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, 2017
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. 3, 2017

How much:
Registration costs
- $80 early-bird registration by Feb. 3 ($90 registration after Feb. 3)
- $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 $142 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
- Forms – pages 9-12
Onsite Competitions – pages 3 & 13

Online/Social Media: #sipa17
- Facebook – Southern Interscholastic Press Association
- Twitter, Instagram and SnapChat – SIPAatUSC
- Pinterest – SIPA @ USC
- YouTube – SIPA and SCSPA
- Convention website – bit.ly/SIPACon
- Email – dennislc@mailbox.sc.edu
What’s new this year?

On-site Competitions

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 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 in a computer lab at the School of Journalism and Mass Communications.
- 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.

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 in a computer lab at the School of Journalism and Mass Communications.
- 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.

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.

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.

#WriteThatDown

Twice a month, SIPA student assistants Claire and John record a new episode of #WriteThatDown, a vlog in which they share tips for high school journalists. Whether it’s time management skills or staff bonding, Claire and John will get you through the school year with helpful hints and comedy.

Leading up to the convention, they will film tips to prepare you for your trip to Columbia, such as packing, getting ready for on-site competitions and getting around Columbia. Subscribe today on YouTube at “SIPA and SCSPA”!

Don’t want to go to the dance...

Scavenger hunt

We’ll have a scavenger hunt for everyone who doesn’t want to go to the dance Saturday night. SIPA president Sara Goodie will lead the adventure and will have more details later.
## SIPA 2017 Convention Overview

### Friday • March 3, 2017
- **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 and Friday keynote address
- **9 - 10:30 p.m.** Exhibit area open
- **9 - 9:45 p.m.** Class session #1
- **9 - 9:45 p.m.** Quiz Bowl preliminary round
- **10 - 11:30 p.m.** SIPA's Got Talent! and ice cream social
- **Midnight** Quiet time begins

### Saturday • March 4, 2017
- **7:30 - 8:30 a.m.** Adviser continental breakfast and Advisory Council election
- **8 a.m. - 3 p.m.** Exhibit area and exchange tables open
- **9 - 9:45 a.m.** Class session #2
- **10 - 10:45 a.m.** Class session #3
- **11 - 11:45 a.m.** Saturday keynote address
- **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.** Saturday night rave
- **10 - 11 p.m.** Student officer elections
- **Midnight** Quiet time begins

- **Saturday Onsite Competitions**
  - **1:30 - 4:30 p.m.** BC, MG, NP, PH and YB TOP Review writing
  - **2 - 4:30 p.m.** BC individual anchor
  - **3 - 3:45 p.m.** Grammar challenge
  - **4:45 - 5:45 p.m.** Quiz Bowl rounds 1-4

- **Saturday Adviser Activities**
  - **1:30 - 6:30 p.m.** Endowment silent auction
  - **2 - 2:45 p.m.** Endowment meeting
  - **2 - 2:45 p.m.** Advisory Council meeting

### Sunday • March 5, 2017
- **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
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 breakfast, lunch and banquet. Advisers are only responsible for Friday night dinner and Sunday breakfast.

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 16. 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
Email entries to hsjourno@gmail.com by 10 p.m. Feb. 24. Fee: $5 per entry

Read the submission guidelines carefully. If you have any questions or problems with the process, please contact Leslie Dennis prior to the deadline – 5 p.m. Feb. 24.

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 6).

Eligibility requirements:
- You must be a SIPA member.
- Adviser and one paying student must be attend the convention.
- Entries must be published during the 2016-2017 school year.
  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 2015-2016 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.

Deadline:
Entries must be submitted one week before the convention, Feb. 24, by 10 p.m.

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 form provided on pages 9-12 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 a link and the name(s) of student(s) responsible for each entry.

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 “2017 SIPA’s Best entries” to HSjourno@gmail.com.
- Please bring a copy of your composite list to the convention as a record of submissions.
SIPA’s Best Visual Contest
Instructions (cont.)

Email entries to hsjourno@gmail.com by 10 p.m. Feb. 24. Fee: $5 per entry

How to prepare and submit...

All OTHER Entries –
Save all your entries in one folder named SIPABest_SchoolName. Ex: SIPABest_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.

Saving photos & spreads:
MUST DO!!
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.
- 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.

Always include a list
Include a composite list of all entries (saved as Composite List). You can use the form provided on pages 9-12 or create your own list as long as you include all the relevant information. Save this list as a Word Doc or a PDF.

Now, just submit!

Upload your folder to either Google Drive or Dropbox and share it with 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@mailbox.sc.edu. No submissions will be accepted after 10 p.m. Feb. 24.

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

If you have ANY questions about the procedures, contact Leslie Dennis at 803-777-6146 or dennislc@mailbox.sc.edu ahead of time, and she will walk you through this. Plan ahead!
## SIPA's Best Visual Contest

### Category Descriptions

**Advertising** – provides all essential information
- Color ad
- Black and white ad

**Art/Graphic/Illustration**
- Editorial cartoon – succinct message, displays artistic talent
- Computer graphic – creative, enhances content
- Illustration – artistic, develops a mood or theme
- Infographic – informative, attractive, gives attribution
- Strip cartoon – entertains with high technical quality

**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
- News [1:30 max] – unbiased, relevant to students, informs
- 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 [1:30 max] – unbiased, informative
- Videography [2:30 max] – stable, strong sequencing, good lighting and framing

**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

**Newspaper/Newsmagazine**
- Newspaper front page – attractive nameplate, generates interest, showcases important content
- Newsmagazine cover – attractive nameplate, considered a work of art
- Centerspread – relevant topic packaged well with strong graphics, headlines and photography
- Headline package – creatively, attractively designed headline that relates to story package
- Entertainment page – content restricted to features and news about entertainment subjects
- Feature page – clear relationships between story and graphics
- 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

**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

**Photography** – includes all publications
- 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 and gives insight into subject
- News – action, provides news value
- Pictorial/scenic – highlights landscape
- Special effects in camera – photos captured using special effects in your camera
- Sports – action, captures a dramatic moment
- Student life – action, captures extracurricular activities

**Recruitment/Public Relations**
- Recruitment material/package

**Yearbook**
- Academic spread – highlights classroom activities
- Ad spread – clean and well-organized with pertinent information
- 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
# SIPA's Best Visual Contest entry form

Email form to hsjourno@gmail.com by Feb. 24. $5 per entry

<table>
<thead>
<tr>
<th>School</th>
<th>Publication name</th>
</tr>
</thead>
</table>

## Advertising

<table>
<thead>
<tr>
<th>(AC) Color ad – Entry 1 Student:</th>
<th>Entry 2 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry 3 Student:</td>
<td></td>
</tr>
<tr>
<td>(ABW) Black &amp; white ad – Entry 1 Student:</td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td>Entry 3 Student:</td>
<td></td>
</tr>
</tbody>
</table>

## Art/Graphic/Illustration

<table>
<thead>
<tr>
<th>(AEC) Editorial cartoon – Entry 1 Student:</th>
<th>Entry 2 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry 3 Student:</td>
<td></td>
</tr>
<tr>
<td>(G) Computer graphic – Entry 1 Student:</td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td>Entry 3 Student:</td>
<td></td>
</tr>
<tr>
<td>(I) Illustration – Entry 1 Student:</td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td>Entry 3 Student:</td>
<td></td>
</tr>
<tr>
<td>(INF) Infographic – Entry 1 Student:</td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td>Entry 3 Student:</td>
<td></td>
</tr>
<tr>
<td>(S) Strip cartoon – Entry 1 Student:</td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td>Entry 3 Student:</td>
<td></td>
</tr>
</tbody>
</table>

## Broadcast

<table>
<thead>
<tr>
<th>Anchor – Entry 1 URL:</th>
<th>Entry 1 Students:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
<tr>
<td>Graphics – Entry 1 URL:</td>
<td>Entry 1 Students:</td>
</tr>
<tr>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
<tr>
<td>Human interest – Entry 1 URL:</td>
<td>Entry 1 Students:</td>
</tr>
<tr>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
<tr>
<td>Music video – Entry 1 URL:</td>
<td>Entry 1 Students:</td>
</tr>
<tr>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
<tr>
<td>News story – Entry 1 URL:</td>
<td>Entry 1 Students:</td>
</tr>
<tr>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
<tr>
<td>Public service announcement – Entry 1 URL:</td>
<td>Entry 1 Students:</td>
</tr>
<tr>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
<tr>
<td>Reporter – Entry 1 URL:</td>
<td>Entry 1 Students:</td>
</tr>
<tr>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
<tr>
<td>Short film – Entry 1 URL:</td>
<td>Entry 1 Students:</td>
</tr>
<tr>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
</tbody>
</table>
# SIPA's Best Visual Contest entry form

Email form to hsjourno@gmail.com by Feb. 24. $5 per entry

<table>
<thead>
<tr>
<th>School</th>
<th>Publication name</th>
</tr>
</thead>
</table>

## Broadcast (continued)

<table>
<thead>
<tr>
<th>Sports coverage</th>
<th>Entry 1 URL:</th>
<th>Entry 1 Students:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Videography</th>
<th>Entry 1 URL:</th>
<th>Entry 1 Students:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 URL:</td>
<td>Entry 2 Students:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 URL:</td>
<td>Entry 3 Students:</td>
</tr>
</tbody>
</table>

## Literary magazine

<table>
<thead>
<tr>
<th>(MC) Cover</th>
<th>Entry 1 Student:</th>
<th>Entry 2 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 3 Student:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(MF) Fiction spread</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(MG) Gallery spread</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(MN) Nonfiction spread</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(MP) Poetry spread</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(MT) Table of contents</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

## Newspaper/Newsmagazine

<table>
<thead>
<tr>
<th>(NF) Newspaper Front Page</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(NMC) Newsmagazine Cover</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(NC) Centerspread</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(NE) Entertainment page</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(NFP) Feature page</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(NNP) News page</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(NS) Sports page</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(NOE) OP/ED page</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(NHP) Headline package</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entry 2 Student:</td>
</tr>
<tr>
<td></td>
<td>Entry 3 Student:</td>
</tr>
</tbody>
</table>

SIPA's Best Visual Contest entry form

SIPA's Best Visual Contest entry form

Email form to hsjourno@gmail.com by Feb. 24. $5 per entry

<table>
<thead>
<tr>
<th>School</th>
<th>Publication name</th>
</tr>
</thead>
</table>

**Online**

<table>
<thead>
<tr>
<th>Category</th>
<th>Entry 1 URL</th>
<th>Entry 1 Students:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer graphics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital storytelling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Features package</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News package</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opinion package</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photo gallery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Podcast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports package</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Videography</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Photography (Includes all publications)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Entry 1 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(PA) Academic</td>
<td></td>
</tr>
<tr>
<td>(PC) Club</td>
<td></td>
</tr>
<tr>
<td>(PCS) Computer special effects</td>
<td></td>
</tr>
<tr>
<td>(PEP) Environmental portrait</td>
<td></td>
</tr>
<tr>
<td>(PN) News</td>
<td></td>
</tr>
<tr>
<td>(PPS) Pictorial/scenic</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Entry 2 Student:</th>
<th>Entry 3 Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SIPA’s Best Visual Contest entry form
Email form to hsjourno@gmail.com by Feb. 24. $5 per entry

School ________________________ Publication name ________________________

Photography (continued)
(PSE) Special effects in camera – Entry 1 Student: ________________________ Entry 2 Student: ________________________
Entry 3 Student: _______________________________________________________

(PS) Sports – Entry 1 Student: ________________________ Entry 2 Student: ________________________
Entry 3 Student: _______________________________________________________

(PSL) Student life – Entry 1 Student: ________________________ Entry 2 Student: ________________________
Entry 3 Student: _______________________________________________________

Recruitment/Public Relations
(PR) Recruitment material/package – Entry 1 Student: ________________________ Entry 2 Student: ________________________
Entry 3 Student: _______________________________________________________

Yearbook
(YA) Academic spread – Entry 1 Student: ________________________ Entry 2 Student: ________________________
Entry 3 Student: _______________________________________________________

(YAD) Ad 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: _______________________________________________________

(YC) Cover – Entry 1 Student: ________________________ Entry 2 Student: ________________________
Entry 3 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: _______________________________________________________
On-site 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.

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.

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 topic – All teams receive the same story topic but 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.

Newspaper and Yearbook TOP – FEE: $25 per team (teams: up to 4 students)
Students interview, write, edit, photograph and design pages to create a newspaper or yearbook page or spread package.

Friday night at registration:
- Receive topic – All teams receive the same story topic but decide on their own angle for packages. 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 story and design page or spread in a computer lab at the School of Journalism and Mass Communications.
- 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.

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.

Friday at 9 p.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 online.

Review Writing Contest – ENTRY FEE: $10 per student
Students learn review writing techniques and write a review on a topic announced at the convention.
SIPA’S GOT TALENT
Put Yourself In The Spotlight

Friday Night after the ice cream social
individual & staff acts

GRAND PRIZE: AMAZON GIFT CARD

pre-registration required
3 minute maximum
bring all supplies & music

Register at bit.ly/SIPAGTReg
If you plan ahead and provide a payment plan, you & your staff can be attend SIPA's annual convention March 3-5, 2017, and/or SIPA's summer workshop, the Carolina Journalism Institute, June 14-17, 2017.

Use the following to help you plan.

**SIPA Convention**
- Room for TWO nights: $323.76 (includes tax)/4 per room = $80.94
- 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 = $160.94 (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, he/she will pay less than $30 a month!

**CJI**
- Registration = $225 (earlybird)
- On-Campus Lodging = $100 (two-person room)

- Transportation = $______________
- Misc expenses = $______________

Total cost per student to attend CJI = $325 (in double occupancy & not including transportation and food)

**Cost for one student attend both SIPA & CJI** (not including transportation, miscellaneous expenses and competition fees) = $485.94

**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, he/she will pay less than $85 a month!
The Marriott Columbia Hotel
1200 Hampton Street
Columbia, SC 29201
803-771-7000/800-593-6465/803-254-2911 fax

GROUP: SIPA 2017 CONVENTION
Date: MARCH 2-5, 2017
Check in time is 4 p.m.  Check out time is at Noon.

*Reservations must be made before 2/05/2017 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: $142.00 plus 12% tax (17.04) and 2% Destination Fee (2.84) = $161.88 per night
Car Parking in City of Columbia and Bus / Van 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 tiffany.adams@marriottcolumbia.com or fax to 803-254-2911 ATTN: Reservation Office

<table>
<thead>
<tr>
<th>Name of School:</th>
<th>Arrival Date: 3/2/17</th>
<th>Departure Date: 3/5/17</th>
<th>Mandatory: Please circle parking need:</th>
<th>Do you need a prepared invoice?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advisor Name:</td>
<td>Advisor Phone Number:</td>
<td>Advisor Email:</td>
<td>Bus</td>
<td>Mini-Bus</td>
</tr>
<tr>
<td>Guest 1</td>
<td>Guest 2</td>
<td>Guest 3</td>
<td>Guest 4</td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 8</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) Room 13</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 Hotel name and city and state, to charge my credit card account for payment of my banquet function and / or sleeping rooms held on:

Name of Group________________________________________

Dates of Stay__________________________________________

Total Room Nights_____________________________________

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