



# SCSPA

EMPOWERING  
TOMORROW'S JOURNALISTS

## FALL CONFERENCE

### THURSDAY, OCTOBER 10, 2019

**A**dvisers check in at the registration desk in the atrium of the School of Journalism and Mass Communications at 800 Sumter Street. There we will have lunch tickets for advisers, a parking pass (if requested) and other pertinent materials.

Don't forget to join us for the awards ceremony at 1:15 p.m. in the Russell House Ballroom. A broadcast session will be offered during the awards ceremony.

If you have questions or need additional information about SCSPA or today's program, please ask an association officer (wearing blue SCSPA T-shirts) or stop by registration desk in the atrium.

**8 – 9:30 a.m.** \_\_\_\_\_

**Conference registration**

**J-School atrium**

Advisers should register and pick up conference materials in the atrium of the School of Journalism and Mass Communications.

**9:30 – 10:15 a.m.** \_\_\_\_\_

**2020 Coverage: How to get eyeballs on your stories when everyone else is writing about the same thing (ALL)**

**J-School 106 – Maayan Schechter, *The State* newspaper**

Amid the natural chaos of covering presidential elections, *The State's* Maayan Schechter will talk to you about how to differentiate yourself as an on-the-ground reporter, whether that's story ideas, ledes, etc.

**Social media insights in social and mobile journalism (DM)**

**J-School 113 – Kaitlyn Park, UofSC SJMC**

Social media and mobile journalism has become common tool in a journalist's toolbox. In this hands-on session, you will learn how to use your apps as a journalists and how to read the data from your posts to inform your coverage.

**Publication swap (ALL)**

**J-School 115**

Hang out, chat and catch up with your favorite S.C. advisers and high school journalists.

**In the beginning...hmm...(ALL)**

**J-School 116 – Nina Brook, UofSC SJMC**

Getting started is often the hardest part of writing. Facing the blank page is daunting, and so is the search for the perfect opening. Get tips for fighting writer's block and for crafting engaging leads.

**Showcasing you: the importance of online portfolios (ALL)**

**J-School 310 – Scott Farrand, UofSC SJMC**

Whether you plan to major in journalism or not, creating an online portfolio of your work is crucial. In this session, learn where to start, how to pick your best pieces and how to put it all together.

**Action photography: Capturing what you see (PH)**

**J-School 318 – Ken Buck, Legacy Studios**

Learn how to capture what your eyes see. In this session, you will find out how to set your camera to get the best shot of the action as it happens.

**Flip the script (BC)**

**J-School 320 – AJ Chambers, Richland Northeast HS**

Broadcast writing is a little different than print writing. In this session learn basic tips and tricks to write for the ear and organize your workflow. Scriptwriting doesn't have to be difficult or tedious.

**Preppin' for digital journalism (ALL)**

**J-School 321 – Ann Bailey, UofSC SJMC, and Yasmine Lee, Wofford College**

The journalism world has changed. In this session, two former high school journalists and current college journalists share their experiences with contributing to news outlets' social media. Learn how to stick to your journalistic principles while also applying marketing tactics to make sure your audience is reached.

**10:25 – 11:10 a.m.** \_\_\_\_\_

**Community coverage (ALL)**

**J-School 106 – Chris Trainor, *Free Times* and *Greenwood Index-Journal***

Being a journalist is more than just writing a story. It's about maintaining sources, showing up to (boring) board meetings and reporting about those meetings. Multitasker Chris Trainor will share his experiences as a digital and social media reporter and give you tips on how to cultivate an audience and sources.

**Adviser one-on-one (ADV)**

**J-School 114 – Leslie Dennis, SCSPA director HS**

Meet with your peers to discuss issues in your classroom and publication room, swap curriculum and story ideas, and form relationships.

**It's a MOD, MOD world (YB)**

**J-School 115 – Jim Channell, Walsworth**

Spice up your yearbook designs with modules. In this session, you will learn six reasons to add more MODs to your spreads and how to do it!

**Say, what? (MG)**

**J-School 116 – Beth Swann, Nation Ford HS**

Conversation is an art. Writing dialogue is critical to story telling, and all characters should have their own unique voice, move the story forward, and give readers the feeling they are right there in the story, watching and hearing it all happen. How do you do all that? Let's talk.

**Photoshop basics (PH)**

**J-School 221 – Will Buie, Laurens District 55 HS**

Never touched Photoshop before? Not a problem! In this session, you will Photoshop beginner fundamentals. No computer required!

**Squad goals: Team work makes the TEAM work (ALL)**

**J-School 310 – Alex Atkins, South Pointe HS**

Does it seem like your staff members just can't get along? Well, team work not only makes the dream work, but it makes the TEAM work. Learn what it takes to make an award-winning product while respecting each other, winning awards, and having fun!

**Smartphone photography tips and tricks (PH)**

**J-School 318 – Annie Patterson, Jostens**

With today's technology we almost all have a camera on us at all times; our smartphone. Learn some fun tricks and tips that you might not have known to get better use out of your smartphone.

**Life behind the camera (BC)**

**J-School 320 – Brittany Johnson, WIS-TV**

In this session, WIS-TV producer Brittany Johnson will give you tips on how to produce packages and share her story about getting to where she is now.

**Hustle and workflow (YB)**

**J-School 321 – Phillip Caston, Legare Kerrison, Erin O'Leary and Merritt Redden, Wando HS**

Need help organizing your staff structure? In this session, you will learn how to manage a good staff workflow and structure and how a spread is born through that organization.

**11:20 a.m. – 12:05 p.m.** \_\_\_\_\_

**Award-winning writing, guaranteed (NP/YB)**

**J-School 106 – Phillip Caston, Wando HS**

In this session, you will learn how to write great feature stories about people and follow a formula that judges like.

**Adviser one-on-one (ADV)**

**J-School 114 – Leslie Dennis, SCSPA director HS**

Continue to meet with your peers to discuss issues in your classroom and publication room, swap curriculum and story ideas, and form relationships.

**Sports reporting: It's for everyone (ALL)**

**J-School 115 – Armand Broady, South Pointe HS**

This former researcher at ESPN can give you the inside scoop on what it's like to work for a professional sports network and how to produce a professional-quality sports report.

**Know your neistat: Where YouTuber and newscaster collide (BC)**

**J-School 116 – Joshua Honea, Northwestern HS**

It's no secret that the stories and opinions given by YouTubers, vloggers, and content creators have captured the attention of the modern, teenage audience. In this session we explore ways to give your broadcast a little twist to promote your brand, develop your team, and ultimately, engage your school's audience.

**KEEP your act together with Google Keep (ALL)**

**J-School 217 – Amy Medlock-Greene, Dutch Fork HS**

There's a free tool available for your phone, Chromebook or laptop that allows reporters to "Keep" all of their notes, to-do lists, voice recordings, photos and signatures all in one place. Explore how to use Google Keep for story assignments, checklists, staff collaboration, interviews and transcriptions.

**Photoshop basics (PH)**

**J-School 221 – Will Buie, Laurens District 55 HS**

Never touched Photoshop before? Not a problem! In this session, you will Photoshop beginner fundamentals. No computer required!

**Designing an effective publication staff (MG)**

**J-School 310 – Janet Davis, Boiling Springs HS (targeted to advisers and editors)**

Bringing together a varied group of students to accomplish a common goal is a challenge. Discover one method that has worked well for bringing such a group of students together to produce an exemplary visual and literary arts magazine.

**Uncovering the coverage (ALL)**

**J-School 318 – Devon Swale, Herff Jones**

Everybody's got a story to tell. Learn how to have the right conversations so you end up with copy that writes itself.

**Podcasts: More than just audio (BC/DM)**

**J-School 320 – Gavin Jackson and AT Shire, SC-ETV**

Find out how to come up with ideas and track trends. SC-ETV's Gavin Jackson and AT Shire will teach you basic production and ways to market your podcast so you can reach the next level and enhance your publication

**Cappin' on your captions (YB)**

**J-School 321 – Beth Ward and Bethany Phillips, Mauldin HS**

Interviewing and asking the right questions are essential for being able to write quality captions. Come learn the keys to getting the necessary information to write outstanding captions. #nocappin

**12:10 – 1:15 p.m.** \_\_\_\_\_

**Lunch**

Students will eat lunch on their own. Advisers are invited to join other advisers, speakers and our special guests in the Preston Dining Room for a luncheon buffet.

**1:15 – 2 p.m.** \_\_\_\_\_

**Fall Conference Awards Ceremony**

**Russell House Ballroom**

**The do's and don'ts of broadcast**

**Russell House 203 – Finn Carlin, UofSC SJMC**

In this session, you will learn basic ethics of broadcast journalism, as well as some helpful and essential tips on how to be a good and professional student journalist.

**SCSPA AWARDS CEREMONY AT  
1:15 P.M. IN THE RUSSELL HOUSE  
BALLROOM**

- SCSPA welcome – Alex Atkins, SCSPA president
- USC welcome – Leslie Dennis, SCSPA director
- Instagram Contest
- Bruce E. Konkle Rising Star Award
- 11 Individual Magazine Competitions – Digital Art; Sketch Art; Cover; Fiction; Nonfiction; Photo; Poem; Review; Song Lyrics; Spread Design; Theme
- 14 Individual Yearbook Competitions – Academic Spread; Alternative Copy; Club Spread; Cover; Extended Caption; Feature Photo; Feature Copy; Personality Profile; Sports Action Photo; Sports Copy; Sports Spread; Sports Reaction Photo; Student Life Spread; Theme
- 7 Magazine Evaluations (Merit/Honor/Superior/All-State)
- 22 Yearbook Evaluations (Merit/Honor/Superior/All-State)
- 1 Most Improved Magazine
- 1 Most Improved Yearbook
- 5 Yearbook Palmetto Awards
- 2 Best in State Awards

2019 – 2020  
**BOARD MEMBERS**

**ADVISER OFFICERS\***

Chair: Amy George, Laurens District 55 HS

Secretary: Amy Goodwin, Camden HS

**Representatives**

Broadcast: A.J. Chambers, Richland Northeast HS, and Dana Miley, James Island Charter HS

Lowcountry: Phillip Caston, Wando HS

Magazine: Carlo Dawson, South Pointe HS, and Claudine Hughes, Northwestern HS

Midlands: Kim Cimney, West Florence HS

Newspaper: Beth Swann, Nation Ford HS

Online/Digital Media: Amy Medlock-Greene, Dutch Fork HS

Upstate: Beth Ward, Mauldin HS

Yearbook: LTC John Heflin, Camden Military Academy

**STUDENT OFFICERS\*\***

President: Alex Atkins, South Pointe HS

Vice President: Erin O'Leary, Wando HS

**Representatives**

Broadcast: Will Davidson, Richland Northeast HS

Lowcountry: Legare Kerrison, Wando HS

Magazine: Tychelle Taylor, South Pointe HS

Midlands: Mitchell Tucci, Camden Military Academy

Newspaper: Lleyton Abell, Laurens District 55 HS

Upstate: Rontarius Aldridge, South Pointe HS

Yearbook: Wyatt Hart, Camden Military Academy, and Merritt Redden, Wando HS

\*Adviser officers complete their two-year terms in spring 2020.

\*\*Student officers serve through the 2020 spring conference.