

# SIPA 2022

IT'S OUR  
TURN

**March 4-6**

Southern Interscholastic Press Association  
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School of Journalism and Mass Communications • University of South Carolina

# Getting around

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## 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.

### Food Map



<http://goo.gl/a7FTTi>

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.

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 #SIPA22 hashtag to show us how you are preparing for this year's convention!

## WEEKEND HIGHLIGHTS

Stay updated all weekend by following SIPAatUSC on Twitter, Instagram and Snapchat

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### Friday • March 4, 2022

- 3 - 7 p.m. Registration
  - 5 - 11 p.m. SIPA Endowment used book sale
  - 8 - 8:45 p.m. Opening ceremony
  - 9 - 9:45 p.m. Class session #1
  - 10 - 11 p.m. Student activity
  - 11:30 p.m. Quiet time begins
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### Saturday • March 5, 2022

- 9 a.m. - 9 p.m. SIPA Endowment used book sale
  - 9 - 9:45 a.m. Convention Conversation with Natalie Hauff
  - 10 - 10:45 a.m. Class session #2
  - 11 - 11:45 a.m. Class session #3
  - Noon - 1:15 p.m. Adviser luncheon
  - 1:30 - 4:30 p.m. Hands-on workshops and on-site competitions
  - 4:45 - 5:45 p.m. Quiz Bowl rounds 1-4
  - 6:45 - 7:45 p.m. Convention banquet
  - 8 - 10:30 p.m. SC-ETV screening of "Writing with Fire"
  - 8 - 10:30 p.m. Adviser social
  - 11 p.m. Quiet time begins
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### Sunday • March 6, 2022

- 8 - 9:30 a.m. SIPA Executive Committee meeting
- 9:30 - 10:15 a.m. Class session #6
- 10:30 - 11 a.m. Quiz Bowl finals
- 11 a.m. - Noon Closing awards ceremony

# Friday sessions

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## FRIDAY, MARCH 1

### 8 – 8:45 P.M.

#### OPENING CEREMONY (ALL)

Welcome to SIPA! – SIPA student officers

"Meet the staff" video presentations

**Ballrooms A-H**

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### 9 – 9:45 P.M.

#### MORE THAN A GAME: IMPROVE YOUR SPORTS WRITING (ALL)

The versatility of sports writing makes it one of the most beloved sections of most publications. We will share strategies that will improve and enhance your sports writing, allow you to increase audience engagement and utilize unique storytelling techniques to upgrade your coverage rather than sticking with the same old thing that everyone else is doing. From visuals to the writing process to multimedia, we have you covered in terms of sports writing by showing examples of national award winners and exact steps to achieve the same for your publication.

**Gretchen Hinger, Janie Ripps & David Ragsdale, Clarke**

**Central HS**

**Ballrooms D-E**

#### YEARBOOK ROUNDTABLE (YB)

Let's kick the weekend off by discussing everything yearbook: leadership, staff management, theme development, coverage, and recruitment. Led by student editors, this roundtable is powered by students, for students.

**Clara Barresi, Lily Higgins & Millie Rice, Wando HS**

**Capital III**

#### INTEGRATE YOUR SKILLS (ALL)

Come learn about Integrated Marketing Communications (IMC), a hybrid field that blends together public relations, marketing, social media management and creative design to create a unified verbal/visual "brand voice" for your audience. Find out how you can use these tools in your publication to enhance your product, reach to your audience and skill set.

**RJ Morgan, MSPA director**

**Capital IV**

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### 10 P.M.

#### STUDENT MIXER (ALL)

Get to know other convention attendees. If you're in TOP competitions, use this time to work on your prompt.

**Carolina Ballrooms A-H**

#### 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.

**Capital IV**

#### ADVISER MEET-AND-GREET (ADV)

Connect with other advisers and special guests, discuss convention weekend activities, ask questions of convention officials and enjoy some downtime.

**Palmetto Ballroom**

## KEY FOR SESSIONS

ADV	Advisers only	DM	Digital media	P	Photography
ALL	All media	LM	Literary magazine	REG	Pre-registered
BC	Broadcast	NP	Newsprint	YB	Yearbook

## SATURDAY, MARCH 2

### 9 – 9:45 A.M.

#### CONVENTION CONVERSATION: NATALIE HAUFF (ALL)

Natalie Hauff, part of the 2015 Pulitzer Prize-winning team at *The Post and Courier*, will discuss her role in the story of why South Carolina kept topping the list of states around the nation of women killed by men. Also, she will share her experience in radio, broadcast and now in public relations.

Moderated by Phillip Caston, Wando HS

Ballrooms A-H

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### 10 – 10:45 A.M.

#### LIFE IN FRONT OF THE CAMERA (BC)

In this session, local weekend anchor Kayland Hagwood will share her journey as a broadcast journalist. She will show her favorite stories (and tell you why), provide tips on how to make your way and discuss industry challenges. Bring your questions!

Kayland Hagwood, WLTX-TV

Ballrooms A-C

*Hagwood is a multiskilled journalist and weekend evening anchor at WLTX-TV. She earned a S.C. Press Association award and received two RTDNAC awards before graduating from the University of South Carolina.*

#### AUDIO STORYTELLING (DM)

Using audio to tell stories is more than just podcasting. Scott Morgan will teach you how to get good sound bytes from interviewees and appropriate natural sound to tell an audio story that sings.

Scott Morgan, SC Public Radio

Ballroom D

*Scott Morgan is the Upstate multimedia reporter for South Carolina Public Radio, based in Rock Hill. He cut his teeth as a newspaper reporter and editor in New Jersey before finding a home in public radio in Texas. His work has appeared in numerous national and regional publications as well as on NPR and MSNBC. He's won numerous state, regional, and national awards for his work including a national Edward R. Murrow.*

#### THE ART OF THE SHORT PROFILE (ALL)

The dos and don'ts of writing a short (500-750 words) profile from research and the interview to writing and editing, as well as how to leverage the content for other media. Participate in hands-on activities to practice your interviewing and writing skills. We'll conclude with an open Q&A about writing, editing, internships, and how to get a job.

Shelley Young, *Charleston* magazine  
Ballroom E

*Young has more than 20 years of experience as a writer, editor, manager, and content producer in print and digital media. She started her career in journalism with the Associated Press' Atlanta bureau and wrote breaking news, health and sports stories. She's also worked as a copy editor for FoxSports.com and The Hollywood Reporter and as a content producer for thedoctorstv.com.*

#### MAKING A STORY SANDWICH (DM/NP/YB)

So you've got all the pieces for your story – the research, the interviews, the background information, the secondary sources. How do you put it together? Veteran reporter Andy Shain will show you how to organize a cohesive story.

Andy Shain, *The Post and Courier*

Ballroom F-H

*Shain runs The Post and Courier's newsrooms based in Columbia and Myrtle Beach. He was editor of Free Times and has been a reporter and editor for newspapers in Charlotte, Columbia and Myrtle Beach.*

#### COMMON MISTAKES IN YEARBOOK PHOTOGRAPHY (PH/YB)

Stop making the same photo mistakes that plague your book. Yearbook adviser and photography company owner Carly Huerta will teach you how to correct five common mistakes so you can have a stunning yearbook.

Carly Huerta, Catawba Ridge HS  
Capital IV

#### ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)

Palmetto Ballroom

# Saturday sessions

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## SATURDAY, MARCH 2

### 11 – 11:45 A.M.

#### **PRODUCING WITH FLAIR (BC)**

Does your broadcast feel too formulaic? Are your anchors just simply tossing from package to package? Change up the pace and flow of your show with some producing tips in this session.

**Justin Fabiano, East Cooper Center for Advanced Studies  
Ballroom A-C**

#### **MEDIA CONVERGENCE (ALL)**

Is your publication stuck in the early 2000s? Are you looking to truly take your news outlet into the digital age? The majority of readers are now getting their news from social media outlets such as Instagram and Twitter, as opposed to a traditional print publication. This presentation will cover various aspects of convergence journalism, including online multimedia, social media and cross-platform content. You will leave this session with the tools to take your print publication to an online audience and serve interactive content to all media platforms to improve the quality of your publication.

**Ireland McCage, Natalie Schliekelman & David Ragsdale,  
Clarke Central HS  
Ballroom D**

#### **MEDIA DAY (ALL)**

Help bridge the gap between your athletes and staff. Building relationships with athletes can be hard for journalists. We'll guide you through an event that will make those relationships a reality and build you up with extra content to prepare your coverage.

**Larry Steinmetz, Bullitt East HS  
Ballroom E**

#### **MORE COVERAGE. MORE STUDENTS. MORE VOICES. (YB)**

Alternative copy is the key to getting more of all three of these things in your yearbook. Attendees in this session will brainstorm all the possibilities and help your staff build a catalog of ideas for next year's book.

**Erin Coggins, Sparkman HS  
Ballroom F-H**

#### **LITERARY ARTS = PUBLIC ARTS (LM)**

Columbia Poet Laureate Dr. Ed Madden explains what the actual position of laureate IS and how he has tried to use the it to make literary arts a form of public art. Come learn how art can be transformed into public works for the public's good.

**Dr. Ed Madden, Columbia Poet Laureate and UofSC  
Capital IV**

*Dr. Madden serves as the Poet Laureate for the City of Columbia. In that position, he has tried to imagine literary arts as public art and to create venues for regional writers, especially young writers. He is a professor in the English Department and interim director of the Women's and Gender Studies Program at UofSC.*

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

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### NOON -1:15 P.M.

#### **ADVISERS AWARDS LUNCHEON**

##### **SIPA Lounge**

All registered advisers and special guests are invited to this luncheon. We will present the Elizabeth B. Dickey Distinguished Service Awards Award and Dr. Kay Phillips Administrator of the Year Award .

# **SATURDAY ON-SITE COMPETITIONS**

**1:30 – 4:30 P.M.**

## **BROADCAST ANCHOR**

All contestants should report promptly, dressed as if they were going on camera.

**Palmetto Ballroom**

## **REVIEW WRITING**

All contestants should report to the SIPA lounge to go off-site to review a specified event. Bring a laptop, tablet or paper to write on.

**SIPA Lounge**

## **TOP ASSIGNMENTS:**

All TOP teams should report promptly to the assigned labs with necessary materials (laptop, cameras, etc.). No one will be admitted after the contest begins.

- Broadcast – Capital II
- Literary Magazine – Capital IV
- Newspaper – Capital II
- Online – Capital IV
- Photography – Capital IV
- Yearbook – Capital III

# Saturday sessions

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## SATURDAY, MARCH 5

### 1:30 – 4:30 P.M.

#### **BROADCAST BOOTCAMP (BC/DM)**

Broadcast Bootcamp is a three-hour HANDS-ON workshop where students will work on introductory videography, interviewing & storytelling skills. Please bring equipment students are comfortable with (even a cell phone and stabilization device will suffice/mics for interviewing if you have them) and students will be paired up or working in teams depending on numbers.

**AJ Chambers, Richland Northeast HS, & Karin McKemey, Catawba Ridge HS**  
**Ballroom D**

#### **INTERVIEW. REPORT. REPEAT. (ALL)**

Everybody has a story, but how do I find it and how do I write it? Join this former adviser in an interactive experience about interviewing and writing that gives you the opportunity to work with your peers in practicing your writing skills.

**Tammy Watkins**  
**Ballroom E**

#### **MEDIUM & MESSAGE. ONE THEME, THREE GENRES (ALL/LM)**

In this session, students will experiment with one theme idea and three genres: nonfiction, fiction, and poetry (or if you prefer, song lyrics). We'll look at examples, find inspiration, write and get feedback, and practice using imagery and figurative language, characterization, and strong verbs with specific nouns to write provocative pieces for publication. Come away with a list of publications that are calling for submissions. Which of the three genres burns brightest with your theme? Let's figure it out!

**Beth Swann, Nation Ford HS**  
**Ballrooms F-H**

#### **REVIEW WRITING CONTEST (REG)**

**SIPA Lounge**

#### **ON-SITE CRITIQUES**

**Capital I**

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### 1:30 – 2:30 P.M.

#### **TEN CHANGES TO INSTANTLY IMPROVE YOUR YEARBOOK (YB)**

Building a strong yearbook program and a consistently beautiful book is a marathon process, but there are a few alterations your staff can make for some overnight success. Learn these quick fixes to build a foundation toward a better book each year.

**Phillip Caston, Wando HS**  
**Ballrooms A-C**

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### 2:45 – 3:45 P.M.

#### **A SIMPLE GUIDE TO KEEPING YOUR YEARBOOK OUT OF THE NEWS (YB)**

Every May, horror stories emerge on local – and sometimes national – media regarding high school yearbooks. From bad Photoshop attempts to horrific senior quotes, this class will guide you in avoiding the pitfalls that will ruin all the hard work you put in each year to create your book. And we'll show a few tips on how to get on the news in a positive way as well.

**Phillip Caston**  
**Ballrooms A-C**

# SATURDAY, MARCH 5

**4:45 – 5:30 P.M.**

**QUIZ BOWL ROUNDS 1-4 (REG)**

**Capital I**

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**6:45 – 7:45 P.M.**

**CONVENTION AWARDS BANQUET**

Enjoy dinner with registered attendees and special guests before the presentation of SIPA Endowment Regional Scholarship and publication evaluations ratings.

**Capital Ballrooms I-IV**

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**8 – 10:30 P.M.**

**"WRITING WITH FIRE" SCREENING**

**SPONSORED BY SC-ETV**

SC-ETV will screen the Academy Award-nominated documentary "Writing with Fire." In a media landscape dominated by men, the women journalists of India's all-female Khabar Lahariya ("News Wave") newspaper risk it all, including their own safety, to cover the country's political, social, and local news from a women-powered perspective. From underground network to independent media empire—now with 10 million views on their YouTube site—they defy the odds to redefine power.

**Ballrooms A-H**

**ADVISER GET-TOGETHER**

Advisers, special guests and speakers are invited to mingle while students watch a film.

**Palmetto Ballroom**

# Sunday sessions

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## SUNDAY, MARCH 6

### 8 – 9:15 A.M.

**SIPA EXECUTIVE COMMITTEE MEETING**  
Palmetto Ballroom

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### 9:30 – 10:15 A.M.

**FROM HIGH SCHOOL AND BEYOND (ALL)**

Former high school journalist Samantha Winn shares how to use skills you are learning now, such as story gathering and social media, in day-to-day reporting. Also, she will describe her experience as a multimedia journalist and reporter.

**Samantha Winn, *The Aiken Standard***  
Ballroom A-C

*Winn is the North Augusta reporter for The Aiken Standard (South Carolina) and a graduate of the University of South Carolina.*

**HOW TO SOCIAL NETWORK (ALL)**

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.

**Aza Khan, Luna Reichert & David Ragsdale,**  
Clarke Central HS  
Ballroom D-E

**LIFE WORKING IN MARKETING (ALL)**

Find out what it's like for a former high school broadcast student and visual communications graduate to work at a marketing company. Former SIIPA assistant Cole will tell you about his unlikely road to a communications job.

**Cole Lowery**  
Ballroom F-H

**ART AND BREAKING THE SOCIAL CONTRACT (LM)**

This session is not about censorship. It is about when creativity challenges societal norms. Learn how to have a candid conversation with your staff about pieces that should be included in your magazine, and some that should not. Learn some guidelines for selecting pieces that represent your whole staff and school.

**Renee Quaife, Sparkman HS**  
Capital III

**BROADCAST SHOWCASE (BC)**

View some of the broadcast TOP entries from the weekend. Sit back, relax and enjoy!

**AJ Chambers, Richland Northeast HS**  
Capital IV

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### 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.

**Ballrooms A-H**

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### 11 A.M.

**AWARDS CEREMONY (ALL)**

**Ballrooms A-H**

# *Summer Media Academy*

*Weeklong programs June 12-July 2, 2022*



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