

SIPA 2023

convention competition planning guide

Process

OVER

OVER

Product

March 3-5

Southern Interscholastic Press Association
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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 3-5, 2023

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

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

Hotel deadline – Feb. 12, 2023

Registration deadline – Feb. 25, 2023

How much:

Registration costs

- \$80 early-bird registration
- \$50 day registration (restricted to 60-mile radius from Columbia, S.C.) – Saturday only
- Free registration – Advisers bringing 7 or more students
- \$30 chaperone banquet fee
- \$15 per pre-convention attendee (four-workshops taking place Friday 1-5 p.m.)

Hotel costs

- \$158 plus tax per night - room with two double beds (can sleep four students) or with one king bed

Online/Social Media: #SIPA23

- Facebook – Southern Interscholastic Press Association
- Twitter, Instagram, SnapChat & TikTok – SIPAatUSC
- Pinterest – SIPA @ USC
- YouTube – SIPA and SCSPA
- Convention website – bit.ly/SIPACon
- Email – 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/>.

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) or contact me for more details.

And...

Make sure to follow us on Twitter, Instagram and Facebook and use the #SIPA23 hashtag to show us how you are preparing for this year's convention!

Convention FAQs

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 January, 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).

Q: How do I handle the hotel reservations?

A: Hotel reservations and payments are taken care of through the Marriott. Make sure you fax or email that form to Erika Leone. 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!

Convention 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. All work must be original and created for this competition (exception – Best of Show in SIPA & On-site critiques).

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. Read all instructions carefully.

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

- 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.
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News & Yearbook TOP – FEE: \$25 per team (teams: up to 4 students)

Students interview, write, edit, photograph and design pages to create a newsprint or yearbook package.

Friday night at registration:

- Receive broad overview – All teams receive a broad topic they will cover to create a final package. All teams will have the same story topic but decide on their own angle for packages. Students conduct interviews and take photographs until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

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

- Write and edit story and design page or spread with at least one visual element (graphic, photo, illustration, etc.).
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Online Media TOP – FEE: \$25 per team (teams: up to 4 students)

Students interview, write, edit, photograph and design webpage to create a multimedia package.

Friday night at registration:

- Receive broad overview – All teams receive a broad topic they will cover to create a final package. All teams will have the same story topic but decide on their own angle for packages. Students conduct interviews and take photographs until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

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

- Write and edit story and place elements on a webpage. There should be at least one interactive element on the webpage and one visual element on the page.
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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 until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

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

- Finalize photo portfolio – write captions, edit photos and create an online photo essay.

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Best of Show in SIPA – FEE: \$10 per entry

Staffs may enter their program to compete in Best of Show in SIPA. There is no qualifying critique score to enter the competition. The Best of Show at SIPA recognizes excellence among the convention attendees and those entered on-site. The top **THREE** entries in each category will be recognized.

- Broadcast programs enter two shows and print publications enter three issues from the past calendar year.
 - Literary magazine, online and yearbook submit their publication.
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On-site critiques – FEE: \$25 per critique

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

- Email your program materials and bring any questions you may have and a positive disposition and open mind!
 - Our coaches will offer praise, encouragement and advice on how to expand your program for your audience.
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Quiz Bowl – ENTRY FEE: \$30 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).
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Anchor Contest – FEE: \$10 per person

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

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

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

Students learn review writing techniques and write a review on a virtual experience they participate in at the convention.

COVID-19 & Pandemic Protocols

SIPA follows Centers for Disease Control and Prevention and University of South Carolina guidelines and Richland County County and South Carolina mandates.

Before attending:

- SIPA also encourages all attendees to be fully vaccinated against COVID-19.
 - Pack a clean mask for each day you'll be at the convention including travel days. Extra masks will be available at the convention registration desk.
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At the convention:

- Masks are not required on site but encouraged if you are in close proximity to others in shared areas. Attendees must adhere to social-distance protocols put in place and respect others' personal space.
 - Wash hands often with soap and water for at least 20 seconds or alcohol-based sanitizers with at least 60% alcohol.
 - Avoid touching eyes, nose and mouth with unwashed hands.
 - Cover your nose and mouth when coughing or sneezing.
 - Go to the convention registration desk any time if you feel unwell or are experiencing flu-like symptoms.
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Once home:

- If you test positive for COVID-19 up to 14 days after returning home, please contact the Leslie to advise her of your diagnosis.
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Advisers:

- Consider purchasing at least one rapid antigen COVID-19 test to bring to the convention.
- Bring extra masks for students who may lose or damage theirs at the convention.
- Please remind students that masks should be worn properly over the mouth and nose when in common convention spaces or competing in a contest.
- Make sure you have a medical release form for each of your students so you will have the ability to seek medical treatment if that should be necessary.
- Consider having a plan in writing for what steps you will take if a student experiences symptoms on the trip. Distribute this plan to parents. It should include the following at minimum:
- Students (or adult chaperones) experiencing symptoms should isolate themselves in their room. Any roommates should be moved to another room.
- Contact the student's parents as well as an executive committee officer so we can determine if other students were exposed.
- Parents should make immediate arrangements for any student experiencing symptoms to return home as soon as possible at their own expense to prevent spread.