 examples – How you use social media to tell stories or market your student media (includes Facebook, Twitter, Snapchat, Instagram, etc.)

## Yearbook

- .. Academic spread – highlights classroom activities
- .. Alternative copy – non-traditional storytelling devices creatively designed
- .. Club spread – spotlights club and activities
- .. Cover – introduces theme, includes pertinent information
- .. End sheet – reiterates unifying concept/theme
- .. Headline package – creatively, attractively designed headline that relates to spread
- .. Index spread – creatively lists people included in book
- .. Opening spread – carries elements of theme concept
- .. People spread – action in photos do not face off page
- .. Profile spread – goes beyond superficial coverage
- .. Section divider – innovative, adheres to theme concept
- .. Sports spread – photos blend well with overall design
- .. Student life spread – headline establishes verbal-visual connection
- .. Title page – contains all pertinent information, maintains theme
- .. Yearbook portfolio – four yearbook design pieces by one student

## \*\* Remember to...

- .. you can only enter in either newspaper categories or newsmagazine categories. You may not enter in both categories.
- .. include captions with photos. All photos must include captions and be sized properly to be considered.
- .. check the length of your video entries. If you go over the maximum length, your entry will not be considered.
- .. save files with the appropriate names so we know who the entries belong to.
- .. save spreads appropriately (as a single-page file).
- .. include an entry form!
- .. ask questions, if you have them!

# SIPA's Best Visual Contest entry form .

*Broadcast category submissions – include URL and students' names*

Email form to [hsjourno@gmail.com](mailto:hsjourno@gmail.com) by Feb. 28. \$5 per entry

School \_\_\_\_\_ Publication name \_\_\_\_\_

## **Broadcast**

Anchor – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Graphics – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Human interest – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Music video – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Nat pack – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

News story – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Promos – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Public service announcement – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Reporter – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Short film – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Sports coverage – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Videography – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

Talent reel – Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

# SIPA's Best Visual Contest entry form .

*Online category submissions – include URL and students' names*

Email form to [hsjourno@gmail.com](mailto:hsjourno@gmail.com) by Feb. 28. \$5 per entry

School \_\_\_\_\_ Publication name \_\_\_\_\_

## Online

### Computer graphics –

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

### Digital storytelling –

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

### Features package –

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

### News package –

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

### Opinion package –

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

### Photo gallery –

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

### Podcast –

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

### Sports package –

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

### Videography – (not the same as broadcast videography submission)

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Students: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Students: \_\_\_\_\_

### Online Portfolio –

Entry 1 URL: \_\_\_\_\_ Entry 1 Students: \_\_\_\_\_

Entry 2 URL: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 URL: \_\_\_\_\_ Entry 3 Student: \_\_\_\_\_

**Social media – do not submit links. These must be submitted via email/dropbox/drive with multiple examples organized in a folder (or try Wakelet!).**

(SM) Social media package – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

# SIPA's Best Visual Contest entry form .

*Ad, art, graphics and photography submissions*

Email form and entries to [hsjourn@gmail.com](mailto:hsjourn@gmail.com) by Feb. 28. \$5 per entry

School \_\_\_\_\_ Publication name \_\_\_\_\_

## Advertising

(CA) Comm./business ad- Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PA) Patrons page - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(SA) Senior ad - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

## Art/Graphic/Illustration

(AEC) Editorial cartoon - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(COMP) Computer art - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(I) Illustration - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(INF) Infographic - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(S) Strip cartoon - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(AP) Art Portfolio - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

## Photography (Includes all publications)

(PA) Academic - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PC) Club - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PCS) Computer special effects - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PEP) Environmental portrait - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PFY) First-year student - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PN) News - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PPS) Pictorial/scenic - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PS) Sports - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PSR) Sports reaction - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PSL) Student life - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(PORT) Photo portfolio - Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

# SIPA's Best Visual Contest entry form .

## *Literary magazine and yearbook submissions*

Email form and entries to [hsjourn@gmail.com](mailto:hsjourn@gmail.com) by Feb. 28. \$5 per entry

School \_\_\_\_\_ Publication name \_\_\_\_\_

### Literary magazine

(MC) Cover – Entry Student: \_\_\_\_\_

(MF) Fiction spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(MG) Gallery spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(MN) Nonfiction spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(MP) Poetry spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(MT) Table of contents – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(LMP) Lit mag portfolio – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

### Yearbook

(YA) Academic spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YAC) Alternative copy – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YC) Club spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YCV) Cover – Entry Student: \_\_\_\_\_

(YES) End sheet – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YH) Headline package – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YI) Index spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YO) Opening spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YP) People spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YPS) Profile spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YSD) Section divider – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YS) Sports spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YSL) Student life spread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(YT) Title page – Entry Student: \_\_\_\_\_

(YBP) Yearbook Portfolio – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

# SIPA's Best Visual Contest entry form .

*Newsmagazine & newspaper submissions – submit in either newsmagazine OR newspaper, but not in both*

Email form and entries to [hsjourn@gmail.com](mailto:hsjourn@gmail.com) by Feb. 28. \$5 per entry

School \_\_\_\_\_ Publication name \_\_\_\_\_

## **Newsmagazine**

(NMC) Newsmagazine cover – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NME) Entertainment package – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NMF) Feature package – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NMH) Headline package– Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NMI) In-depth cover story– Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NMN) News package – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NMOE) OP/ED package – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NMS) Sports package – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NT) Table of contents page – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NMP) Newsmagazine Portfolio– Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

## **Newspaper**

(NF) Newspaper Front Page – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NC) Centerspread – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NE) Entertainment page – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NFP) Feature page – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NHP) Headline package– Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NNP) News page – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NOE) OP/ED page – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NS) Sports page – Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

(NPP) Newspaper Portfolio– Entry 1 Student: \_\_\_\_\_ Entry 2 Student: \_\_\_\_\_

Entry 3 Student: \_\_\_\_\_

# ON-SITE ACTIVITIES & COMPETITIONS

You will receive materials list and instructions for contests after you register for the convention.

Schools/publications can register as many teams per competition as they like.

Students cannot compete in multiple TOP competitions but may compete in TOP and Quiz Bowl.

## On-site critiques – FEE: \$25 per critique

Staffs sign up for a slot time for two students and adviser to meet with a judge to go over your publication.

- · Bring your a copy of your publication, any questions you may have and a positive disposition and open mind!
- · Our judges will offer praise, encouragement and advice on how to expand your program for your audience.

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## Broadcast individual anchor contest – FEE: \$10 per person

Students write a script from copy on current news events we provide then read it on camera.

- · Scripts should be 90-seconds long and written for a high school audience.
- · Make sure to pack camera-ready clothing and dress appropriately Saturday afternoon.

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## Review Writing Contest – ENTRY FEE: \$10 per student

Students learn review writing techniques and write a review on a topic announced at the convention

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## Broadcast TOP – FEE: \$20 per team (teams: 2 students) ·

Students interview students, write a script and capture and edit footage on a specific topic to create a video package. ·

### Friday night at registration:

- · Receive broad overview – All teams receive a broad overview of the topic they will cover and a list of sessions to attend in order to receive more clues to the final prompt. All teams will have the same story topic but will decide on their own angle for packages. Students conduct interviews and shoot footage from the opening ceremony until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

### Saturday at 1:30 – 4:30:

- · Finalize scripts, edit footage and complete feature package in a computer lab at the School of Journalism and Mass Communications.
- · Upload entries to VIMEO or YouTube for judging submission.

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## Literary-arts magazine TOP – FEE: \$25 per team (teams: up to 4 students) ·

Students write, edit, create and draw inspiration to craft artistic interpretations and content for a literary-arts magazine spread.

### Friday night at registration:

- · Receive topic – All teams receive the same topic but draw inspiration and interpret the topic their own way. Students conduct interviews and take photographs from the opening until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

### Saturday at 1:30 – 4:30:

- · Write and edit a piece of short fiction, an essay, a review or a poem or a combination of any listed; produce an artistic or photographic element; and design a spread on your laptop at the Marriott Hotel.
- Save as a PDF and print for judging. Use only materials (photos, interviews and designs) produced at SIPA.

Monitors will check once students enter the room to ensure regulations are being followed. Failure to comply with guidelines will result in immediate disqualification.

(don't worry...we have more!!) ·

# ON-SITE ACTIVITIES & COMPETITIONS

You will receive materials list and instructions for contests after you register for the convention.

Schools/publications can register as many teams per competition as they like.

If students want to participate in multiple competitions (TOP and Quiz Bowl), check the convention overview for times prior to register students for competitions to make sure they do not overlap.

## Newsprint and Yearbook TOP – FEE: \$25 per team (teams: up to 4 students) ·

Students interview, write, edit, photograph and design pages to create a newsprint (tabloid, broadsheet, magazine-style) or yearbook page or spread package. ·

### Friday night at registration:

- · Receive broad overview – All teams receive a broad overview of the topic they will cover and a list of sessions to attend in order to receive more clues to the final prompt. All teams will have the same story topic but decide on their own angle for packages. Students conduct interviews and take photographs from the opening ceremony until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

### Saturday at 1:30 – 4:30:

- · Write and edit story and design page or spread. Newsprint teams will do so in a computer lab at the School of Journalism and Mass Communications. Yearbook teams will do so on their own laptops at the Marriott Hotel.
- · Save as a PDF and print for judging (not yearbooks). Use only materials (photos, interviews and designs) produced at SIPA.

Monitors will check once students enter the room to ensure regulations are being followed. Failure to comply with guidelines will result in immediate disqualification.

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## Photography TOP – FEE: \$20 per team (teams: 2 students) ·

Students take photographs based on a specific theme, write captions and create an online photo essay. Each member will contribute at least four photos to the essay. ·

### Friday night at registration:

- · Receive instructions and topic – All teams receive the same instructions and topic but draw inspiration and interpret the topic their own way. Students take photographs from the opening until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

### Saturday at 1:30 – 4:30:

- · Finalize photo portfolio – write captions, edit photos and create an online photo essay on a laptop at the Marriott Hotel. ·
- Send link to essay for judging. Use only materials produced at SIPA.

Monitors will check once students enter the room to ensure regulations are being followed. Failure to comply with guidelines will result in immediate disqualification.

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## Quiz Bowl – ENTRY FEE: \$25 per team (teams: up to 4 students) ·

Students compete in quiz bowl-style rounds as teams and answer questions about journalism standards, current events, civics and pop culture.

### Saturday 8 a.m.:

- · Take written test – Test contains multiple choice and short answer questions. Top eight teams qualify to move on to the lightning rounds Saturday.

### Saturday afternoon and Sunday morning:

- · Compete in lightning rounds. Semi final and final rounds lead into closing awards ceremony Sunday morning. Study guides are available on our Pinterest account ([pinterest.com/sipaatusc](https://pinterest.com/sipaatusc)).



# SIPA'S GOT Talent

Pre-registration is **REQUIRED**

Bring all supplies & music

Sound System with 1 mic provided

3 Minute maximum

Grand Prize: VISA Gift Card

Register at [bit.ly/SIPATalentReg](https://bit.ly/SIPATalentReg)

# SIPA CONVENTION & CJI PLANNING LIST

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If you plan ahead and provide a payment plan, you & your staff can be attend SIPA's annual convention March 6-8, 2020, and/or SIPA's summer workshop, the Carolina Journalism Institute, June 10-13, 2020.

Use the following to help you plan.

## SIPA Convention

- Room for TWO nights: \$347.88 (includes tax)/4 per room = \$86.79
- Convention Registration = \$80 (students); \$85 (advisers); \$25 (Saturday night banquet for chaperones)
- On-site competitions are extra.

Total cost per student to attend SIPA convention = \$166.79 (not including transportation and competitions)

Transportation = \$ \_\_\_\_\_

Misc expenses = \$ \_\_\_\_\_

**SIPA PAYMENT PLAN** – Set up a payment plan with a deposit, after you adjust for transportation and other costs, so students can pay throughout the school year instead of one large sum. If a student comes to SIPA and has a six-month payment plan, they will pay less than \$30 a month!

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## CJI

- Registration = \$225 (earlybird)
- On-Campus Lodging = \$125 (two-person room)

Transportation = \$ \_\_\_\_\_

Misc expenses = \$ \_\_\_\_\_

Total cost per student to attend CJI = \$350 (in double occupancy & not including transportation and food)

Cost for one student attend both SIPA & CJI (not including transportation, miscellaneous expenses and competition fees) = \$516.79

**SIPA & CJI PAYMENT PLAN** – Set up a payment plan with a deposit, after you adjust for transportation and other costs, so students can pay throughout the school year instead of one large sum. If a student comes to both SIPA and CJI and has a six-month payment plan, they will pay less than \$87 a month!

The Marriott Columbia Hotel  
 1200 Hampton Street  
 Columbia, SC 29201  
 803-771-7000/800-593-6465/803-254-2911 fax

GROUP: **SIPA 2020 CONVENTION**

Date: **March 5-8, 2020**

Check in time is 4 p.m. Check out time is at Noon.

- \*Reservations must be made before **2/10/2020** to qualify for group rate.
- \*Any changes to departure date after check in may result in additional fees.
- \***Only (4) People to a room**
- \*Roll-a-way Beds are NOT available in rooms with (2) Double Beds
- \*Reservations received after the cut-off dates are subject to availability
- \*Rooms may still be available after the cut-off date, but not necessary at the rate listed below.

**RATE:** \$152.00 plus 12% tax (21.58) = \$173.58 per night

**Overnight Car Parking in City of Columbia Garage is \$12.00/day. Bus Parking is Complimentary**

To make reservations complete the rooming list section below with your rooming list and send to the Reservation Office by email to [karolynstone@marriottcolumbia.com](mailto:karolynstone@marriottcolumbia.com) or fax to 803-254-2911 ATTN: Reservation Office

Name of School:	Arrival Date:	Departure Date:	Mandatory: Please circle parking need:	Do you need a prepared invoice?
Advisor Name:	Advisor Phone Number:	Advisor Email:	Bus    Mini-Bus Van	Yes or no
	<b>Guest 1</b>	<b>Guest 2</b>	<b>Guest 3</b>	<b>Guest 4</b>
Name(s) Room 1				
Name(s) Room 2				
Name(s) Room 3				
Name(s) Room 4				
Name(s) Room 5				
Name(s) Room 6				
Name(s) Room 7				
Name(s) Room 8				
Name(s) Room 9				
Name(s) Room 10				
Name(s) Room 11				
Name(s) Room 12				
Name(s) Room 13				

**Method of Payment confirmation listed below (Please circle one):**

**Credit Card (Please provide authorization form attached with the reservation form)**

**Cash upon Arrival:**

**Check upon Arrival:**

**If sending an advance deposit, please list the name of the SCHOOL on the Check**

# Columbia Marriott

## CREDIT CARD AUTHORIZATION

To the **Columbia Marriott**

I, \_\_\_\_\_, hereby authorize the Columbia Marriott, Columbia, S.C., to charge my credit card account for payment of my banquet function and / or sleeping rooms held on:

Name of Group \_\_\_\_\_

Dates of Stay \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Type of Credit Card \_\_\_\_\_

Name on the Card \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Today's Date \_\_\_\_\_

**Please fax back to: 803-254-2911**

The Credit Card Authorization needs to be completed in its entirety to secure any space being held for your event. If the form is not returned along with the signed contract we cannot guarantee your space. In the event that you depart from the property without completing your payment requirements, we will charge your credit card for the full amount of your charges.

Hotel reserves the right to authorize the above credit card 2 days prior to the event start date.

Columbia Marriott: 1200 Hampton Street, Columbia SC, 29201  
Phone: (803) 771-7000 - Fax: (803) 254-2911 Email: AR164@columbiasussex.com