

# Pre-convention workshops

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## Friday, March 6

1 - 5 p.m. @ USC School of Journalism and Mass Communications

### 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 adrenalin! This workshop is intended to both reinspire 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 David Ragsdale, Mackenzie Caudill, Owen Donnelly, Elena Gilbertson Hall and Naomi Hendershot, Clarke Central HS (Georgia)

Leader is a loaded word in the newsroom. Is it based on tenure, skill set, personality traits, or some combination of each? The purpose of this pre-convention workshop is to enable you to fulfill your job description on your staff. We'll discuss leadership styles, help you troubleshoot your problem areas, work on role-play scenarios commonly seen in the newsroom and seek a collaborative approach to empower you as coach/mentor/editor on staff. Leaders of all levels and programs are welcome!

Students will need an electronic device (tablet, laptop, etc.) for this workshop, as well as a copy of their staff manual.

### TELLING STORIES WITH PHOTOGRAPHS

with Mark Murray, 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 the group will have a quick critique of everyone's work to see how you did. Bring a camera! Certain photos selected from this workshop will be featured on the SIPA website and social media platforms.

### WRITE YOUR TRUE STORY: A WRITER'S WORKSHOP IN CREATIVE NONFICTION

with Beth Swann, Nation Ford HS (South Carolina)

Telling stories. It's what we do. Writers bring their unique experiences, their wisdom, their perspectives, and even their personalities to the page. Through keen powers of observation, mining memory, freeing the imagination, and digging into research, a writer can do more than entertain, persuade, or inform – a good writer moves readers.

This workshop is about crafting stories, yes. It's about voice and muscular writing. But it's also about learning how to free the dreamer and the curious investigator. It's about reaching for the courage to discover and tell the truth, because that's what moves and inspires readers.

We'll be reading from mentor texts, practicing our skills of observation around campus, as well as writing and then workshopping pieces together. We will craft stories, whether we are writing for ourselves or for a wider audience – and if you want to put your work out there, I'll show you how to submit your work to professional publications. Write away!

### 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@email.sc.edu](mailto:dennislc@email.sc.edu).

### KEY FOR SESSIONS

ADV	Advisers only	NP	Newsprint
ALL	All media	PH	Photography
BC	Broadcast	REG	Pre-registered
DM	Digital media	SNR	Seniors
MG	Literary magazine	YB	Yearbook

## Friday, March 6

### 8 - 8:45 p.m.

#### **OPENING CEREMONY (ALL)**

"Welcome to SIPA!"

**CJ Tamasco, University of South Carolina senior social media strategist**

**Ballrooms A-H**

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#### **WHAT'S IN YOUR FANNY PACK? (BC/NP)**

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 & RJ Morgan**

**Capital II**

### 9 - 9:45 p.m.

#### **ELEMENTS OF UNITY (MG)**

In this session, learn the basics in unifying your magazine's individual spreads. We will have an open discussion on ways of unifying your magazine as a whole.

**Charlotte Wood**

**Ballroom A-C**

#### **IMPROVING PUBLICATION PHOTOGRAPHY (PH)**

Learn how photographers and staff members can work together to make sure the best photos are what the reader sees in the publication. See examples of great work and discuss the importance of making sure everyone is on the same page.

**Mark Murray**

**Capital III**

#### **FINDING STORY IDEAS AND CREATING A REPORTING PLAN (ALL)**

***\*THIS SESSION WILL BE REPEATED SATURDAY AT 11 AM\****

Join editors from the *Daily Gamecock* (UofSC's student-run newspaper) and their faculty advisor in a workshop designed to help you generate story ideas and map out a reporting strategy. Students will leave the workshop with a plan to report and write stories that emphasize how the news impacts readers. This process also encourages planning for visual elements from the start and throughout the reporting process. Small team and whole group brainstorming will make everyone's ideas stronger.

**Michelle LaRoche, Rita Naidu, Erin Slowey & Nick Sullivan**

**Ballroom D-E**

#### **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**

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### 10 p.m.

#### **STUDENT MIXER (ALL)**

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

**Capital Hall**

#### **CROSS-PLATFORM COVERAGE (DM)**

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.

**Owen Donnelly, David Ragsdale & Krista Shumaker**

**Ballroom F-H**

#### **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**

# Saturday sessions

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## Saturday, March 7

8 a.m.

### 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

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### HOW TO MAKE YOURSELF HIREABLE FOR ANY POSITION (ALL)

You've have knowledge; now you have to put in the work to get the work. This session will include tips on gaining competitive skills, networking, pitching yourself/speaking professionally and designing a portfolio, reel, resume and/or business card.

Ann Bailey

Ballroom F-H

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9 - 9:45 a.m.

### THE SOUTH: REPRESENTATION AND STORYTELLING (ALL)

Amanda Heckert, *Southern Women* editor and deputy editor of *Garden & Gun* magazine

Ballrooms A-H

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

Capital I

### THE POWER OF NATURAL SOUND (BC)

When it comes to telling stories, sound is a powerful (and often under utilized tool). It adds pace and rhythm and depth to our content. This session focuses on some strategies for gathering, writing and incorporating "nats" in video and audio pieces

Dr. Laura Smith

Capital II

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10 - 10:45 a.m.

### LIT MAG A-Z (MG)

Lit Mag A-Z covers the basics of running a literary-art magazine and provides an overview of staff structure, soliciting artwork and writing, design and ethics. The presentation includes valuable information for experienced literary-art magazine staffers as well as students who intend on participating in literary art-magazine production in the future!

Beatrice Acheson, Georgia Blue Simmons & David Ragsdale

Ballroom A-C

### 2020 COVERAGE: HOW TO GET EYEBALLS ON YOUR STORIES WHEN EVERYONE ELSE IS WRITING ABOUT THE SAME THING (ALL)

Amid the natural chaos of covering presidential elections, *The State* newspaper's Maayan Schechter will talk to you about how to differentiate yourself as an on-the-ground reporter, whether that's story ideas, ledes, etc.

Maayan Schechter

Capital III

### PHOTOGRAPHY COVERAGE: MAKE YOUR INSTAGRAM BETTER (PH)

Learn the basics of photo composition to see how photojournalism ideas can make your Instagram feed pop!

Evey Wilson

Ballroom D

### THE REAL SKILLS YOU NEED TO BECOME A SUCCESSFUL JOURNALIST (ALL)

You would be surprised with everything it takes to succeed in journalism. Veteran journalist Andy Shain, Columbia bureau chief for *The Post and Courier*, will give you real-world insight into what you need to know (and what you need to do) to become a thriving reporter, editor and photographer.

Andy Shain

Capital IV

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### THINK OUTSIDE THE BOXSCORE (ALL)

Sports journalism requires storytellers to examine much more than scores and stats. The aim is to get students to push beyond play-by-play to identify, compile and craft compelling sports stories.

Manie Robinson

Ballroom E

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## Saturday, March 7

11 - 11:45 a.m.

### HOW TO 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.

David Ragsdale, Luna Reichert & Elena Webber  
Ballroom A-C

### ARE ALL STORIES THE SAME? (BC)

Interested in filmmaking, screenwriting or documentary? This is the session for you! We'll break down a common story structure in big blockbuster films and show how it even applies to documentaries. You'll leave thinking about stories in a completely new way!

Evey Wilson  
Ballroom D

### BASIC IS BORING (YB)

Yearbook spreads need to be much more than just photos and captions. Learn how to spice up your pages with modules, packages, and external design elements. Make engaging pages that stop readers in their tracks.

Phillip Caston, Legare Kerrison, Erin O'Leary & Merritt Redden  
Ballroom E

### FISH TANK OF RAGE (MG)

In this fun creative writing activity, come with surprises and expect some hilarity as we write original poems on unexpected themes! We'll even share with one another at the author's chair!

Charlotte Wood  
Ballroom F-H

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

Capital I

### PODCASTS: BEYOND THE AUDIO (DM)

SC-ETV's Gavin Jackson and AT Shire will lead a hands-on session with recording equipment and discuss what makes good podcasts and how to structure your show. In this session, you will learn recording and interviewing techniques, what to avoid, how to make a podcast recording kit, how promote your podcast, how to find stories that would make good podcasts and more.

Gavin Jackson and AT Shire  
Capital II

### 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  
Capital III

### FINDING STORY IDEAS AND CREATING A REPORTING PLAN (ALL)

***\*THIS SESSION IS A REPEAT FROM THE PREVIOUS NIGHT\****

Join editors from the *Daily Gamecock* (UofSC's student-run newspaper) and their faculty advisor in a workshop designed to help you generate story ideas and map out a reporting strategy. Students will leave the workshop with a plan to report and write stories that emphasize how the news impacts readers. This process also encourages planning for visual elements from the start and throughout the reporting process. Small team and whole group brainstorming will make everyone's ideas stronger.

Michelle LaRoche, Rita Naidu and Erin Slowey  
Capital IV

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Noon -1:15 p.m.

### ADVISERS AWARDS LUNCHEON

SPONSORED BY BALFOUR.

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

Endowment speaker: Lori Oglesbee-Petter  
Palmetto Ballroom

# Saturday competitions

## 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 Capital III 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  
Capital III

#### PHOTO TOP

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

Capital IV

### GO TO J-SCHOOL:

#### BROADCAST ANCHOR

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

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 221
- Newsprint – J-School Lab 219
- Yearbook – J-School Lab 217
- Overflow – J-School Lab 222

### 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:

#### Departure

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

## Saturday, March 7

1:30 – 2:15 p.m.

### **A LOOK BACK TO LOOK AHEAD (YB)**

Your 2020 book is almost done. Congratulations! But now what? As your staff starts the planning process for your 2021 yearbook, there are a number of trends from recent award-winning books you might want to consider.

**Brenda Gorsuch**  
Ballroom A-C

### **STORYTELLING THAT AIN'T BORING (ALL)**

Learn the secrets of great storytelling that will transform your writing into copy that readers can't put down.

**David Knight**  
Ballroom D

### **OH, THE PLACES YOU CAN GO (ALL)**

High school journalism and a communications degree does not mean you are behind a computer all day writing a story or a camera filming. This panel of community communicators will show you variety of directions experience in journalism can and will take you. From being in county government to working for mayors to running a presidential campaign, journalism can take you anywhere!

**Liz Cooper, Chris Floore and Lauren Harper**  
Ballroom E

### **BROADCAST ADVISER & EDITOR ROUNDTABLE (BC)**

Bring all topics to this question and answer group session. We will discuss equipment, staff management, story ideas and more!

**AJ Chambers**  
Capital I

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

Capital II

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

Capital III

### **PHOTO TOP (REG)**

Capital IV

2:30 – 3:15 p.m.

### **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**  
Ballroom A-C

### **IT'S THE LITTLE THINGS (ALL)**

Find out what makes a great editor. And how the little things make great writing even better.

**David Knight**  
Ballroom D

### **SOMETIMES YOU HAVE TO LAUGH (ALL)**

Satire is humor with a purpose, directed toward an end result. That laughter makes unpopular ideas more palatable or point out the absurdity in the normal. Come ready to laugh.

**Lori Oglesbee-Petter**  
Ballroom E

### **LIFE AS A PRODUCER (BC)**

In this session, a former high school journalist, SIPA assistant and UofSC SJMC alumnus will talk about his first year after college and what life is like as a producer. Bring any questions for this WIS-TV, a Columbia-area NBC affiliate, producer and he is happy to answer them!

**John Romanski**  
Ballroom F-H

### **ONLINE/PRINT ADVISER & EDITOR ROUNDTABLE (ADV)**

Join in a discussion about concerns facing print and online publications today. Whether you do one or both, it can be a challenge. Let's tackle it together.

**David Ragsdale & Tammy Watkins**  
Capital I

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

Capital III

### **PHOTO TOP (REG)**

Capital IV

# Saturday sessions

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## Saturday, March 7

3:30 – 4:15 p.m.

### **Q&A GAME – PUBLICATIONS EDITION (ALL)**

Have a question? Have an answer? Either way, you'll win today! Real prizes! Open to all publication advisers and staffs!

**Chris Williams**  
Ballroom D

### **#WritingTipsFromMsO (ALL)**

These methods will improve your writing. These tips lift your writing above common mistakes and allow you to focus on the heart of the story.

**Lori Oglesbee-Petter**  
Ballroom E

### **SOCIAL MEDIA INSIGHTS & MOBILE JOURNALISM (ALL)**

Social media and mobile journalism has become common tool in EVERY journalist's toolbox. In this hands-on session, you will learn how to use your apps as a journalists and how to read the data from your posts to inform your coverage.

**Kaitlyn Park**  
Ballroom F-H

### **YEARBOOK ADVISER & EDITOR ROUNDTABLE (YB)**

At this point, you are either finished or almost finished with this year's book. Let's discuss how to prepare for next year, organize a staff, recruit and so much more.

**Phillip Caston, Merritt Redden, Erin O'Leary and Legare Kerrison**  
Capital I

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

Capital III

### **PHOTO TOP (REG)**

Capital IV

5 – 6 p.m.

### **QUIZ BOWL ROUNDS 1-4 (REG)** **Capital II**

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7:30 – 8:30 p.m.

### **CONVENTION AWARDS BANQUET**

Enjoy dinner with registered attendees and special guests before the presentation of Mary Inglis Endowment Scholarship, Jacobs-Daughtry Continuing Education Scholarship, and publication evaluation ratings.

**Carolina Ballroom**

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8:30 – 11:30 p.m.

### **SIPA'S GOT TALENT**

Member publications should cast their ballots for 2020-2021 SIPA student officers by 10:30. Ballots can be handed to a current SIPA student officer or a SIPA staff member.

**Capital II-IV**

### **STAFF NETWORKING**

Meet with your staff or other staffs in the staff networking area. This is a great time to connect with your peers!

**Capital I**

### **QUIET BOOK ROOM**

Want to wind down and have some quiet time? Go to the SIPA lounge and read a book, listen to music on your phone or just chill by yourself. Books can be borrowed from the SIPA Endowment book sale.

**SIPA Lounge**

### **SIPA ENDOWMENT AUCTION**

Connect with other advisers and bid on items in the silent and live portions of the SIPA Endowment Auction. All proceeds support SIPA's Endowment Fund

**Palmetto Ballroom**

## Sunday, March 8

8 – 9:15 a.m.

**SIPA EXECUTIVE COMMITTEE MEETING**  
Palmetto Ballroom

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9:30 – 10:15 a.m.

**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.

**Colin Frick, David Ragsdale & Natalie Ripps**  
Ballroom A-C

**BROADCAST SHOWCASE (BC)**

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

**Stella McCombs & Justin Fabiano**  
Ballroom F-H

**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**  
Capital I

**THE BEGINNINGS OF ILLUSTRATOR (ALL)**

In this session, students will learn the basics of Illustrator's tools. With guidance, they will attempt to duplicate a pre-made illustration of a pencil. Once that is done, and if time permits, they will then move onto learning how they can learn to draw more complicated pieces using the pen tool.

**Cole Lowery**  
Capital II

**MAKE THEM LISTEN ABOUT THE PEOPLE (ALL)**

Every person has a story, and it is your job to find it and tell it. Features are about more than just the quarterback or prom queen. This session will help you – whether you're in broadcast, print, online or yearbook – dig beneath the surface and find the real story behind the person.

**Susan Newell**  
Capital III

**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**  
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.

**Carolina Ballroom**

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11 a.m.

**AWARDS CEREMONY (ALL)**

**Carolina Ballroom**