

SIPA 2021

CONVENTION PLANNING GUIDE



SOUTHERN INTERSCHOLASTIC PRESS ASSOCIATION
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WHAT YOU NEED TO KNOW...

Virtual platform:

- Whova – make sure to get the platform approved by your district, if necessary
- https://whova.com/portal/webapp/sipac_202103/

When:

March 4-7, 2021

- live and on-demand sessions
- convention competitions
- student communities
- pair shares and staff coaching

Access to web portal for 6 months and convention app for ONE YEAR!

How much:

Registration costs

- \$20 per person
- 10 people = \$200
- 20 people = \$360
- 30 people = \$540
- 40 people = \$750
- 50+ people = \$950

each individual receives their own login (you receive free access to curriculum for ONE YEAR when registering a group & a break in price when registering a group of 20 or more)

Competition info:

Convention Competitions – pages 4-5

Online/Social Media: #SIPA2021

- Facebook – Southern Interscholastic Press Association
- Twitter, Instagram, TikTok and SnapChat – SIPAatUSC
- Pinterest – SIPA @ USC
- YouTube – SIPA and SCSPA
- Convention website – bit.ly/SIPACon
- Email – dennislc@email.sc.edu

CONNECT & SOCIALIZE

Adviser Power Hours

Adviser power hours will be an open forum for advisers to share their experiences this past year, ask questions and enjoy the company of other advisers across the South. There will be games as well!

Student Communities

Student communities will be scheduled throughout the convention. Moderated and powered by students leaders, the communities are tailored for specific topics and will allow students to have conversations with their peers across the South about what is working, what really drives them crazy during virtual reporting, what worries them and any other journalism issues.

SIPA's Got Talent!

The convention may be virtual, but the show must go on! Sign up staff and/or individual acts for our annual talent show. Videos are limited to three minutes and should be school appropriate. Sign up at <http://bit.ly/SIPATalentReg>. You can upload your video on the registration form or email it to hsjourn@gmail.com by March 1. We will create a YouTube playlist and ballots, and then we will send them out to convention attendees. Show off your skills and tune in to see what your peers have in store for you!

Social Media

Instagram and Snapchat takeover

Stay up-to-date on all deadlines, information and behind-the-scenes action by following us on Instagram and Snapchat.

Want to show off what your students have been working on? Curious to see other schools' work space or process? We're looking for some enthusiastic members to take over the SIPA Instagram and/or Snapchat. Interested members will gain access to the SIPA account for 24-48 hours to show a day (or two) in the life of their classes and publications (or broadcasts). Afterward, we'll save the Snapchat story as a video on our website and share it via social media for all to see. You can fill out the form online (bit.ly/SIPAsnap) or contact me for more details.

Pinterest

We're on Pinterest! Collaborate with us at SIPA @ USC to get ideas, inspiration and tips. Plus, SIPA is always #TeamFollowBack. Our Pinterest boards are curated to help your staff find the journalism tips they're looking for.

Send us links and photos of your publication's amazing work, and we'll showcase it on our #Squadgoals board! This is a great way to share your hard work throughout the year and be recognized by all of SIPA's member publications beyond just the SIPA convention weekend.

And...

Make sure to follow us on Twitter, Instagram, TikTok and Facebook and use the #SIPA2021 hashtag to show us how you are preparing for and watching this year's convention!

CONVENTION COMPETITIONS

You will receive materials list and instructions for contests after you register for the convention.

Schools/publications can register as many teams per competition as they like.

All TOP packages are due by midnight 3/5. All work must be original and created for this competition.

Best of Show in SIPA – FEE: \$10 per entry

Staffs may enter their program to compete in Best of Show in SIPA. There is no qualifying critique score to enter the competition. The Best of Show at SIPA recognizes excellence among the convention attendees and those entered on-site. The top THREE entries in each category will be recognized.

- Broadcast programs enter two shows and print publications enter three issues from the past calendar year.
- Literary magazine, online and yearbook submit their publication.

On-site critiques – FEE: \$25 per critique

Staffs sign up time for students and adviser to meet with a judge to go over your publication.

- Email your program materials and bring any questions you may have and a positive disposition and open mind!
- Our coaches will offer praise, encouragement and advice on how to expand your program for your audience.

Quiz Bowl – ENTRY FEE: \$30 per team (teams: up to 4 students)

Students compete in quiz bowl-style rounds as teams and answer questions about journalism standards, current events, civics and pop culture.

Saturday 8 a.m.:

- Take written test – Test contains multiple choice and short answer questions. Top eight teams qualify to move on to the lightning rounds Saturday.

Saturday afternoon and Sunday morning:

- Compete in lightning rounds. Semi final and final rounds lead into closing awards ceremony Sunday morning. Study guides are available on our Pinterest account (pinterest.com/sipaatusc).

Anchor Contest – FEE: \$10 per person

Students write a script from copy on current news events we provide then read it to a panel of judges on Zoom.

- Scripts should be 90-seconds long and written for a high school audience.
- Make sure to dress appropriately and be aware of your background.

Review Writing Contest – ENTRY FEE: \$10 per student

Students learn review writing techniques and write a review on a virtual experience they participate in at the convention.

Broadcast TOP – FEE: \$20 per team (teams: 2 students)

Students interview students, write a script and capture and edit footage on a specific topic to create a video package.

One week prior to the convention – February 26:

- Receive contest topic – All teams receive a contest prompt with the topic they must cover. All teams will have the same story topic but will decide on their own angle for packages.
- Students conduct interviews and shoot footage. Read all instructions carefully.
- Finalize scripts, edit footage and complete feature package.
- Upload entries to VIMEO or YouTube for judging submission.

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Literary-arts Magazine TOP – FEE: \$25 per team (teams: up to 4 students)

Students write, edit, create and draw inspiration to craft artistic interpretations and content for a literary-arts magazine spread.

One week prior to the convention – February 26:

- Receive topic – All teams receive the same topic but draw inspiration and interpret the topic their own way. Students conduct interviews and take photographs. Read all instructions carefully.
- Write and edit a piece of short fiction, an essay, a review or a poem or a combination of any listed; produce an artistic or photographic element; and design a spread.
- Save as a PDF and email to hsjournogmail.com for judging.

News and Yearbook TOP – FEE: \$25 per team (teams: up to 4 students)

Students interview, write, edit, photograph and design pages to create a newsprint (tabloid, broadsheet, magazine-style) or yearbook page or spread package.

One week prior to the convention – February 26:

- Receive contest topic – All teams receive a contest prompt with the topic they must cover. All teams will have the same story topic but decide on their own angle for packages.
- Write and edit story and design page or spread with at least one visual element (graphic, photo, illustration, etc.).
- Save as a PDF and email to hsjournogmail.com for judging.

Online Media TOP – FEE: \$25 per team (teams: up to 4 students)

Students interview, write, edit, photograph and design webpage to create a multimedia package.

One week prior to the convention – February 26:

- Receive contest topic – All teams receive a contest prompt with the topic they must cover. All teams will have the same story topic but decide on their own angle for packages.
- Write and edit story and place elements on a webpage. There should be at least one interactive element on the webpage and one visual element on the page.
- Email link to hsjournogmail.com for judging.

Photography TOP – FEE: \$20 per team (teams: 2 students)

Students take photographs based on a specific theme, write captions and create an online photo essay. Each member will contribute at least four photos to the essay.

One week prior to the convention – February 26:

- Receive instructions and topic – All teams receive the same instructions and topic but draw inspiration and interpret the topic their own way.
- Finalize photo portfolio – write captions, edit photos and create an online photo essay.
- Email link to essay for judging.