AR, VR, NEWS BOTS AND WHAT'S NEXT FOR JOURNALISM  
with Dana Coester and Joel Beeson [West Virginia] 
No, this isn’t an episode of “Black Mirror”; it’s just the future of journalism. In this hands-on workshop, students will get a glimpse of the future tools of journalism, learning about innovative projects using Virtual Reality, Augmented Reality, Sensors, and more.

EYES FOR DESIGN  
with Jake Palenske, Raytheon Corp. [Texas]  
Take your InDesign and design skills to the next level by learning tricks and advanced layout techniques from a pro. Some Illustrator components will be taught as well.

MORE THAN JUST WRITING  
with Coni Grebel, Lee County HS [Georgia]  
Join us for this intense, collaborative game that takes you deeper into the realms of both news writing and alternative coverage. This workshop is appropriate for students from any publication genre, with any level of experience. Participants will need to bring a camera – cell phone cameras will do – and equipment to download their pictures, good walking shoes and plenty of adrenaline! Students will be grouped in teams and presented with an assignment that involves more than one method of reporting. WARNING: This course is not meant for the uninspired or unmotivated. Participants run the risk of meeting new online tools or of using familiar tools in a new way. Addiction is totally possible.

TELLING STORIES WITH PHOTOGRAPHS  
with Kelli Boling, University of South Carolina  
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, you will sit down with our instructor for a one-on-one critique. Bring a camera! Certain photos selected from this workshop will be featured on the SIPA website and social media platforms.

TOUR DE FORCE  
Start your journey with a tour of the School of Journalism and Mass Communications, the home of new media in the heart of campus. Then, take an official tour around the UofSC campus. Finally, sit down with an admissions counselor for a small group session.

WHAT IT TAKES TO BE A LEADER  
with David Ragsdale, Delia Adamson, Lucia Bermudez, Aneesa Conine-Nakano, Suncana Pavlic and Jordan Rhym, 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.

YOU MADE AN APP FOR THAT  
with Kelli Rembert, R2I2 [South Carolina]  
Go beyond content creation; begin learning how to develop an app for your audience. In this workshop, you will learn how to build an app and will leave with one that you and others can use on an iPhone or iPad.

KEY FOR SESSIONS

| ADV | Advisers only |
| ALL | All media |
| BC  | Broadcast |
| DM  | Digital media |
| MG  | Literary magazine |
| NP  | Newsprint |
| P   | Photography |
| REG | Pre-registered |
| SNR | Seniors |
| YB  | Yearbook |
Friday, March 2

7:30 - 8:45 p.m.

OPENING CEREMONY (ALL)
"You sound, like, stupid?" – Jake Palenske, Raytheon
"Welcome to SIPA!" – SIPA student officers
Student president candidate speeches
Ballrooms A-H

9 - 9:45 p.m.

BROADCAST TOP COMPETITION Q&A (REG)
Students who will be in the Broadcast TOP competition should attend this session to be prepared. We will go over the rules and the prompt. Students may ask questions.
Stella McCombs and Justin Fabiano
Ballroom A-C

THE DIGITAL STORY: FIND IT, TELL IT, SHARE IT (ALL)
Effective 21st century journalists must use technology to find, tell and distribute stories. This session will teach you how to produce up-to-the-minute digital content, how to use converged information sources like Twitter and Facebook to generate coverage ideas and how to format/distribute what you produce so your audience can easily access it.
Jake Palenske
Ballroom D-E

THE IMPORTANCE OF THEME (MG)
Given the task resurrecting the literary magazine and not knowing what a theme was, this team of editors and adviser explains how selecting and executing a strong theme helped them win All-State and Most Improved awards from SCSPA and All-Southern from SIPA. Come learn all the steps they went through, what they learned, and how they 'edited' those steps to find and execute the right theme for this year's magazine.
Cynthia Lawson, Layne Barron and Adelle Lacy
Ballroom F-H

10 p.m.

STUDENT MIXER (ALL)
Get to know other convention attendees and visit one of our interactive stations.
Capital Hall

SUMMER BREAK? (YB)
Things still happen and yearbook staffers need to be there to cover it. This session will help your staff develop a procedure for summer coverage and next year preparation.
Larry Steinmetz
Capital II

COVERING TRAGEDY (ALL)
Unfortunately, it's not a question of if it will happen to your school; it's a question of when. Reporting on tragedies at your school takes a special level of care, tactfulness and professionalism. Learn how to approach these important stories with sensitivity from advisers and students who have covered tragedy in their publications. We recommend students who have suffered a recent loss not attend this session.
Phillip Caston, Tammy Watkins, Abbey Byrd and Brooke Fletcher
Capital III

IT'S NOT THE WAND; IT'S THE WIZARD, HARRY (BC)
When you get down to it, it doesn't matter what tools you have in broadcast; it's what you do with them. Come to this session to learn broadcast hacks and find out how to get the most out of what you have.
A.J. Chambers and Karin McKemey
Capital IV

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. *The top scoring teams will be posted by 9 a.m. at the registration desk*
Palmetto Ballroom

Friday sessions
Saturday sessions

Saturday, March 3

8 a.m.

ADVISER BREAKFAST AND ADVISORY COUNCIL ELECTION (ADV)
Sponsored by eCampus Solutions
All registered advisers are invited to eat and network with other advisers in SIPA. Advisory Council members for 2018-2020 will be elected. (Advisory Council meeting will be held at 1:30 p.m.)
Palmetto Ballroom

9 - 9:45 a.m.

HOW DO I PAY FOR MY LIT MAG? (MG)
Struggling with fundraising ideas for your literary magazine? Looking for some tips on how to reach your financial goals? Then this is the session for you.
Mark Murray
Ballroom A-C

HOW TO PODCAST IN 45 MINUTES (DM)
In a hands-on rapid-fire exercise, you will learn all the basics you need to know to start a podcast for little or no money.
Adam Ragusea
Ballroom D

A LITTLE TO THE LEFT: ON CAMERA INTERVIEWING (BC)
Ever get back to edit and the shot's too dark, someone's in the background or you just didn't get good quotes? In this session, Dr. Kevin Hull will teach you how to ask the right questions, how to frame the shot and position your subject in order to get the most out of your interview.
Kevin Hull
Ballroom E

REPORTING THE NEWS AND KEEPING YOUR JOB: STUDENT MEDIA ADVISERS AND THE LAW (ADV)
What are your rights as an adviser? Dr. Eric Robinson will give you a primer on student media law and tell you how to protect yourself, your students and the First Amendment.
Eric Robinson
Ballroom F-G

SNO THERAPY (DM)
Got big dreams but bigger problems with your online publication from SNO? A representative is here to help. Drop in for a little hands-on counseling, learn how to sign up with SNO, or just be there to talk shop with a room full of SNO users.
Alex McNamee
Ballroom H

ON-SITE CRITIQUES
Capital I

HOW TO IMPROVE YOUR YEARBOOK (YB)
In this session, you'll get a little bit of everything. From coverage to interviews, from headlines to captions, get tips to improve your yearbook next year.
Jim Channell, Blaze Hayes and Carolyn Henderson
Capital II

LIVE ACTION: COVER SPORTS WITHOUT A REPLAY (DM/NP)
Covering the game means no do-overs. Whether you're interviewing players and coaches during a press conference or live tweeting the action, you have to be ready to write the story as it happens. Learn how to manage social media and a cohesive, compelling story in real time.
Collyn Taylor
Capital III

GET IT WRITE: CAPTIONS AND CUTLINES (ALL)
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.
Beth Swann
Capital IV

Saturday, March 3
Saturday, March 3

10 - 10:45 a.m.

BUILDING A LEGACY (MG)
Does your staff feel like a dysfunctional family? Come learn ideas for activities and events that will bring the staff together.
Charlotte Wood
Ballroom A-C

21ST CENTURY REPORTING: INTERVIEWS, BRAND PROMOTION AND FILMMAKING ALL WITH YOUR iPHONE (BC)
Want to learn how to get the most out of a tool you already have? During this session, students will have the opportunity to explore all the techniques that make producing a quality video, recording interviews, promoting their brand and more possible on an iPhone or iOS device.
David Ragsdale, Kelly Fulford and Mackenzie Caudill
Ballroom D

EMPATHY: THE KEY TO GREAT STORYTELLING (NP/YB)
So you have been interviewing people, but your quotes are still not very inspirational – what is going wrong? This session will show you how reporting is more than just research and questions, but it is about finding a basic understanding of people that eludes so many.
Chris Waugaman
Ballroom E

MEDIA LAW BASICS FOR STUDENT JOURNALISTS (ALL)
Student journalists should always be armed with the facts of media law. Find out what protections you have under the law as a student journalist and how to best use those rights.
Eric Robinson
Ballroom F-G

WRITING RIGHT (ADV)
It can be difficult for students to move from traditional English classes into journalism. Our SIPA Endowment speaker shares tips on how to help transition students from English-style writing to journalism.
Beth Fitts – SIPA Endowment speaker
Ballroom H

ON-SITE CRITIQUES
Capital I

COPY CAPERS (YB)
Yearbook copy does not have to be snooze-inducing, and someone other than your granny might actually like to read it if you come and listen to the suggestions presented by this humorous and very experienced adviser. (And employ them when you return to school.)
Mary Kay Downes
Capital II

TIRED OF TEMPLATES (DM)
Just because your website is built with a template doesn't mean it has to look like one. A SNO representative is here to teach you website design strategies and show you all the advanced design tools built into your site.
Alex McNamee
Capital III

STATE OF PLAY: THE CURRENT STATE OF JOURNALISM AND ITS FUTURE (ALL)
Journalists do not just check one box on a resume; they need to master three skills – writing, photo and video – and do it all. Just ask SC-ETV's public affairs reporter Gavin Jackson. Find out how his journalism journey has led him to cover the Statehouse for web, host and produce for a weekly TV show, provide reporting for S.C. Public Radio and launch a podcast. And learn how you can do it too!
Gavin Jackson
Capital IV

11 - 11:45 a.m.

FROM ZERO TO A MILLION: LESSONS FROM A START-UP (ALL)
Dana Coester and Joel Beeson, 100 Days in Appalachia
Ballrooms A-H
Saturday On-site Competitions

Students registered in on-site competitions – broadcast anchor, broadcast on-the-spot feature, review writing and magazine, newspaper, 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 I 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 I

**GO TO J-SCHOOL:**

**BROADCAST ANCHOR**
All contestants should report promptly, dressed to go on camera.
Kennedy Greenhouse and 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 219
- Newspaper – J-School Lab 318
- Photography – J-School Lab 221
- Yearbook – J-School Lab 217
- Overflow – J-School Lab 115

**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:

<table>
<thead>
<tr>
<th>Departure</th>
<th>From hotel to J-School</th>
<th>From J-School to hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 p.m.</td>
<td>1:30 p.m.</td>
<td>3:30 p.m.</td>
</tr>
<tr>
<td>1:15 p.m.</td>
<td>1:45 p.m.</td>
<td>4:15 p.m.</td>
</tr>
</tbody>
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**Walking Map**
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.

https://goo.gl/V2YD5s
Saturday, March 3

Noon -1:15 p.m.

ADVISERS AWARDS LUNCHEON – Sponsored by Balfour.
Palmetto Ballroom
All registered advisers and special guests are invited to this luncheon. We will present the Elizabeth B. Dickey Distinguished Service Awards and Karen H. Flowers Outstanding Service Award.

1:30 – 2:15 p.m.

DOING A SENIOR ISSUE PROPERLY (NP)
Developing a senior-issue newspaper sums up the year and is a culminating project that becomes a treasured memento. This session will present ideas and examples to help develop this type of issue. See how Stafford HS produced a 40-page broadsheet edition with five sections last year with color on four of the eight pages in each section.
Sue Gill
Ballroom A-C

PHOTOSHOP WORKFLOW (P)
Learn basic steps using Photoshop or Lightroom to ensure photographs in your publication look their best.
Mark Murray
Ballroom D

HUMANS OF YOUR SCHOOL (NP/YB)
Every person has a story. This session will help you find those stories and tell them both visually and verbally. More important, learn the tips on how to interview strangers.
Coni Grebel
Ballroom E

THE PERFECT MARRIAGE: POETRY & NONFICTION (MG)
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.
Beth Swann
Ballroom F-H

ADVISORY COUNCIL MEETING
Palmetto Ballroom

1:30 – 2:15 p.m.

REVIEW WRITING CONTEST (REG)
Capital I

STRATEGIC DECISION MAKING: DEFENDING TOUGH CALLS (ALL)
This session will introduce students to strategic decision-making using a “real world” simulation. This session would be ideal for editors and advisers who struggle with making tough calls and defending those calls to staff members.
Ernest Wiggins
Capital II

KNOW YOUR ANALYTICS, KNOW YOUR AUDIENCE (DM)
Google Analytics is a great tool for understanding your publication’s online readers, though it looks overwhelming to the untrained eye. Come learn how to use it to your advantage by first understanding the what’s what.
Alex McNamee
Capital III

PITCHING ANGLES AND THINKING VISUALLY (BC/ALL)
For those who are seeking to balance their creativity with their professionalism, this session provides tools and tactics that will smooth out those rough edges. The session has three main points: how to angle your ideas to make your stories unique, how to organize and plan those stories, and how to assign appropriate imagery to your content. Your creativity is what makes you unique as a journalist. The way you manage your creativity is what makes a story. Applicable to all student media!
Ann Bailey
Capital IV
2:30 – 3:15 p.m.

THAT IS SUCH A PRETTY PICTURE (P)
Selecting photos for a publication goes beyond finding pretty pictures. Look for photos that tell stories and connect to your readers.
Mark Murray
Ballroom D

OLD STORIES, NEW MEDIA: CONVERGENCE JOURNALISM BASICS (ALL)
What is convergence? How and why is it happening? And how do I prepare my publication, my staff members and my program for the demands of the digital age? This session will introduce you to converged journalism and how to implement it in your classroom.
Jake Palenske
Ballroom E

THE POP AND POW OF AD DESIGN (ALL)
Learn tips from our SIPA Endowment speaker to make your ads dazzle. Your staff can win awards for ad design, and your advertisers will be repeat customers because their ads sell. It's easy if you know the tricks.
Beth Fitts – SIPA Endowment speaker
Ballroom F-H

3:30 – 4:15 p.m.

DO IT (ONLINE) LIKE THE PROS DO (DM)
There's more than just one trick to presenting stories online because there's more than one size and shape to a story. Your homepage already looks great. Come learn how to build professional story pages that match.
Alex McNamee
Capital III

THE LOST ART OF INTERVIEWING (ALL)
Today's technology makes it easier than ever to communicate with people. But avoiding the temptation to text and email people for quotes can make your stories come to life! Discuss best practices for talking to sources in person as well as what to do with those quotes once you've got them.
Steve Hanf
Capital IV

SO YOU WANT TO ADVISE A BROADCAST PROGRAM? (ADV)
You're either really excited or overwhelmed. Either way, in this session, we're here to pitch ideas, talk grading and time management, discuss how to give your students control and share equipment, hardware and software hacks.
A.J. Chambers and Karin McKemey
Ballroom A-C

WRITING TIPS FOR VIDEO AND ONLINE (BC/DM)
Great storytelling begins with great writing whether you are producing a newspaper, yearbook, or web story. But people often forget about this process when they start to create a video. Discover how strong script writing can elevate the quality of your broadcast and web video.
Chris Waugaman
Ballroom D
“JOURNALISM STUDENTS ARE DESTINED TO BE POOR” AND OTHER STUPID LIES, DEBUNKED (ALL)
We've all heard them from parents, counselors, family members and maybe complete strangers. “Journalism? Hope you like being poor.” “The newspaper industry is dying.” “You'll never have a stable job.” “Journalism skills aren't useful in the real world.” Come learn from a journalism-nerd-turned-corporate-marketing-pro why these sayings are "total lies," and what the employment future holds for professional communicators.
Jake Palenske
Ballroom E

ISO IN LOVE WITH MY PHOTOS (P)
An intermediate course through the advanced settings of a camera and what qualifies a photo as award winning. We will evaluate both professional and high school journalists’ award-winning pictures in this session to help make you – and your audience – fall in love with your shots.
Sophie Winnick
Ballroom F-H

REVIEW WRITING CONTEST (REG)
Capital I

CONTROL FREAK’S GUIDE TO DESIGN (NP/YB)
Today’s students lead fast-paced lives and suffer from information overload. Flashy websites, addictive social media and action-packed video games compete for their attention. Take a serious look at your publication design. You may have the content, but do your designs compel readers to read?
Learn how to use design techniques to increase readership.
Brenda Gorsuch
Capital II

LIT MAG A TO Z (MG)
As the name suggests, we'll cover everything relevant to the production of a holistic literary magazine: who makes the tough choices, who makes the easy ones, how does it all come together and more. We'll explore ideas and concepts to make production smoother, and we'll talk about how to find (or solicit) cool, creative ideas to give your magazine a kickstart.
David Ragsdale, Beatrice Acheson, Kiki Griffin and Violet Merritt
Capital III

THE GAME STORY VS. THE FEATURE (NP/DM)
Sports are a gold mine for good stories. This session will tell you how to get the most out of a sports story, whether it's a basic game story or a detailed feature.
Steve Hanf
Capital IV

4:30 – 5:15 p.m.

QUIZ BOWL ROUNDS 1-4 (REG)
Capital I

7 - 8:30 p.m.

CONVENTION AWARDS BANQUET
Carolina Ballroom
Enjoy dinner with registered attendees and special guests before the presentation of Dr. Kay Phillips Administrator of the Year Award, Elizabeth B. Dickey SIPA Scholarship, SIPA Endowment Regional Scholarship, Jacobs-Daughtry Continuing Education Scholarship, Shoquist Freedom of the Press Award and publication evaluations ratings.

8:30 – 11:30 p.m.

SIPA’S GOT TALENT
Capital Ballroom
Member publications should cast their ballots for 2018-19 SIPA student officers by 10:30. Ballots can be handed to a current SIPA student officer or a SIPA staff member at the talent show or in the Diplomat room.

SIPA ENDOWMENT AUCTION
Palmetto Ballroom
Advisers, special guests and speakers are invited to the live portion of the auction. Silent auction results will be announced throughout the live auction. All proceeds support SIPA's Endowment Fund.
Sunday sessions

Sunday, March 4

8 – 9:15 a.m.

SIPA EXECUTIVE COMMITTEE MEETING
Palmetto Ballroom

9:30 – 10:15 a.m.

HOW TO BUILD A $100K NEWS WEBSITE [FOR LESS THAN $300.]
(ALL)
In the digital era, a publication (even you, lit mags and yearbooks!) without a webpage is like a person without a phone number. This session will make getting easy, even with low technical abilities and a tiny budget. You'll learn how to get web hosting, register a domain, and setup e-mail accounts for your staff. You'll also see how to set up individual site accounts, choose a template and upload video, audio, stories and photos. As a finale, I'll show you how to create a custom iOS and Android mobile news app for less than $50.
Jake Palenske
Ballrooms D-E

IT'S ALL 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
Ballroom F-H

PODCASTS: LIKE AUDIO BOOKS, BUT COOLER (DM)
Want to be a part of the fastest-growing media trend right now? At least 67 million Americans listen to podcasts each month, and the numbers are quickly rising. Podcasts are great to use for your publication or to shine light on your own talents. In this session, we will discuss the history, rise in popularity, various genres, affordability in production and accessible podcast-related resources. Share tips on audio recording software, free sound effects and music sites and learn how to make your podcast stand apart from others!
Charlotte Wood
Capital I

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

11 a.m.

AWARDS CEREMONY (ALL)
Carolina Ballroom