Advisers check in at the registration desk in room 301 of the Russell House Student Union. There we will have lunch tickets for advisers, a parking pass (if requested) and other pertinent materials.

Don’t forget to join us for the Awards Ceremony at 1:30 p.m. in the Russell House Ballroom. If you have questions or need additional information about SCSPA or today’s program, please ask an association officer (wearing blue SCSPA T-shirts) or stop by registration desk in room 301.
8 – 9:30 a.m.  
Conference registration

301  
Advisers should register and pick up conference materials in room 301 of the Russell House.

9:30 – 10:15 a.m.  
Storytelling that ain't boring (NP/YB)  
Ballroom – David Knight, Lancaster HS  
Learn the secrets of great storytelling that will transform your stories into copy that readers just can't put down.

Teasers, titles and tags...oh my! (YB)  
203 – Rene Horton, Pleasant Hill MS  
Writing good copy for yearbook takes time, effort, and creativity. Learn how to turn your investigations into a written history of your school and create captivating captions that embody the moment.

Putting the First Amendment first (ALL)  
205 – Cindy Koon, Jordan McElveen and Darcy Roberts, South Pointe HS  
Tinker with your journalism programs by actively teaching/learning/promoting the First Amendment to the Constitution and key judicial precedents. Activities, projects, testimonies, and strategies for working away from administrative/adviser prior review and toward FREEDOM as your founding fathers intended.

The perfect marriage: poetry & nonfiction (MG)  
302 – Beth Swann, Nation Ford HS  
Start with the facts and see where they lead. Add a little imagination, make some intuitive or personal connections, and Voilà! You have an interesting, provocative piece that is much richer than merely personal reflection or expression.

#140CharactersOrLess: Put social media to work (DM)  
303 – Summer Huechtker, USC SJMC  
Learn to use multiple social media platforms to broadcast live events as well as to connect your publications to students and your community. In this session, you will also learn how to use the editing software that makes some of the content that is posted on social media.

Using Google Drive to organize your staff (ALL)  
304 – Amy Medlock-Greene, Dutch Fork HS  
If your staff is like most, you have a lot of files and equipment to manage, but you can use Google Drive to keep track of what’s what and where it all is. This session will offer tips on using Google Forms to manage equipment, Google Sheets to keep up with everyone’s responsibilities, Google Calendar to track deadlines, and Google Docs to write and collaborate on stories. (I’ll even share my Google Slides presentation with you at the end of the session!)  

From hot mess to hardly stressed (ALL)  
305 – Jenny Proctor and Hannah Griggs, Lugoff-Elgin HS  
This session will help students and advisers learn how to maximize their staff’s potential. All students can contribute to a staff if the leaders properly identify each individual’s strengths and translate them to specific tasks. However, none of this matters if staffs aren’t organized, so this adviser and EIC will also share tips on how to manage the chaos.

I’m ready for my close-up (BC/DM)  
315 – A.J. Chambers, Richland Northeast HS  
You have to do an on-camera interview with the principal or an elected official for your story and you’re nervous. This session will help you shake the nerves and learn production tips to increase your interviewing skills. These tips and tricks will help your story stand out.

10:20 – 11:05 a.m.  
Perfecting your writing for video stories (BC)  
Ballroom – David Knight  
Write what you see and then see what you write. Learn to observe and record it. Improve your video storytelling skills.

Imagination off limits (YB)  
Theater – Jim Channell and Blaze Hayes, Walsworth  
Look at the latest design trends and learn how to implement them in your book with your theme. We will also look at additional items like packaging/mods, isolation rails, white space and other concepts to jazz up your spreads.

Top classes (ALL)  
203 – Phillip Caston, Abbey Byrd and Brooke Fletcher, Wando HS  
As one legendary football coach once said, “It’s not about the Xs and Os—it’s about the Jimmies and the Joes. For your program to thrive, you need solid recruiting classes each year and an influx of amazing student talent. Learn proven methods from a program that sees an increase in applications every year and retains 95 percent of all non-seniors on its staff.

Get it WRITE: Captions and cutlines (NP/YB)  
302 – Beth Swann, Nation Ford HS  
Readers look at photos first, then the caption or cutline, and they want to know more than what they can see for themselves. Photo journalism involves getting the info and writing more than merely the obvious.

Alternative storytelling (DM)  
303 – Vy Mai, South Pointe HS  
Online media is more than just the combination of stories and videos. Learn how to use apps like Stellar, SparkPage, Thinglink and Playbuzz or online galleries to help enhance the visual appeal of your online stories.
Anatomy of dynamic storytelling (MG)
304 – Karon Luddy, author of *Bewilderment of Boys*
Scene, Summary, and Dialogue are vital building blocks that enable a writer to Show and Tell, which creates more compelling stories. The best part is finding the perfect transition to link them together. Using this approach just might increase your confidence.

Intel on the info (NP)
305 – Amy Goodwin, Camden HS
In our fast-paced world, people want their news at a glance (or in a meme). This session will help your staff find the inspiration for putting together great graphics for your publication.

F is for friends, who do things together (ALL)
315 – RNE Convergence Media
Come hear how Richland Northeast HS encourages their students to work in a convergence media program. You will get ideas to build relationships and camaraderie among journalism staffs.

New adviser bootcamp (ADV)
302 – Beth Ward, Mauldin HS
As a new recruit, receive your basic, intense training on being a yearbook (or any) adviser. Learn how to create a program that helps each member become a productive part of the staff. We will discuss goal settings and organizational ideas to help cultivate a productive, happy yearbook staff.

Sell yourself (ALL)
303 – Katie Bullard, USC SJMC
In this session, the J-School’s Career Service Manager will tell you how to build an effective resume and portfolio in order to be competitive for scholarships and how to find those scholarship applications.

Radical rules for writers (MG)
304 – Karon Luddy, author of *Bewilderment of Boys*
A writer’s main job is to keep the reader turning the page. Mostly, this is done by not boring the reader. When we write, we can approach life from every angle. We can stir up the truth and let it tell itself. We can write something funny or poignant or sad or witty or shocking. And sometimes with a few blessed keystrokes, we can even melt the gnarliest of our own internal monsters. Patricia Hempl says it best: “It is always a thrilling risk to say exactly what you mean.”

Angling for angles (NP)
305 – Amy George, Laurens District 55 HS
Are you fishing for ways to make a blah topic more alluring? Hook your readers by finding the answers to questions that dive beneath the surface of the story.

Broadcast graphics (BC)
315 – Henry Horlbeck, Richland Northeast HS
In this session, the “RNE-TV” Live graphics producer will give tips on how to produce original graphics for broadcast. He will give examples and suggestions on how to brand and communicate using graphics.

Advisers’ business meeting (ADV)
201 – Leslie Dennis, SCSPA director
Any publication adviser interested in discussing SCSPA business concerns is welcome to attend this meeting.

Fake news report card (ALL)
203 – Ernest Wiggins, USC SJMC
The material in this session is grounded in traditional journalistic standards and offers tips on how to separate facts from opinion and real news from fake by examining content and construction and using common sense.

College survival guide (ALL)
205 – Ann Bailey and Jenna Sulkowski, USC SJMC
Learn how to prepare for the transition from high school to college from these two college freshmen who attended SCSPA this time last year as broadcast students. Get tips on how to make the most of your high school experience and get ready for college.

Lunch
Students will eat lunch on their own. Advisers are invited to join other advisers, speakers and our special guests in the Preston Dining Room for a luncheon buffet.

Fall Conference Awards Ceremony
RH Ballrooms A, B, C
Chair: Deborah Gascon, Dutch Fork HS
Vice Chair: Amy George, Laurens District 55 HS
Secretary: Amy Goodwin, Camden HS

Representatives
Broadcast: A.J. Chambers, Richland Northeast HS & Dana Miley, James Island Charter HS
Jr. High/Middle School: Rene Horton, Pleasant Hill MS
Lowcountry: Phillip Caston, Wando HS
Magazine: Carlo Dawson, South Pointe HS
Midlands: Kim Cimney, West Florence HS, and LTC John Heflin, Camden Military Academy
Newspaper: Beth Swann, Nation Ford HS
Online/Digital Media: Amy Medlock-Greene, Dutch Fork HS
Upstate: Cindy Koon, South Pointe HS
Yearbook: Amanda Hajji, Lexington HS, & Beth Ward, Mauldin HS

President: Ronitra Wilson, Richland Northeast HS
Vice President: Patrick Baird, Summerville HS

Representatives
Broadcast: Henry Horlbeck, Richland Northeast HS
Lowcountry: Abbey Byrd, Wando HS
Magazine: OPEN
Midlands: Jack Furlow, Camden Military Academy
Newspaper: Kinsley Thurston, South Pointe HS
Online/Digital Media: Vy Mai, South Pointe HS
Upstate: Darcy Roberts, South Pointe HS
Yearbook: Brooke Fletcher, Wando HS

*Adviser officers complete their two-year terms in spring 2018.
**Student officers serve through the 2018 spring conference.