HERFF JONES GIVES YOU THE TOOLS YOU NEED TO MAKE YEARBOOK EASIER.

Our comprehensive curriculum is your guide to every aspect of yearbook creation, even if you’re new.

Our online curriculum and resources give you mini-lessons and projects to inspire your classroom.

Our Square One™ approach makes design simple and helps you include more students. Choose from hundreds of pre-designed spread templates and modules.

THROUGH IT ALL, WE’RE ALWAYS BY YOUR SIDE.
For more information, email ybk@herffjones.com
Welcome to Soda City!

The SIPA Convention takes place at the Columbia Marriott on the corner of Main and Hampton streets in the City Center of Columbia, South Carolina. Columbia - AKA Soda City - has a vibrant Main Street that keeps growing. Everything you need during the weekend can be found within a few blocks of the hotel. All convention sessions are housed in the hotel, and pre-convention workshops and on-site competitions are less than one mile away at the University of South Carolina’s School of Journalism and Mass Communications.

Looking for a place to eat near the convention hotel? You don’t have to walk far from the hotel to find what you want. Main Street restaurants offer diverse fare for breakfast and lunch. Find what you are craving by using this map.

On Saturday, Main Street Market is open outside the hotel from 9 a.m. to 1 p.m. and offers you the opportunity to choose from multiple local food vendors. It’s a great place to find quick, good food for a great price. Find out more at http://sodacitysc.com/.

Journalism School

USC’s School of Journalism and Mass Communications is located at 800 Sumter St. in the historic Horseshoe district of campus. The J-School’s new home of new media offers state-of-the-art facilities, which will house on-site competitions and pre-convention workshops during the SIPA weekend.

Why not walk to the J-School instead of driving? 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 the historic Horseshoe. Find your way on foot to the J-School by accessing this map.

Alphabet soup explained

ASNE: American Society of News Editors
ASPA: Alabama Scholastic Press Association
CIE: Certified Journalism Educator
CSPA: Columbia Scholastic Press Association
DNF: Dow Jones News Fund
GSPA: Georgia Scholastic Press Association
JEA: Journalism Education Association
MJE: Master Journalism Educator
MSPA: Mississippi Scholastic Press Association
NBCT: National Board Certified Teacher
NCSMA: North Carolina Scholastic Media Association
NSPA: National Scholastic Press Association
SCSPA: South Carolina Scholastic Press Association
SNO: School Newspapers Online
SPIC: Student Press Law Center
TAJE: Texas Association of Journalism Educators
VAJTA: Virginia Association of Journalism Teachers and Advisers
AT MERCER, JOURNALISM STUDENTS MAKE THE COMMUNITY THEIR CLASSROOM.

Students at Mercer’s CCJ get a classic liberal arts education while receiving practical training for careers in media and beyond.

Our media partnership with WMAZ television, the (Macon) Telegraph newspaper and Georgia Public Broadcasting radio allow our students to work in professional newsrooms as early as their freshman year.

Our students and graduates have also worked with other renowned media organizations including NPR, The Chicago Tribune and The Atlanta-Journal Constitution.

The CCJ also offers a digital media summer camp for rising 11th and 12th graders, the Media Changemaker scholarship for entering Mercer freshmen, and internship placement with stipends through the Couric Fellowship program.

For more information and to apply: ccj.mercer.edu

Students must be in rooms and quiet from midnight to 7 a.m. Saturday and Sunday. Advisers must make sure students observe these hours. SIPA staff and hotel security personnel will be patrolling the hotel each evening.

Possession of alcoholic beverages, illegal drugs or any weapons will not be tolerated.

All students must wear their SIPA nametags throughout the convention while in the hotel or the J-School. Students should conduct themselves with discretion in the hotel and in the city. Their behavior is a reflection on SIPA, scholastic journalism and individual high schools.

Advisers should know where their students are at all times. Each student should be accompanied by at least one other convention delegate when outside the hotel. Students should not be outside at night without an adviser or chaperone.

Rudeness to other hotel guests or hotel employees; misuse of or playing on the elevators; excessive noise in hotel rooms, halls or other public areas; misuse or destruction of hotel property, and all behavior that is dangerous or inappropriate is not acceptable.

Hotel Bills

Each adviser must settle their school’s bill at checkout. Room service and long distance phone calls add to the bill. The hotel cancels access to pay-per-view movies in all rooms occupied by students. If students wish to watch a movie, they must go to the front desk and use a credit card.

Student Elections

Only one person from each school may campaign for an office.

The elected officers are president, vice president and two members-at-large.

Only presidential candidates will give speeches during the opening session Friday evening. Speeches should be no longer than four minutes.

Voting will take place during the dance Saturday from 10 - 11 p.m. outside the Capital Ballrooms. Hand your ballot to the student officer or SIPA student assistant on duty. Each SIPA member publication staff in attendance at the convention may have ONE vote.

Digital Media Summer Camp | June 8-15, 2019
Proper HS online editors, former adviser to speak about free speech issues, censorship

Eagle Nation Online editors Neha Madhira and Haley Stack will lead a TED Talk-style keynote at the 2019 SIPA Convention March 1-3 in Columbia, S.C. The Prosper High School (Texas) students will be joined by their former adviser and former SIPA chair Lori Oglesbee-Petter, who will teach yearbook sessions during the convention. All three will be honored with the Joseph Shoquist Freedom of the Press Award at the Saturday night awards banquet.

While censorship is a common fear in student media, Eagle Nation Online experienced it first-hand. Last school year, two editorials and an article were suddenly ordered to be removed from the website by their principal and Oglesbee-Petter’s, a nationally-acclaimed newspaper and yearbook adviser, contract was not renewed by the school’s administration.

The administration claimed the information in the article was not uplifting or accurate in the articles, while the publication stood by its reporting. After the school’s administration told Madhira they could not publish editorials anymore, she drafted a press release in which she stated, “we are not just public relations for the school.”

Since last school year, Oglesbee-Petter decided to retire after 35 years of advising and Madhira and Stack have been sharing their story with numerous outlets. All three have been recognized for their advocacy and work with First Amendment rights for student publications.

“Haley and Neha are helping lead the charge for New Voices in Texas, which could have far reaching impact on all the publication programs in the state,” Mark Murray, Association of Texas Photography Instructors director, said. “The stature and recognition that they are able to bring to the conversation is invaluable to the debate happening in the state legislature.”

Stack and Madhira were invited to speak at Issuu Generator’s Summit in New York and were recognized at the 2018 Women’s Media Awards. They also were invited to speak at the TED Women’s conference in Palm Springs, California earlier this year.

But the students would not have been able to get to where they are without having a strong foundational knowledge of journalism standards, history and laws.

“All of this can be traced back to Lori’s work with the staff at Prosper in teaching what the First Amendment really means, the students have learned from her the importance of student voices and standing up for your rights.”

- Mark Murray, AISD

---

All of this can be traced back to Lori’s work with the staff at Prosper in teaching what the First Amendment really means, the students have learned from her the importance of student voices and standing up for your rights.”

- Mark Murray, AISD
University of South Carolina
School of Journalism and Mass Communications

- From words to photos to videos, tell your story at the University of South Carolina.
- Work in our state-of-the-art newsroom and broadcast studio.
- Join our award-winning advertising and public relations competition teams.
- Check us out in our new building in the heart of the USC campus.

Advertising
Broadcast Journalism
Journalism
Mass Communications
Public Relations
Visual Communications

UNIVERSITY OF SOUTH CAROLINA
School of Journalism and Mass Communications

Cutting-Edge Technology
Real-World Experience

Study Abroad

http://sc.edu/cic
Convention overview

Weekend Highlights
Stay updated all weekend by following SIPAatUSC on Twitter, Instagram and Snapchat

Friday • March 1, 2019
1 - 5 p.m. Pre-Convention workshops
3 - 7 p.m. Registration
5 - 10:30 p.m. Exhibit area open
8 - 8:45 p.m. Opening ceremony
9 - 9:45 p.m. Class session #1
9 - 9:45 p.m. Quiz Bowl preliminary round
10 - 11 p.m. Student activity
11:30 p.m. Quiet time begins

Saturday • March 2, 2019
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. SIPA’s Got Talent!
10 - 11 p.m. Student officer elections
Midnight Quiet time begins

Saturday Onsite Competitions
8 - 10 a.m. Grammar challenge
1:30 - 4:30 p.m. All TOP competitions
2 - 4:30 p.m. BC individual anchor
2:30 - 4:15 p.m. Grammar challenge
4:45 - 5:45 p.m. Quiz Bowl rounds 1-4

Saturday Adviser Activities
9 a.m. - 2 p.m. Endowment silent auction
2 - 2:45 p.m. Endowment meeting
2 - 2:45 p.m. Advisory Council meeting

Sunday • March 3, 2019
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
**Pre-convention workshops**

**Friday, March 1**

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

---

**CREATIVE NON-FICTION**

with Lori Vincent, Ola HS (Georgia)

An interactive session for students who write and advisers who work with writers. We’ll explore some of our favorite writing activities and practices. Participants will be placed into teams and given research and a specific location on campus. During the workshop, you will take what you have learned and apply it to your assigned topic in a writing activity.

---

**HANDS-ON STORYTELLING**

with Kelly Furnas, Elon University (North Carolina)

Professional reporters in 2019 are using all the tools at their disposal to bring content to diverse audiences. Learn ways to improve digital storytelling in a brief session at the J-School. Hit the streets in teams to produce multimedia content including video, photography, maps, databases and online graphics.

---

**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 adrenaline! This workshop is intended to both reinvigorate 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 Steve Hanf, Hannah Futrell and Hunter Haskett, First Flight HS (North Carolina)

It definitely takes a village to run a successful staff in the newsroom. From knowing how to be a leader and a friend to dealing with drama among the staff, it can take a lot for everything to run smoothly. The purpose of this pre-convention workshop is for current and upcoming editors to learn how to fulfill their positions. We will share our experiences but also want this session to be an open forum, so come with an open mind. You’re also welcome to bring an electronic device as well as a copy of your staff’s publications.

---

**TELLING STORIES WITH PHOTOGRAPHS**

with Mark Murray, former Association of Texas Photography Instructors director

Learn how to tell a story through different styles of photography. Participants will take photos and supply tips for 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 features on the SIPA website and social media platforms.

---

**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@mailbox.sc.edu.

---

**YEARBOOK: THREE-STEP SPA DAY**

with Enri Coggins, Sparkman HS (Alabama)

1. Rinse and Repeat: As yearbookers we often repeat the same old stories. This interactive session will help you get out of the rut and move forward with good, old-fashioned “thinking out of the box” techniques.

2. After the Wash: Now that we know how to utilize the “out of the box” thinking, we can build spreads that add a new vibe to our books. This session incorporates design and coverage planning. Handouts will be given. Team brainstorming required.

3. The Final “Do”: This session will combine creative thinking and coverage planning to finalize a product that incorporates all information presented. Based on our adventure from session two, students will plan all phases of a unique spread.

---

**Key for Sessions**

<table>
<thead>
<tr>
<th>ADV</th>
<th>Advisers only</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>All media</td>
</tr>
<tr>
<td>BC</td>
<td>Broadcast</td>
</tr>
<tr>
<td>DM</td>
<td>Digital media</td>
</tr>
<tr>
<td>MG</td>
<td>Literary magazine</td>
</tr>
<tr>
<td>NP</td>
<td>Newsprint</td>
</tr>
<tr>
<td>P</td>
<td>Photography</td>
</tr>
<tr>
<td>REG</td>
<td>Pre-registered</td>
</tr>
<tr>
<td>SNR</td>
<td>Seniors</td>
</tr>
<tr>
<td>YB</td>
<td>Yearbook</td>
</tr>
</tbody>
</table>
Friday, March 1

8 - 8:45 p.m.

OPENING CEREMONY (ALL)
“Welcome to SIPA!” - SIPA student officers
Student president candidate speeches
Ballrooms A-H

9 - 9:45 p.m.

BROADCAST TOP COMPETITION Q&A (REG)
At least one member of each Broadcast TOP team 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
SIP A Lounge

TEAMWORK MAKES THE DREAM WORK (MG)
From maintaining high levels of morale to designing spreads, the art of compromise allows each staffer to have a voice, which is especially important when creating a publication of your own. Learn tips and tricks to communicate effectively and reach solutions that all staffers can be happy with.
Sophia Bernstein
Ballroom A-C

AWARD-WINNING WRITING, GUARANTEED (ALL)
Boost your writing to the next level with lead-writing techniques, fresh mechanics, structure formulas, and story angles that readers and judges love. Learn methods that have produced first place-winning pieces in state or regional competitions every year for over a decade, and national finalists as well.
Phillip Caston
Ballroom D-E

CONVERGENCE COVERAGE (ALL)
Want to turn a boring story into an engaging online package? We will walk you through numerous multimedia platforms and how they can be used to enhance your news and coverage stories. Walk away with a greater knowledge of how to create engaging, interactive and comprehensive online stories.
Elena Gilbertson Hall and MacKenzie Caudill
Ballroom F-H

WHAT’S IN YOUR FANNY PACK? (ALL)
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 and RJ Morgan
Capital II

50 PHOTOS YOUR PUB NEEDS (PH)
The best photos tell stories about the people, places and events in our communities. We’ll give you a 50-shot list that will have your publication staff looking in all the right places for photos that are worth 1,000 words, and more.
Meghan Percival
Capital III

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-Pettet
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.
Palmetto Ballroom

10 p.m.

STUDENT MIXER (ALL)
Get to know other convention attendees and visit one of our interactive stations. If you’re in TOP competitions, use this time to work on your prompt.
Capital Hall
Saturday sessions

Saturday, March 2

8 a.m.

ADVISER BREAKFAST & ADVISORY COUNCIL ELECTION (ADV) & GRAMMAR CHALLENGE (REG)
All registered advisers are invited to eat and network with other advisers in SIPA. Advisory Council members for 2019-2021 will be elected. Students who registered for the Grammar Challenge may take the test during this time as well (Advisory Council meeting will be held at 1:30 p.m.).
Palmetto Ballroom

9 - 9:45 a.m.

NETWORKING THROUGH SOCIAL MEDIA (DM)
This session will focus on tips and tricks to use social media to increase publication, both print and online, following. Increasing followers means increased readers for publications.
Gabrielle Holub
Ballroom A-C

COVERING THE UNIMAGINABLE (ALL)
When a gunman killed 32 people on Virginia Tech’s campus, student media was the first to report the news. In the 10 years since, student journalists have covered unimaginable tragedies at their schools, often with depth and staying power far beyond their professional counterparts. Learn from the former adviser of Virginia Tech’s newspaper, television station and yearbook about how you can prepare to cover a story you hope you never have to.
Kelly Furnas
Ballroom D

FLIP THE SCRIPT (BC)
Broadcast writing is a little different. This session will provide helpful tips to write for the ear, engage your audience, and spice up your voice-overs, stand-ups, and anchoring.
AJ Chambers
Ballroom E

BREAKING THE SOUND BARRIER (DM/LW/NP)
Break the silence by adding audio to your online publication, whether it’s newspaper or lit mag. Suggestions for equipment, operation, execution, post-production, posting – and what we’ve learned the hard way. Experienced podcasters are welcome to join in the conversation. You’ve got this. Boom!
Kailey Cota, Hayden Biebel and Amanda Cordle
Ballroom F-G

ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)
Palmetto Ballroom

CJE STUDY SESSION (REG)
Capital I

COVERAGE: HOW TO GET YOUR BOOK USED (YB)
Improve your yearbook coverage by stepping outside your comfort zone and finding the stories to tell. See how these stories also influence the organization of your book and the designs you create.
Jim Channell
Capital II

THE DOS AND DON'TS OF DESIGN (ALL)
Learn the principles of design and how they can be applied to both print and web, get tips for design programs such as InDesign (for print) and Piktochart (for websites), and study examples from iconic, stylized publications. This session includes interactive elements as well as a suggested reading syllabus of publications with very recognizable design styles across-platform.
Katie Grace Upchurch and Emma Crane
Capital III

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
Capital IV
FLASH FICTION (MG)  
No matter what you call it — short-short stories, sudden, postcard, furious, fast, micro — the very short story is in vogue, and with limited space in your lit mag, it’s also all the rage. How can you tell a meaningful, provocative story in 6 words? 100 words? This session will give you the low-down and more places to publish.  
Beth Swann  
Ballroom A-C

ETHICS IN EDITING (ALL)  
Choosing when and how to provide details to your readers can save your coverage from being incomplete or simply offensive. We’ll learn industry standards to help separate political correctness from insensitivity when reporting on groups in your community.  
Kelly Furnas  
Ballroom D

TIPS TO ROCK AND B-ROLL (BC)  
A-roll is the hotdog and B-roll are the fixins. You have a full meal with just the hotdog, sure, but what kind of freak would eat a plain hotdog? Let’s discuss.  
Karin McKemey  
Ballroom E

INTRO TO MAPPING (DM)  
Learn how to use free tools in Google Maps to build great-looking point and shape maps that you can embed on your website or share on social media. The session will cover how to find and manipulate KML files that will allow you quickly render detailed shapes on maps, such as the borders of your town or school district.  
Adam Ragusea  
Ballroom F-G

THE POP AND POW OF AD DESIGN (ALL)  
Learn tips 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  
Ballroom H

ON-SITE CRITIQUES  
Palmetto Ballroom

CJE STUDY SESSION (REG)  
Capital I

JUST YOUR TYPE (YB)  
Typography can make or break your yearbook. Learn the basic rules of typography to create a readable look; then learn how and why to break the rules to “visually speak” your message.  
Laura Schaub  
Capital II

ENSURING THE STORY (ALL)  
Have you ever choked during an interview? Have you ever gotten one-word answers from your sources? 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.  
Alexander Robinson and Ana Aldridge  
Capital III

FINDING YOUR WRITING VOICE (ALL)  
Veteran Tampa Bay Times columnist Ernest Hooper explores key steps you can take in developing and enhancing your writing voice. The session will explore key elements that can be incorporated into your writing. It’s ideal for opinion writers or anyone interested in creating the fusion that allows words to flow from your heart to your head to your fingertips and onto the keyboard.  
Ernest Hooper  
Capital IV

WHY THE FIRST AMENDMENT MATTERS (ALL)  
Neha Madhira and Haley Stack, Prosper HS (Texas)  
Ballrooms A-H

Saturday, March 2
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 Ballroom F-G 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
Ballroom F-G

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

**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 221
- Yearbook – J-School Lab 217
- Overflow – J-School Lab 318

---

### 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:

<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>3:45 p.m.</td>
</tr>
<tr>
<td>4 p.m.</td>
<td>5 p.m.</td>
<td>4:15 p.m.</td>
</tr>
</tbody>
</table>
Saturday sessions

Saturday, March 2

Noon - 1:15 p.m.

ADVISERS AWARDS LUNCHEON – Sponsored by Balfour.
Palmetto Ballroom
Endowment speaker: Brenda Gorsuch
All registered advisers and special guests are invited to this luncheon. We will present the Elizabeth B. Dickey Distinguished Service Awards Award.

1:30 – 2:15 p.m.

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
Ballroom A-C

STORYTELLING THAT AIN’T BORING (ALL)
Learn the secrets of great story telling that will transform your writing into copy that readers can’t put down.
David Knight
Ballroom D

TIPS, TRICKS, AND TECHNIQUES FOR RECRUITING AND RETAINING YOUR DREAM YEARBOOK STAFF (YB)
This class will offer a variety of tools that will allow yearbook advisers as well as their editors and leaders to recruit, retain, and motivate a positive and working yearbook production staff. Learn tips to overcoming the biggest challenges facing yearbook production staffs in the modern era. After this class, you will be able to foster a staff that works for you!
Danielle Lightner
Ballroom E

SIP A Convention & Competition 2019

Page 13

REVIEW WRITING CONTEST (REG)
Ballroom F-G

RUNNING THE NEWSROOM USING GOOGLE (ADV)
Make Google run the newspaper. Collaborate on Google docs for drafts, communicate about assignments, carry on discussions outside of the classroom, use Google forms for grade sheets, set up a Google calendar for events and deadlines. We're doing it all the Google way.
Sue Gill
Ballroom H

ADVISORY COUNCIL MEETING
Palmetto Ballroom

CJE TESTING (REG)
Capital I

COPYRIGHT, THE WEB AND SOCIAL MEDIA (ALL)
“How I use this picture I found online” has become a high-stakes guessing game. Copyright lawyers are more frequently threatening media, including student media, with lawsuits for “borrowing” online material. Bring your questions about what’s legal to re-use and how to minimize your risks.
Frank LoMonte
Capital IV
2:30 - 3:15 p.m.

550 TINY DETAILS THAT TRANSFORM DESIGNS (MG/NP/ YB)
The difference between a good and great design is paying attention to little details like reader entry points, text variation and graphics that enhance the reader experience. This presentation will make sure you are using all of the tools in your designer toolkit.
Meghan Percival
Ballroom A-C

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
Ballroom D

ENERGIZING AND SEASONING YEARBOOK COPY (YB)
Veteran Tampa Bay Times columnist Ernest Hooper presents a session on how to spice up your yearbook copy with memorable storytelling, touchpoints and imagery. Emphasis will be placed on capturing the tenets that make your school, the school year and your town unique. Incorporating that into your copy will make your yearbook a memento that’ll be treasured for decades instead of just a collection of photos.
Ernest Hooper
Ballroom E

REVIEW WRITING CONTEST (REG)
Ballroom F-G

EMPOWERING SCHOLASTIC PRESS ADVISERS (ADV)
Join four advisers in a panel discussion about concerns facing journalism teachers in the classroom today. These advisers advise a variety of publications, have a range of experience and offer different perspectives. Each will lead mini-roundtables focusing on specific topics. Bring your questions! The roundtable will last until 4:15.
Steve Hanf, Erinn Harris, David Ragsdale and Tammy Watkins
Ballroom H

ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)
Palmetto Ballroom

CJE TESTING (REG)
Capital I

CRUNCHING THE DATA (ALL)
Public schools produce tons of records and data, and it can be mined for informative "watchdog" stories, if you know where to look. What records are you entitled to get, and how should you respond if access is denied?
Frank LoMonte
Capital IV

Saturday, March 2
Saturday sessions

Saturday, March 2

3:30 – 4:15 p.m.

REPORTING WITH PHOTOS (YB)
The non-photographer must keep the integrity of the original intent and tell the story with each decision on a yearbook spread or photo essay.
Lori Oglesbee-Petter
Ballroom A-C

10 SHOTS YOU GOT TO GET – WELL, MAYBE MORE THAN 10 (BC)
Get these shots every time to go out to shoot, and you’ll produce award-winning packages, PSAs and movies.
David Knight
Ballroom D

10 TIPS FOR CREATIVE STORYTELLING (ALL)
Learn how to add creativity into every step of your story development — from pitching and planning to sourcing and writing. This session will teach you what practices from collegiate and professional newsrooms you can use to captivate your broadcast, online and print audiences.
Kelly Furnas
Ballroom E

EVIEW WRITING CONTEST (REG)
Ballroom F-G

EMPOWERING SCHOLASTIC PRESS ADVISERS (ADV)
Continued from the 2:30 session: Join four advisers in a panel discussion about concerns facing journalism teachers in the classroom today. These advisers advise a variety of publications, have a range of experience and offer different perspectives. Each will lead mini-roundtables focusing on specific topics. Bring your questions!
Steve Hanf, Erin Harris, David Ragsdale and Tammy Watkins
Ballroom H

ON-SITE CRITIQUES & GRAMMAR CHALLENGE (REG)
Palmetto Ballroom

CJE TESTING (REG)
Capital I

4:30 – 5:15 p.m.

PHOTOSHOP WORKFLOW (PH)
Learn basic steps using Photoshop or Lightroom to ensure photographs in your publication look their best.
Mark Murray
Capital IV

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 3

8 - 9:15 a.m.

SIPA EXECUTIVE COMMITTEE MEETING
Palmetto Ballroom

9:30 - 10:15 a.m.

ENGAGING AND EFFECTIVE EDITORIALS (ALL)
Writing an effective, convincing editorial can be daunting. The process of finding evidence and stats to back up claims doesn’t always come naturally, and it’s hard to figure out where to begin. We will discuss the steps of writing an editorial, from getting assigned a topic to responding to backlash, and everything in between.
Valeria Garcia Pozo and Kelly Fulford
Ballroom A-C

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
Ballroom D-E

THE COLLEGE EXPERIENCE (ALL)
They loved SIPA so much in high school that they love coming back! Come hear from these two seniors at UNC Chapel Hill about their college journalism journey and learn what paths you may be able to take, regardless of your major.
Sam Doughton and James Tatter
Ballroom F-H

SPORTS ANGLES (NP/DM)
The interactive session is intended for new/inexperienced sports reporters. We will focus the angles of writing and shooting to help new writers differentiate between emotional and statistical writing.
Trenton Hill and Bronlyn Holland
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
**Convention speakers**

**Sophia Bernstein** is a senior at Wando HS (Mt. Pleasant, S.C.). Editor-in-chief of The Outlet, she is passionate about producing both written and visual art, and loves working with her fellow staffers to create a new and exciting literary magazine each year.

**Mackenzie Caudill** is a junior at Clarke Central HS (Athens, Ga.) and serves as the arts editor for the ODYSSEY Media Group. She has received multiple awards for her work and has presented at GSPA conference as well as the SPA convention.

**A.J. Chambers** is the broadcast and online adviser at Richland Northeast HS (Columbia, S.C.). He is a 2016 JEA Special Recognition broadcast adviser and his students have won NSPA Pacemaker; the SPA, Scruggs, SCSPA Best in State, and SCSPA Journalist of the Year awards.

**Jim Channell** has worked with the schools in South Carolina for 29 years. The past 17 years he has been blessed to work with the family-owned Walsworth Yearbook Company. He has a passion for helping students and seeing them strive to do their best!

**Erin Coggins**, MJE, has advised the award-winning journalism programs at Sparkman HS (Ala.), for over 15 years. She worked in public relations at NASA prior to advising. She has served as the Alabama Scholastic Press Association’s Board of Advisers president and currently serves on SPA’s board and endowment committee.

**Emma Crane** is a junior at Clarke Central HS (Athens, Ga.) and is in her third year of being a part of the ODYSSEY Media Group. She currently serves as the business manager and has previously served as a variety staffer.

**Hannah Ellington** is a senior editor-in-chief of Nighthawk News Magazine on the Outer Banks of North Carolina. In her four years in the First Flight HS journalism program, she has served as a staff writer, business manager and EIC. Hannah also enjoys Model UN and is planning to major in zoology at NC State.

**Justin Fabiano** teaches media technology at his alma mater, Stratford HS (Goose Creek, S.C.). A former high school journalist and SPA president, Fabiano graduated from USC with a degree in broadcast journalism. He has worked in sports television since graduation and previously worked for ESPN in Connecticut and the SEC Network in North Carolina.

**Beth Fitts** was the director of MSPA and advised literary magazine, newspaper and yearbook programs at Oxford HS (Wisc.). She was named the 2003 Dow Jones News Fund Journalism Teacher of the Year.

**Kelly Fullford** is a senior at Clarke Central HS (Athens, Ga.). She is the senior visuals coordinator for the ODYSSEY Media Group and the Vice President of the SPA. She formerly held the position of broadcast staffer and broadcast editor. She is passionate about visual media and storytelling.

**Kelly Furnas** teaches multimedia journalism at Elon (North Carolina) University and advises the converged student news organization, Elon News Network. He is the former executive director of the JEA and an assistant professor at Kansas State University. He has also served as editorial adviser to student media at Virginia Tech and worked as an editor at newspapers in Las Vegas and Tallahassee, Florida.

**Chloe Futrell** is a senior editor-in-chief of Nighthawk News Magazine on the Outer Banks of North Carolina. In her four years in the First Flight HS journalism program, she also has served as Features Editor. Chloe has also enjoyed being active in the theater program for the last four years.

**Valeria Garcia-Pozo** is a senior at Clarke Central HS (Athens, Ga.). She is the senior copy editor of the ODYSSEY Media Group and is passionate about AP style, building relationships and writing. She has presented on topics such as editorial writing at regional journalism conferences, specifically the SPA convention, and has attended the NSPA and the GSPA conferences.

**Brenda W. Gorsuch**, MJE, Mills River, North Carolina, - SPA Endowment speaker - has dedicated 35 years to the classroom, developing award-winning journalism programs. Gorsuch is a member of the SPA Executive Committee. She is a former DJNF Newspaper Adviser of the Year and National Yearbook Adviser of the Year and was recently awarded the JEA Lifetime Achievement and Linda Punteny Teacher Inspiration awards.

**Coni Grebel**, CJE, advises Trojan yearbook and Panoptic Online newspaper at Lee County HS (Leesburg, Georgia). Grebel serves on the GSIPA and SPA executive committees. She received the Elizabeth B. Dickey Distinguished Service Award in 2016.

**Sue Gill**, CJE, has been the Smoke Signal newspaper and Indian Legend yearbook adviser for 19 years at Stafford HS (Va). During her 52 years as an educator, Gill taught English, journalism and photojournalism, and chaired the English department. Named Stafford High School’s Teacher of the Year in 2018, she also received the Thomas Jefferson Award for Lifetime Achievement in Journalism Education from the WAJTA in 2018. Gill has judged news write-offs and presented at several JEA Conventions.

**Steve Hanf** majored in journalism at the University of Illinois and worked as a sportswriter for 13 years before beginning his teaching career at R.J. Reynolds HS (Winston-Salem, North Carolina). Currently he advises the Shorelines yearbook and Nighthawk News Magazine and teaches Intro to Publications at First Flight HS (Kill Devil Hills, North Carolina).

**Erinn Harris**, MJE, advises Techniques yearbook, TJ TODAY newspaper, TJ TODAY Online and TJTV at Thomas Jefferson HS for Science and Technology (Alexandria, Virginia). Her staffs have earned CSPS Silver Crowns, NSPA Pacemakers, Gold Medallist and All-American critiques and many state and local awards. JEA named Harris a 2010 Rising Star and 2016 Distinguished Yearbook Adviser, and she received a CSPS Gold Key in 2016. She was named a Distinguished Adviser by CSPS this year.

**Hunter Haskett** is a senior editor-in-chief of Nighthawk News Magazine on the Outer Banks of North Carolina. In her four years in the First Flight HS journalism program, she has served as a staff writer, business manager and editor. Hunter also plays for First Flight’s tennis team and likes to go to the beach with friends.

**Trenton Hill**, photographer and writer, ends his high school career as being a first-year staff member on the publication. Hill transferred from Morrow HS to Ola for his senior year. With already having a background in the journalism field, Hill is motivated to expand his writing potential and photography skills. Along with being a journalist, Hill plays basketball and his top two teams...
Convention speakers

Karin McKerney graduated with a degree in broadcast journalism from Old Dominion University and spent years both in front of and behind the camera at several local news networks including WAVY-TV10 (Norfolk, Virginia), Armed Forces Radio & Television (Naples, Italy) and WSOC-TV (Charlotte, North Carolina) before finding her current position as TV production teacher and "The Buzz" TV broadcast adviser at Fort Mill HS (South Carolina). The show has won numerous honors, including 11 nominations and five Pilars of Excellence awards from the National Academy of Television Arts and Sciences, was named Student Television Networks Best High School Broadcast in the Southeastern Region, along with several national awards in anchoring, sports reporting and weather.

RJ Morgan, CJE, is director of MSPA at the University of Mississippi and previously taught at Starkville High School, where he received honors including STAR Teacher, Third Congressional District Teacher of the Year, the Paul Cuicchi Innovative Educator Award, and the MSPA Adviser of the Year (three times). In 2018, he received SIPA's Elizabeth Dickey Distinguished Service Award.

Mark Murray is the director of Technical Services and Systems Integration in Arlington ISD (Arlington, Texas). He serves as the executive director of the Association of Texas Photography Instructors. He has received the Elizabeth B. Dickey Distinguished Service Award from SIPA.

Susan Newell, MJE and NBCT, has advised award-winning scholastic newspapers and yearbooks. She is the Alabama state director and has served as a SPA Executive Committee member and ASPA president. She is an Alabama Adviser of the Year and a DNF Special Recognition Adviser and Distinguished Adviser.

Lori Oglebee-Petter, MJE, retired as the online news adviser of EagleNationOnline.com at Prosper (Texas) HS. During her 35 years of teaching, she was the 2009 National Yearbook Adviser of the Year and the 2005 Texas Journalism Teacher of the Year. Her students have won Pacemakers, Crowns, Stars and individual awards on the state and national levels.

Meghan Percival, MJE, teaches photojournalism and AP Psychology and advises The Caledonia yearbook staff at McLean HS (Fairfax County, Va). The Caledonia staff has been recognized with the NSPA Pacemaker and CSPA Gold Crown and was inducted into the NSPA Hall of Fame. She earned a Gold Key from CSPA in 2018, was a 2014 JEA Distinguished Adviser and was recognized with the 2018 JEA Medal of Merit.

David Ragsdale, CJE, has advised student publications since 2001 at Clarke Central HS (Athens, Ga), where he advises the Odyssey newsmagazine, ODYSSEY online, "OD-TV" and iKad literary-art magazine. His staffs have received top honors in critiques and competitions around the country. He was the CSPA Adviser of the Year in 2007 and was named an ASNE Reynolds Fellow in 2014. He was named a Distinguished Adviser by CSPA this year.

Adam Ragusea is Journalist in Residence and Visiting Assistant Professor of Journalism at Mercer University’s Center for Collaborative Journalism. Ragusea is often heard reporting stories for public radio shows, including NPR's Morning Edition and All Thing Considered, NPR/WBUR's Here & Now, APWA’s Marketplace and PRI/WNYC's The Takeaway. He also writes reported commentaries for the public media trade publication Current, and contributes local reports to Georgia Public Broadcasting and The Telegraph newspaper of Macon, Georgia.

SIPA Convention & Competition 2019

Frank LaMonte serves as director of the Brechner Center at the University of Florida. Previously, he was the executive director of the SPLC in Washington, D.C. from 2008 to 2017. During his tenure, he launched a number of major programming initiatives, including the "New Voices" initiative that has resulted in enactment of fortified legal protections for student journalists in 13 states, and the "Active Voice" fellowship program for college undergraduates to design "press freedom service projects" amplifying the voices of young women, who experience the brunt of school censorship.

Stella McCombs has been the broadcast adviser at Stratford HS (Goose Creek, South Carolina) for over 15 years. She is the 2016 Teacher of the Year for Stratford. She serves as SPA vice chair and was awarded the Elizabeth B. Dickey Distinguished Service Award in 2009. "Real TV" has won numerous awards including SCSPA's Best in Broadcast, SPA's Scroggins Award, and STN's Best Daily Taped Show.

Bronlyn Holland, a well-organized and kind-hearted senior of many talents, enters her fourth and final year at Ola HS (McDonough, Ga). Not only is she an active member of the school staff, she is also on the national student advisory board for Qull and Scroll International Honor Society. Along with playing golf since freshman year, Holland is a cheerleader, but getting active isn't the only thing that she prides herself on. For her fourth consecutive year on the Journalism/News ca staff, Holland holds the title of editor-in-chief. When Holland isn't breaking 100's, chanting on the sideline for your Ola Mustangs, or working on the staff, she loves to color and read different types of genres, pointing back to her well-organized and self-sufficient ways.

Gabrielle Holub runs the social media side of Hoop Print at Ola HS (McDonough, Ga). Everything she does in her free time collaborates with journalism including photography, politics, current events, elections, and reading historical fiction. "Take risks, meet new people, don't pass judgment, and take other people's experiences and make a story," Holub said, not only as advice for writers but for everyone looking for success in life.

Ernest Hooper is the East Hillsborough bureau chief and columnist at the Tampa Bay Times. Hooper joined the Times in 1992 and has worked as a prep sports writer and editor, TV/radio sports columnist, NFL writer, and news columnist. He received JEA’s Friend of Scholastic Media Award in 2017.

David Knight is the public information director for the Lancaster County (South Carolina) School District. He also teaches broadcast journalism at Lancaster HS. He has served as public information director for USC-Lancaster and as a student newspaper and literary magazine adviser for Spring Valley HS (South Carolina). A favorite at journalism workshops across the country, he has received SCSPA’s Adviser of the Year Award, SCSPA’s Scroggins Award, SIPA’s Distinguished Service Award and CSPA’s Gold Key.

Danielle Lightner is a yearbook representative for Ballou Publishing, and holds a Bachelors degree in secondary English education from Western Carolina University and a masters degree in English from both The College of Charleston and The Citadel. Publishing, journalism, and print have been part of Danielle’s life since she can remember—she served as editor of her high school yearbook, photography editor and content writer for her university newspaper, and as a yearbook adviser in a public high school. Danielle currently resides in the Charleston area with her husband Nic, a printing production manager, their two dogs, Jasper and Lola, and their cat, Cali.

Adam Ragusea is Journalist in Residence and Visiting Assistant Professor of Journalism at Mercer University’s Center for Collaborative Journalism. Ragusea is often heard reporting stories for public radio shows, including NPR’s Morning Edition and All Thing Considered, NPR/WBUR’s Here & Now, APWA’s Marketplace and PRI/WNYC’s The Takeaway. He also writes reported commentaries for the public media trade publication Current, and contributes local reports to Georgia Public Broadcasting and The Telegraph newspaper of Macon, Georgia.
Convention speakers

Laura Schaub is the national education director for Lifetouch Yearbooks. Previously, she served as executive director of the Oklahoma Interscholastic Press Association and taught journalism courses and advised student publications at Charles Page HS (Sand Springs, OK). Schaub is a CSPA Gold Key recipient, past Oklahoma Journalism Teacher of the Year and former Dow Jones Newspaper Fund Distinguished Adviser.

Larry Steinmetz advises the print, online and yearbook publications at Bullitt East HS (Shepherdsville, Kentucky) and serves as the JEA state director for Kentucky. In addition to advising duties, he coaches girls golf and teaches AP English Language and Composition.

Beth Swann, CJE, advises The Talon newspaper and Voices literary magazine at Nation Ford HS (Fort Mill, South Carolina). Her students’ publications have earned top national awards from NCTE and Quill & Scroll Honorary Society, as well as the highest awards from SCSPA. Her work has appeared in the Chicago Tribune, Southern Poetry Review, and numerous other publications, and her poetry chapbook Port Desire was published in 2013. She serves as newspaper representative on the SCSPA Board.

Katie Grace Upchurch is a junior at Clarke Central HS (Athens, Ga.) and is in her third year on the ODYSSEY Media Group staff. She currently serves as the co-editor-in-chief and works with both the ODYSSEY’s print and web publications. Upchurch was formerly design editor and webmaster for the ODYSSEY and has a passion for print design.

Lori Vincent, CJE, is a high school writing teacher and newspaper adviser at Ola HS (Ola, Ga). She’s a reader, writer and thinker. She tries daily to accomplish three goals: work hard, be kind, and seek joy.

Tammy Watkins is 34-year adviser of Wando HS’s (Mt. Pleasant, S.C.) Tribal Tribune (no wonder she’s so tired!). Watkins has always had a love for journalism – especially scholastic press. She has a B.A. in Journalism from the University of South Carolina, where she worked on The Gamecock, and she has a MAT in Education from The Citadel. The Tribal Tribune has won NSPA Pacemakers, CSPA Gold and Silver Crowns and SIPA’s Scroggins Award. Her supportive husband Jeff (Tribal Tribune’s GOAT) and two children have enhanced her life with love, as have the over 1,000 journalism kids who touched her heart over the many years.

Anna Westbury currently works as the coordinator of special events and alumni relations with the College of Education at USC. She previously designed brand identities and marketing campaigns at a public relations agency in Charleston, South Carolina. Her clients included James Beard-nominated chefs Craig Deihl, Kevin Johnson and Jeremiah Bacon, Les Dames d’Escoffier, Star Provisions, Share Our Strength’s No Kid Hungry, and Taste of Atlanta. In her spare time, she designs for her boutique design firm, feather + fern.

Sun Coast Press, the Preferred Scholastic Printer

As the printer of choice for high school and college student publications, Sun Coast Press combines affordable pricing, high quality, quick turnaround, and extraordinary customer service to create optimum printing and digital solutions.

Go beyond print with the latest technology
With DAILY IMMERSIVE, Sun Coast Press can now show you how to use 360° pictures and video, paired with traditional blog and PDF style posts to share and connect like never before

Our customers say it best...

“Sun Coast Press has been a life-saver to our staff . . . On top of saving us money, our papers are delivered within 48 hours, sometimes less . . . Sun Coast, I’m glad we found you.”

Mary K. Sullivan • adviser to the Lightning Strike, newspaper at Dr. Michael Krop Senior High School

“Your production turnaround time was amazing. That is what is going to make me throw away those other advertising flyers from other printers.”

Billy Mayes • Proud East River Falcon, East River High School “Current”
SOCIALIZE WITH US!

- **Facebook** - includes updates on trends, news articles, awards announcements and opportunities of interest to members.
- **Flickr** - includes collections of photos from events and conventions. Students and advisers are encouraged to submit photos so we can include them in our collections.
- **Instagram** - Each week we select an “Insta of the Week” to feature on our Social Media page. Our Instagram account features announcements and behind-the-scenes work and spotlights students and work from across the Southeast.
- **Pinterest** - Each week we select a “Pin of the Week” to feature on our Social Media page. We use Pinterest to curate resources, information and inspiration Boards range from Diverse Coverage to AP Style to Equipment!
- **Snapchat** - allows us to connect with you instantaneously. You can apply to show off your production room to us and other SIPA members and run a SIPA Snapchat takeover for 48 hours.
- **Spotify** - allows you a backstage pass into the office atmosphere. You can connect with each other and with our SIPA family by creating playlists, and we create ones for different moods.
- **Twitter** - provides up-to-date information about deadlines, announcements and other fun digital content.
- **YouTube** - includes channels for TOP competition submissions, Snapchat takeovers and office projects.

---

**THE GRADY SHOW**

GRADY COLLEGE OF JOURNALISM AND MASS COMMUNICATION presents the
2019 MEDIA & LEADERSHIP ACADEMY in association with the UNIVERSITY OF GEORGIA
featuring ADVERTISING & PUBLIC RELATIONS, ENTERTAINMENT and JOURNALISM

COMING JUNE 16-21, 2019

APPLY: GRADY.UGA.EDU/HIGH-SCHOOL-DISCOVERY
Limited need-based scholarships available

Grady College of Journalism and Mass Communication
UNIVERSITY OF GEORGIA
Brenda Gorsuch has worn many hats during the time she has been involved with SIPA: finance chair, executive chair, banquet seating arranger and quiz bowl question creator.

Gorsuch advised the newspaper, online and yearbook at West Henderson High School, in Hendersonville, North Carolina. During her years advising, her publications received high honors consistently from SIPA, the National Scholastic Press Association (NSPA) and the Columbia Scholastic Press Association (CSPA).

“Brenda’s reputation proceeds her, and she is one of the hardest working individuals I have ever met and one of the humblest. As an adviser, she strived to make her students the best journalists and people she could and to affect change in the lives of others in the best possible way,” Director of Scholastic Media Organizations Leslie Dennis said. “Although Brenda has now retired, she will never leave scholastic journalism because she is part of it and has enhanced the education opportunities and affected countless students, journalists, and advisers.”

Gorsuch is one of the few people to be awarded the Dow Jones News Fund National High School Journalism Teacher of the Year (2004) and H.L. Hall Yearbook Adviser of the Year by the Journalism Education Association (2013).

A firm supporter in SIPA’s financial independence, Gorsuch continues to work as the finance chair and understands the importance of the SIPA Endowment to that goal.

“Brenda serves a vital role in making decisions and crafting policies,” Dennis said. “She offers sage advice and guidance. When I started as scholastic press manager years ago, I did not understand budgets or maintaining a strategic plan. Brenda, however, has taught me how to manage our accounts and patiently answers questions, acts as a sounding board and responds to any request I have.”

Gorsuch will teach sessions at the 2019 SIPA convention and speak at the Saturday advisers luncheon. She joins previous distinguished journalism professionals David Knight, Mark Murray, Bradley Wilson, Mary Inglis and Beth Fitts as SIPA Endowment speakers.

- Leslie Dennis, Director of Scholastic Media

---

**SIPA ENDOWMENT SPEAKERS**

2018 Beth Fitts, Oxford HS and MSPA director (Mississippi)

2017 Mary Inglis, Wellington HS (Florida)

2016 Bradley Wilson, Midwestern State University (Texas)

2015 Mark Murray, Arlington Independent School District (Texas)

2014 David Knight, Lancaster County School District (South Carolina)
Endowment Committee

- Karen Flowers, chair (South Carolina)
- A.J. Chambers (South Carolina)
- Diala Chaney (Mississippi)
- Marilyn Chapman (South Carolina)
- Erin Coggins (Alabama)
- Beth Dickey (South Carolina)
- Mary Kay Downes (Virginia)
- Sue Gill (Virginia)
- Brenda Gorsuch (North Carolina)
- Coni Grebel (Georgia)
- Melanie Huynh-Duc (North Carolina)
- Mary Inglis (Florida)
- Amy Medlock-Greene (South Carolina)
- RJ Morgan (Mississippi)
- Susan Newell (Alabama)
- Rebecca Piner (South Carolina)
- Jenny Proctor (South Carolina)
- Martha Rothwell (North Carolina)
- Lori Vincent (Georgia)

Adviser Recognitions

Students may choose to donate money to honor their advisers. Advisers recognized have their names engraved on a plaque in the SIPA office.

Alberta Abercrombie
Valerie Banks Amster
Helen Browne
Hope Carroll
Lynne Collins
Sylvia Daughtry
Karen H. Flowers
Mary Inglis
Alice James
Marianne King
J. Grady Locklear
Amy Medlock-Greene
Shirley Moravec
Lori Oglesbee
Betsy Owen
Kay Phillips
Herb Sirota
Kim Stokes
Bruce Watterson

In Memory

Students and advisers may wish to make donations in memory of individuals. These individuals are also recognized on a plaque in the SIPA office.

Margery O. Anderson (mother of Derek & Andrew Anderson)
Joe Barron (uncle of Leslie Dennis)
Lucy Beckham (Wando HS principal and 2009 Dr. Kay Phillips Administrator of the Year)
Mary Judy Bible (mother of Donna Johnson, friend of SPA)
Dr. Regis Louise Boyle (Executive Board member)
Billy Joe Breedlove (stepdad of Chris McDonald)
Joe & Catherine Bouknight Brown (parents of Beth Dickey)
Betty B. Cain (grandmother of Alison Shuman)
Keith Conrad (father of Marilyn Chapman)
Walter Dennis (father of Joe Dennis)
Grace Els Douglass (mother of Kay Phillips)
Leland Douglass (father of Kay Phillips)
Faith Dutton (member of Legend, Wando HS yearbook)
DeDe Fitts (husband of Beth Fitts)
Richard Fitz (former adviser of The Halscope)
Sandy Floore (mother of Chris Floore)
George & Helen Flowers (father and mother-in-law of Karen Flowers)
Debbie Garris (administrative assistant to the director of USC SJMC and friend to Scholastic Journalism)
Russ Gold (father of Christie Gold)
Ruth Kissiah Hall (mother of Martha Rothwell)
Beth Hammond (former adviser of The Laureate)
Mike Herring (husband of Martha Herring Anderson)
Elizabeth B. Hudson (mother of Karen Flowers)
James Nathan Hudson (father of Karen Flowers)
Clara Mae Jacobs (mother of Sylvia Daughtry)
Lawrence E. “Larry” Jacobs (brother of Sylvia Daughtry-Brown)
Andy Kilpatrick (brother of Tamela K. Watkins)
Evelyn Glass Langston (mother of Beth Fitts)
Dorothy E. Leonard (mother of Sharon Deibell)
Mr. & Mrs. James Perry Locklear (parents of J. Grady Locklear)
Jason Lynes (Irmo HS The Stinger staffer)
Marvin McClam (father of Erin McClam)
Logan McCombs (son of Shawn & Stella McCombs)
Betty Morton (former adviser and board member)
Johnny Morton (husband of Betty Morton)
Kathleen Murphy (Freedom HS Revolution staffer)
Bonnie Neely (friend of Sylvia Daughtry-Brown)
Joseph W. Penton, Jr. (father of Valerie Kibler)
Mandy Puntney (daughter of Linda Puntney)
Renee Ragsdale (mother of David Ragsdale)
O.W. (Tom) Regal (former SIPA director)
Edith Robertson (grandmother of Leslie Dennis)
Fip Schluke (professional photographer)
Dr. Al Scroggins (clean and SPA director)
Ruth Sherman (grandmother of Leslie Dennis)
Chuck Stone (University of N.C. professor)
Shaunee Vazquez (friend of Beth Dickey)
Exene Walker (mother of Brenda Gorsuch)
Perr Wall (friend of Sylvia Daughtry-Brown)
Darrell Whalen (brother of Rich Whalen)
Francis John Wuzzardo (father of Kevin Wuzzardo)
David S. Yoakley (mother of Mary Inglis)
Madge Yoakley (mother of Mary Inglis)

In Honor

Students and advisers may wish to make donations in honor of an individual who has made a difference in their journalistic lives. These individuals are also recognized on a plaque in the SIPA office.

Andy Bosman
Lewis G. Brierley
Catherine Bouknight Brown
Sylvia Daughtry-Brown and Joe Brown
Morris Dees
Leslie Dennis
Elizabeth B. Dickey
Gary Dickey
First Flight HS Nighthawk News and Shorelines staffs
Karen H. Flowers
Melanie Huynh-Duc & Northwest Horizons staff

Irmo HS Stinger Staff, 1991
Irmo HS Stinger Staff, 1999-2000
Lugoff-Elgin HS Journalism
Pat Jackson
Debbie Jacobs
Valentina & Sergei Korol
Susan Morton Leonard
Chris McDonald
Martha Rothwell
Becky Starnes
Our mission

The SIPA Endowment was established Sept. 14, 1994. It provides financial security for future annual convention costs, offers scholarships to students and advisers to attend SIPA conventions and Carolina Journalism Institutes, offers college scholarships to outstanding scholastic journalism students, exposes students and adviser to state-of-the-art instructors and supports publications and/or programs through a technology grant.

How to help

During each convention, the Endowment sponsors a used book sale in the hotel Atrium and an auction in the Palmetto Ballroom.

Also, on May 7, SIPA will participate in Midlands Gives, an annual day of giving to support local nonprofit organizations with the chance to earn extra prize money.

You can support the Endowment year-round by making a donation in honor or in memory of someone important to you. Consider even donating in honor of your publication staff.

Checks can be made to the SIPA Endowment and mailed to SIPA, 800 Sumter St., SJMC/USC, Columbia, SC 29208.

Online donations can be made by visiting http://tinyurl.com/SIPAendowment

2019 SIPA ENDOWMENT TECHNOLOGY GRANT

2018 technology grant recipient:
Northwest Guilford HS (North Carolina)

HOW MUCH:  $500 grant
TO WHOM:  SIPA member
FOR WHAT:  software or hardware
DEADLINE:  May 5

online now at bit.ly/SIPAtechgrant
Awards, scholarships & contests

SCHOLARSHIPS

J. Grady Locklear Scholarship
The J. Grady Locklear Scholarship, a literary magazine scholarship, may be awarded at the SIPA Convention to a senior who meets the following criteria:
1. The student must be accepted by USC and meet USC’s scholarship guidelines.
2. The student must attend the USC School of Journalism and Mass Communications.
3. The student must be a writer or staff member of a literary magazine.
4. The student must attend the 2019 convention.
5. The student or his/her publication must be a member of SIPA.

Col. C. E. Savedge Scholarship
The Col. C.E. Savedge Scholarship may be awarded at the SIPA Convention to a senior who meets the following criteria:
1. The student must be accepted by USC and meet USC’s scholarship guidelines.
2. The student must attend the USC School of Journalism and Mass Communications.
3. The student must be a yearbook staffer.
4. The student or his/her publication must be a member of SIPA.
5. The student must attend the 2019 convention.

Elizabeth B. Dickey SIPA Scholarship
This scholarship will be awarded by the University of South Carolina School of Journalism and Mass Communications to an outstanding SIPA student during the convention. Applicants must meet the following criteria:
1. The student must be accepted by USC and meet USC’s scholarship guidelines.
2. The student must attend the USC School of Journalism and Mass Communications.
3. The student or his/her publication must be a member of SIPA.
4. The student must attend the 2019 convention.

SIPA Endowment Regional Scholarship
One scholarship will be awarded by the SIPA Endowment Committee to an outstanding SIPA student who will attend a school of journalism and mass communications at an accredited college or university in the SIPA region. The student must attend the 2019 convention.
The 2018 winner was Sydney Register, Wando HS (South Carolina).

Col. C. E. Savedge Fellowship
Fellowships will be awarded by the Carolina Journalism Institute. Publication advisers who have never attended CJI are eligible to receive fellowships.

AWARDS

Dr. Kay Phillips Administrator-of-the-Year Award
This award is given to administrators who exemplify the principles of scholastic journalism by supporting more than one publication, supporting the professional growth of the adviser and the educational growth of the students, as well as supporting academic standards. Advisers whose publications are members of SIPA may nominate an administrator at their schools.

Dr. Sabrina Suber, Richland Northeast HS (Columbia, South Carolina), received the award in 2018.

Karen H. Flowers Outstanding Service Award
This award was given for the first time in 2010 as the Friend of Scholastic Media Award. The award, renamed in 2015, goes to an individual who is not in the classroom but who has significantly supported scholastic journalism.

Joseph Shoquist Freedom of the Press Award
This award, named in honor of former Dean Joseph W. Shoquist, will be given periodically when an adviser and/or staff makes a strong stand for scholastic journalism.

Scroggins Awards
The Scroggins Awards are given in memory of Dr. Albert T. Scroggins, director emeritus of SIPA. The following criteria must be met in order to qualify for the Scroggins Award competition:
1. The publication must have received an All-Southern rating.
2. The adviser and a staff member must attend the 2019 SIPA Convention.

The 2018 winners were
Broadcast
Fort Mill HS (South Carolina)
Magazine
Clarke Central HS (Georgia)
Newspaper
Clarke Central HS (Georgia)
Online
Prince George HS (Virginia)
Yearbook
West Henderson HS (North Carolina)

CONTESTS

Broadcast Individual Anchor Contest
Students will write a script from copy provided and read the script on camera.
The 2018 winners were
Best Anchor
Henry Holtbeek, Richland Northeast HS (South Carolina)
First runner-up
Alex Bavosa and Troy Dassing, Wando HS (South Carolina)

Best Script and Overall Contest
Kayla Jeffers and Alex Wages, "RNE-TV," Richland Northeast HS (South Carolina)

Best Videography
Reese Phillips and Lane Inter, "The Buzz TV," Fort Mill HS (South Carolina)

SIPA Journalism Quiz Bowl
The qualifying round Friday night consists of a written, multiple-choice test. Questions will be on current events, journalism history, scholastic media law, AP style and terminology. The top eight teams will qualify for the Quiz Bowl rounds Saturday afternoon and Sunday morning. The 2018 champion was Clarke Central HS (Georgia).

Team On-site Production (TOP)
This contest is open to literary magazine, newspaper, photography and yearbook students. During the competition, literary/arts magazine, newspaper and yearbook students conduct interviews, then write, edit and design pages Saturday afternoon. Photographers take, edit and curate photos Saturday afternoon. The 2018 winners were
Literary/Arts Magazine Written Element
Ellie Pobis, Mary, Richland Northeast HS (South Carolina)

Literary/Arts Magazine Written Element
Ellie Pobis, Mary, Richland Northeast HS (South Carolina)

Newspaper Design
Audrey Weigl, Thomas Morcallo, Dylan Carol and Alejandro Orazco, highlights, Coral Gables Senior HS (Florida)

Newspaper Story & Overall
Valeria Garcia-Pozo, Katie Grace Upchurch, Sam Matten-Parks and Jordan Rhym, ODYSSEY, Clarke Central HS (Georgia)

Photography Single Image
Eva Chillura, Wando HS (South Carolina)

Photography Captions & Gallery
Suncana Pavlic and Emma Crane, ODYSSEY, Clarke Central HS (Georgia)
Yearbook Design
Caitlyn Davis, Michaela McCarthy, Riley McPheeters and Alexi Bjorkland, The Liberator, Pace HS (Florida)
Yearbook Copy & Overall
Mollie Ping, Olivia Wender, Liv Lesch and Merritt Redden, Legend, Wando HS (South Carolina)
Distinguished Service Awards

Elizabeth B. Dickey
Distinguished Service Award Recipients

Distinguished Service Awards are given to teachers, advisers and others who have contributed extraordinary amounts of time, talent and energy to SPA. The award was renamed in 2006 to honor Elizabeth B. Dickey’s outstanding service to scholastic journalism. Advisers, associate members, students or administrators may nominate people for this award. Recipients of past Distinguished Service Recipients are:

Alice James ’79
J. Grady Locklear ’79
Col. C.E. “Chuck” Savedge ’79
Dr. Albert T. Scroggins ’79
Clark Chism ’80
Fanny King ’80
Marianne King ’80
Dr. Regis Boyle ’81
Hope Carroll ’81
Ann Herlong ’81
Eloise Howard ’81
Dr. Dennis Jones ’81
Charles O’Malley ’81
Florence Hancock ’82
Nancy Green ’83
Betty Morton ’83
Beth Dickey ’84
Bruce E. Konkle ’84
Patricia Hedden Wicker ’84
Thomas Engleman ’85
Carole Ford ’85
Dr. Ruby Herlong ’85
Dr. Reid Montgomery ’85
Col. Joseph M. Murphy ’85
Kay Phillips ’85
Oscar Wetherhold ’Tom’ Reigel ’85
Lila Scroggins ’85
Herb Sirota ’85
Sam Garner ’86
Dr. Jack Hillwig ’86
Bruce Watterson ’86
Ann Bartholomew ’87
Hud Clark ’87
Dorothy McPhillips ’87
Shirley Moravec ’87
Dr. John Butler ’88
Mark Goodman ’88
Ken Henderson ’88
Alma Blythe ’88
Earl Straight ’88
Mary Ann Blaskowitz ’89
John Cutsinger ’89
Betsy Owen ’89
Richard J. Fitz ’90
David Knight ’90
Richard L. “Rik” McNeil ’90
Karen H. Flowers ’91
James F. Paschal ’91
Carol Lange ’92
Nancy Ruth Patterson ’92
Susan Earley ’93
Richard Johns ’93
Margaret Johnston ’93
Sylvia Daughtry ’94
Brenda Gorsuch ’94
Judy Hines ’94
Dr. John Lopiccolo ’94
Margaret Shearouse ’94
Dr. Jack Divorak ’95
Linda Leatherman ’95
Chuck Stone ’95
Beth Hammond ’96
Judith Price ’96
Dr. Richard Uray ’96
Robert Atwood ’97
Mary Inglis ’97
Nora Mouton ’97
Lori Oglesbee ’98
Martha Akers ’98
Tom French ’99
Judy Mulkey ’99
Bobby Hawthorne ’99
John Grisham ’99
Tim Harrower ’00
Carolyn Haldeman ’00
John Hudnall ’00
Patsy Tawery ’00
H. L. Hall ’01
Martha Rothwell ’01
Dr. Ronald Farrar ’01
Wil Felts ’02
Margaret Sorrows ’02
Christie Gold ’03
Sharon Deibel ’03
Kim Stokes ’03
Carl Zimmermann ’03
Pat Jackson ’03
Julie Dodd ’04
Mark Murray ’04
Steve Row ’04
Tamela K. Watkins ’04
Beth Fitts ’05
Rhonda Moore ’05
Flip Schulke ’05
Jane Speidel ’05
Carolyn Terry ’05
Gary C. Dickey ’06
Martha Herring ’06
Jack Kennedy ’06
Amy Medlock-Greene ’06
Ken Thornberry ’06
Charles Bierbauer ’07
Marilyn Chapman ’07
Alison Shuman ’07
Sandy Woodcock ’07
Linda Punteney ’08
Alan Weintraut ’08
Bradley Wilson ’08
Monica Hill ’09
Stella McCombs ’09
Jake Palenske ’09
Joe Dennis ’10
Valerie Kibler ’10
Susan Niewel ’10
Kristi Gibbens ’11
Jenny Proctor ’11
Leslie Dennis ’12
Chris Floore ’12
Frank LoMonte ’12
Mary Kay Downes ’13
Deborah Gascon ’13
Buck Ryan ’13
Dr. Carol Pardun ’14
David Ragsdale ’15
Chuck Walker ’15
Chris Waugaman ’15
Coni Grebel ’16
Adrienne Hollifield ’16
Rebecca Piner ’17
Collyn Taylor ’17
Rich Whalen ’17
Philip Caston ’18
R.J. Morgan ’18
Who's who

Advisory Council

The Advisory Council meets during the convention and helps spread the word about SIPA during the year. The Council discusses the activities of SIPA and offers suggestions and assistance to the Executive Committee. If you are interested in serving, or if you have concerns that you would like the Council to address, please make sure to attend the Saturday morning breakfast and/or the Saturday 1:30 p.m. meeting.

Alabama:
• Erin Coggins, Sparkman HS (17-19)
• Mary Morrow, St. Clair County HS (17-19)

Florida:
• Jessica Latoni, G. Holmes Braddock Senior HS (17-19)
• Margaret Trautwein, Countryside HS (18-20)

Georgia:
• Lori Vincent, Ola HS (17-19)

Kentucky:
• Larry Steinmetz, Bullitt East HS (18-20)

Mississippi:
• Diala Chaney, Oxford HS (17-19)

North Carolina:
• Melanie Huynh-Duc, Northwest Guilford HS (17-19)
• Sarah Pritchard, Manteo HS (17-19)

South Carolina:
• Justin Fabiano, Stratford HS (18-20)
• Amy Medlock-Greene, Dutch Fork HS (17-19)
• Calie Neal, Summerville HS (17-19)

Tennessee:
• Scott Harrison, White Station HS (18-20)

Texas:
• Melanie Menefee, Buffalo HS (17-19)

Virginia:
• Lori Reaser, Albemarle HS (18-20)
• Charlotte Wood, Albemarle HS (18-20)

Executive Committee

The Executive Committee is made up of the chair, vice chair and secretary, student officers, their advisers and other people appointed by the director. The Executive Committee meets during the spring convention and once each fall. The committee sets guidelines for judging and evaluating and handles SIPA business.

Chair:
Phillip Caston, Wando HS, South Carolina

Vice Chair:
Stella McCombs, Stratford HS, South Carolina

Secretary:
Erin Coggins, Sparkman HS, Alabama

Past Chair:
Amy Medlock-Greene, Dutch Fork HS, South Carolina

CII Liaison:
David Ragsdale, Clarke Central HS, Georgia

Finance Chair:
Brenda Gorsuch, North Carolina

President:
Yasmin Lee, Richland Northeast HS, South Carolina

Vice President:
Kelly Fulford, Clarke Central HS, Georgia

Members-at-Large:
Megan Jones, Countryside HS, Florida, and Greyson Webb, Wando HS, South Carolina

Appointed Members:
• AJ Chambers, Richland Northeast HS, South Carolina
• Diala Chaney, Oxford HS, Mississippi
• Mary Kay Downes, Chantilly HS, Virginia
• Coni Grebel, Lee County HS, Georgia
• Steve Harf, First Flight HS, North Carolina
• Erin Harris, Thomas Jefferson HS for Technology & Science, Virginia
• Jason Livingston, West Henderson HS, North Carolina
• Karin McKemey, Fort Mill HS, South Carolina
• Meghan Percival, McLean HS, Virginia
• Jenny Proctor, Lugoff-Elgin HS, South Carolina
• Lori Reaser, Albemarle HS, Virginia
• Larry Steinmetz, Bullitt East HS, Kentucky
• Chris Waugaman, Prince George HS, Virginia
• Charlotte Wood, Albemarle HS, Virginia

Consultants:
• Meredith Cummings, ASPA director
• Joe Dennis, Piedmont College, Georgia
• Chris Floore, Macon, Georgia
• Monica Hill, NCSMA director
• Stephanie Moreno, GSPA director
• R.J. Morgan, MSPA director
• Mark Murray, retired Arlington ISD, Texas

Convention staff

Leslie Dennis
SIPA executive director

Kayla Jeffers
SIPA student assistant

Ananda Kobierowski
SIPA student assistant

Cole Lowery
SIPA student assistant and student officer coordinator

John Romaski
SIPA student assistant

Jenna Sulkowski
SIPA student assistant and auction coordinator

Michaela Baker
SIPA volunteer, Columbia, S.C.

Dr. Erik Collins
USC School of Journalism and Mass Communications interim director

Dr. Tom Reichert
USC College of Information and Communications dean
GIVE TO THE ENDOWMENT
Southern Interscholastic Press Association
5.7.19
stay tuned to our social media

MIDLANDS GIVES
Powered by CENTRAL CAROLINA Community Foundation