

SIPA 2022

convention competition planning guide

IT'S OUR
TURN



March 4-6

WHAT YOU NEED TO KNOW...

Where:

- Marriott Hotel, 1200 Hampton St., Downtown Columbia, S.C.
- University of South Carolina School of Journalism and Mass Communications, 800 Sumter Street, Columbia, S.C.

When:

March 4-6, 2022

Convention registration begins @ 3 p.m. Friday in Marriott Atrium

Convention opening ceremony begins @ 7:30 p.m. Friday in Marriott Ballroom

Hotel deadline – Feb. 12, 2022

Registration deadline – Feb. 25, 2022

How much:

Registration costs

- \$80 early-bird registration
- \$50 day registration (restricted to 60-mile radius from Columbia, S.C.) – Saturday only
- Free registration – Advisers bringing 7 or more students
- \$25 chaperone banquet fee

COVID-19/Pandemic protocols – pg. 4

- Masks are required throughout.
- Proof of a negative COVID-19 test within seven days of the convention is required.
- All students are required to sign a student behavior and COVID-19 liability contract.

Online/Social Media: #SIPA22

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

CONNECT & SOCIALIZE

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 onsite competitions are less than one mile away at the University of South Carolina's School of Journalism and Mass Communications.

Food Map



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.

<http://goo.gl/a7FTTi>

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/>.

Connect Online

Pinterest

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

Also, we have boards that will help you prepare for Quiz Bowl, the Grammar Challenge and on-site competitions.

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.

Instagram and Snapchat takeover

Stay up-to-date on all deadlines, information and behind-the-scenes action by following us on Instagram and Snapchat. We show you where to eat, how to get around Columbia and what you should take advantage of while you're in town.

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.

And...

Make sure to follow us on Twitter, Instagram and Facebook and use the #SIPA22 hashtag to show us how you are preparing for this year's convention!

COVID-19 & PANDEMIC PROTOCOLS

Masking and social distancing are requirements for all attendees at this time.

SIPA follows Centers for Disease Control and Prevention and University of South Carolina guidelines and Richland County County and South Carolina mandates.

Before attending:

- To attend, you must provide a negative COVID-19 test within seven days prior to the event (between Feb. 25 and March 4).
 - SIPA also encourages all attendees to be fully vaccinated against COVID-19.
 - Pack a clean mask for each day you'll be at the convention including travel days. Extra masks will be available at the convention registration desk.
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At the convention:

- Masks will be required on site in all shared areas. Attendees must adhere to social-distance protocols put in place and respect others' personal space. Refusal to follow these guidelines will result in dismissal from the convention with no reimbursement of expenses.
 - Wash hands often with soap and water for at least 20 seconds or alcohol-based sanitizers with at least 60% alcohol.
 - Avoid touching eyes, nose and mouth with unwashed hands.
 - Cover your nose and mouth when coughing or sneezing.
 - Go to the convention registration desk any time if you feel unwell or are experiencing flu-like symptoms.
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Once home:

- If you test positive for COVID-19 up to 14 days after returning home, please contact the Leslie to advise her of your diagnosis.
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Advisers:

- Consider encouraging students to take a rapid test 72 hours before leaving for the convention.
- Consider purchasing at least one rapid antigen COVID-19 test to bring to the convention.
- Bring extra masks for students who may lose or damage theirs at the convention.
- Please remind students that masks should be worn properly over the mouth and nose when in common convention spaces or competing in a contest. Any student or adult who is unwilling to wear a mask will be asked to leave the convention space.
- Make sure you have a medical release form for each of your students so you will have the ability to seek medical treatment if that should be necessary.
- Consider having a plan in writing for what steps you will take if a student experiences symptoms on the trip. Distribute this plan to parents. It should include the following at minimum:
 - Students (or adult chaperones) experiencing symptoms should isolate themselves in their room. Any roommates should be moved to another room.
 - Contact the student's parents as well as a board officer so we can determine if other students were exposed.
 - Parents should make immediate arrangements for any student experiencing symptoms to return home as soon as possible at their own expense to prevent spread.

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 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.
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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.
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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).
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ANCHOR CONTEST – FEE: \$10 per person

Students write a script from copy on current news events we provide then read it from an anchor desk.

- Scripts should be 90-seconds long and written for a high school audience.
 - Make sure to pack camera-ready clothing and dress appropriately Saturday afternoon.
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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.

Friday night at registration:

- Receive broad overview – All teams receive a broad overview of the topic they will cover and a list of sessions to attend in order to receive more clues to the final prompt. All teams will have the same story topic but will decide on their own angle for packages. Students conduct interviews and shoot footage from the opening ceremony until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

Saturday at 1:30 – 4:30:

- Finalize scripts, edit footage and complete feature package in a computer lab at the School of Journalism and Mass Communications.
- Upload entries to VIMEO or YouTube for judging submission.

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All work must be saved and sent to hsjourn@gmail.com.

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.

NEWS & YEARBOOK TOP – FEE: \$25 per team (teams: up to 4 students)

Students interview, write, edit, photograph and design pages to create a newsprint or yearbook package.

Friday night at registration:

- Receive broad overview – All teams receive a broad topic they will cover to create a final package. All teams will have the same story topic but decide on their own angle for packages. Students conduct interviews and take photographs until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

Saturday at 1:30 – 4:30:

- Write and edit story and design page or spread with at least one visual element (graphic, photo, illustration, etc.).

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.

Friday night at registration:

- Receive broad overview – All teams receive a broad topic they will cover to create a final package. All teams will have the same story topic but decide on their own angle for packages. Students conduct interviews and take photographs until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

Saturday at 1:30 – 4:30:

- Write and edit story and place elements on a webpage. There should be at least one interactive element on the webpage and one visual element on the page.

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

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

Friday night at registration:

- Receive instructions and topic – All teams receive the same instructions and topic but draw inspiration and interpret the topic their own way. Students take photographs until the timed portion of the contest begins Saturday afternoon. Read all instructions carefully.

Saturday at 1:30 – 4:30:

Monitors will check once students enter the room to ensure regulations are being followed. Failure to comply with guidelines will result in immediate disqualification.

- Finalize photo portfolio – write captions, edit photos and create an online photo essay.