



Southern Interscholastic Press Association  
<http://sipa.sc.edu> • p: 803.777.6146 • e: [dennislc@mailbox.sc.edu](mailto:dennislc@mailbox.sc.edu)  
School of Journalism and Mass Communications • University of South Carolina

# Media & Leadership Academy

for rising high school sophomores to seniors interested mass communications

**Journalism • Advertising & Public Relations • Entertainment**

Application Deadline

**May 12, 2017**

Program Dates

**June 4-11, 2017**

Program Tuition

**\$550**

need-based scholarship application available



**What's included:**  
focused instruction in each track • site travel to professional companies • nightly group activities • collaborative projects • experiencing college life



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UNIVERSITY OF GEORGIA

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## 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.

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/>.

### Food Map



<http://goo.gl/a7FTTi>

## 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.

### Walking Map



<https://goo.gl/V2YD5s>

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.

## Convention Info

### Discipline

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 his or her 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.

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## FRIDAY

### Sean Rayford to display award-winning photography

Sean Rayford, award-winning freelance photographer, will be the Friday keynote speaker.

Rayford, one of the best photographers in South Carolina, has had his work featured in the *New York Times*, *The State Newspaper* and freelances for wire services like Getty Images and the Associated Press.

Over the past two years, he has covered major news in the Carolinas such as the Emanuel Nine shooting, the 2015 historic flooding, Hurricane Matthew, the election and the riots in Charlotte, North Carolina.

He also takes photos of South Carolina athletics, shooting football and soccer. He has a book called *Great to Be a Gamecock* that has photos from South Carolina's 2013 season.

Rayford has won multiple awards from the South Carolina Press Association including Best Portrait Photograph for the Alt-Weekly Division in 2012. Most recently he was named

one of *TIME*'s 51 Instagram users from 2016 to follow.

Delving into Columbia's vibrant music scene, he experiments with portraits of musicians at local venues like New Brooklyn Tavern. He is a photojournalist and a storyteller experienced in explaining a narrative in more than one photo, angle and medium.

"In my work as director I have been trying to diversify our content and to enrich students' education as journalists and as global citizens," Director of Scholastic Media Leslie Dennis said.

"Sean's work as a photojournalist fits beautifully into this mission. His work covering the South Carolina flooding, the Mother Emanuel shooting and the Black Lives Matter movements in Columbia and Charlotte display community journalism students relate to and want to learn from and about."

– Collyn Taylor, SIPA student assistant

## SATURDAY

### Kyle Jones to share online storytelling expertise, alternative Southern stories

On Saturday morning, Kyle Tibbs Jones of *The Bitter Southerner* will give an interactive keynote.

*The Bitter Southerner* is an online publication that features multimedia storytelling about the South. It has published writing from Drive-By Truckers lead Patterson Hood, author Tracy Thompson and novelists Thomas Mullen and Charles McNair, among many others. NPR's Michele Norris called *The Bitter Southerner* "brave and curious and funny."

Launched in 2013, *The Bitter Southerner* now averages 50,000 unique visitors every week.

On *The Bitter Southerner* website, co-founder and editor Chuck Reece says, "it's still too...easy for folks to draw the conclusion that we Southerners are hopelessly bound to tradition, too resistant to change."

*The Bitter Southerner* publishes stories that debunk such myths.

"There is another South, the one that we know: a South that is full of people who do things that honor genuinely honorable traditions," Reece says. "Cooking. Reading. Writing. Singing. Playing. Making things. It's also full of people who face our region's contradictions and are determined to throw our dishonorable traditions out the window."

"*The Bitter Southerner* is here for Southern people who do cool things, smart things, things that change the whole world, or just a few minds at a time... *The Bitter Southerner* is for the rest of us. It is about the South that the rest of us know: the one we live in today and the one we hope to create in the future."

– Justin Brouckaert,  
Scholastic Media Assistant

### Alphabet soup explained

**ASNE:** American Society of News Editors

**ASPA:** Alabama Scholastic Press Association

**CJE:** Certified Journalism Educator

**CSPA:** Columbia Scholastic Press Association

**DJNF:** 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

**TAJE:** Texas Association of Journalism Educators

**VAJTA:** Virginia Association of Journalism Teachers and Advisers

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School of Journalism and Mass Communications



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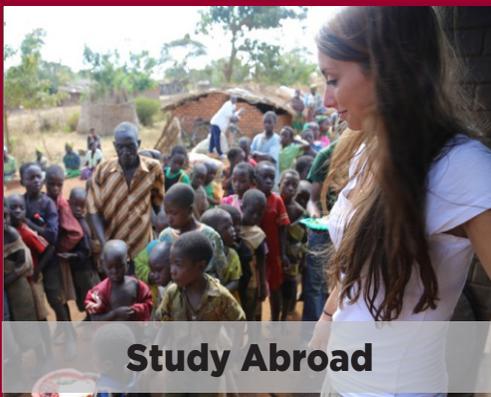
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<http://sc.edu/cic>

SIPA Convention & Competition 2017

## Weekend Highlights

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

### Friday - March 3, 2017

1 - 5 p.m.	Pre-convention workshops – <b>USC J-School</b>
3 - 7 p.m.	Registration – <b>Carolina Pre-function Area</b>
5 - 7:30 p.m.	Exhibit area open
7:30 - 8:45 p.m.	Opening ceremony, Sean Rayford keynote – <b>Carolina Ballroom</b> Student president candidate speeches
9 - 10:30 p.m.	Exhibit area open
9 - 9:45 p.m.	Class session #1 Quiz Bowl preliminary round – <b>Palmetto Ballroom</b>
10 - 11:30 p.m.	SIPA's Got Talent! and ice cream social – <b>Capital Ballroom</b>
Midnight	Quiet time begins

### Saturday - March 4, 2017

8 - 8:45 a.m.	Adviser breakfast & Advisory Council election – <i>sponsored by Jostens</i> – <b>Capital I</b>
8 a.m. - 3 p.m.	Exhibit area and exchange tables open – <b>Carolina Pre-function Area</b>
9 - 9:45 a.m.	Class session #2 Endowment Committee meeting – <b>Alumni Room</b>
10 - 10:45 a.m.	Class session #3
11 - 11:45 a.m.	Kyle Jones keynote – <b>Carolina Ballroom</b>
Noon - 1:15 p.m.	Adviser awards luncheon – <i>sponsored by Balfour</i> – <b>Capital I</b>
1:30 - 2:15 p.m.	Class session #4 Advisory Council meeting – <b>Capital I</b>
2:30 - 3:15 p.m.	Class session #5
3:30 - 4:15 p.m.	Class session #6
4:45 - 5:45 p.m.	Quiz Bowl rounds 1-4 – <b>Capital I</b>
7 - 8:30 p.m.	Awards and scholarships banquet – <b>Marriott Carolina Ballroom</b>
8:30 - 11:30 p.m.	SIPA Endowment auction – <i>advisers</i> – <b>Palmetto Ballroom</b> <i>sponsored by the retired professors of USC's SJMC</i> Saturday night rave – <i>students</i> – <b>Capital Ballroom</b>
Midnight	Quiet time begins

#### Saturday On-site Competitions

1:30 - 4:30 p.m.	BC, MG, NP, PH and YB TOP Review writing
2 - 4:30 p.m.	BC individual anchor
3 - 3:45 p.m.	Grammar challenge
4:45 - 5:45 p.m.	Quiz Bowl rounds 1-4

**see page 12**

#### Saturday Silent Auction

2 - 6:30 p.m.  
**Palmetto Ballroom**

### Sunday - March 5, 2017

8 - 9:15 a.m.	Adviser breakfast – <i>sponsored by eCampus Solutions</i> – <b>Ballroom C</b> Executive Committee meeting – <b>Palmetto Ballroom</b>
9:30 - 10:15 a.m.	Class session #7
10:30 - 11 a.m.	Quiz Bowl finals – <b>Carolina Ballroom</b>
11 a.m. - Noon	Closing awards ceremony – <b>Carolina Ballroom</b>

# Pre-convention workshops

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## Friday, March 3

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

### **ADVANCED DESIGN SKILLS**

instructor Anna Westbury, University of South Carolina

*For advanced students/advisers only.*

Already have a little experience with InDesign? Take your InDesign and design skills to the next level by learning tricks and advanced layout techniques from a pro. Students/advisers must have experience with InDesign and page design rules. Some Illustrator components will be taught as well. Feel free to email questions you want answered or topics you want covered to Leslie Dennis at [dennislc@mailbox.sc.edu](mailto:dennislc@mailbox.sc.edu).

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### **HANDS-ON STORYTELLING**

with Kelly Furnas, Elon University (North Carolina)

Professional reporters in 2017 are using all the tools at their disposal to bring content to diverse audiences. Learn ways to improve digital storytelling in a session at the J-School. Then, hit the streets in teams to produce multimedia content including video, photography, maps, databases and online graphics.

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### **ON THE AIR!**

Start your journey with a tour of the WIS News television station, the Columbia NBC affiliate. Then, make your way to the School of Journalism and Mass Communications for a tour of the new home for new media in the heart of campus. Finally, you will get to watch a live broadcast of Carolina News, a daily broadcast produced by J-School seniors.

### **TELLING STORIES WITH PHOTOGRAPHS**

with Professor Denise McGill, USC School of Journalism and Mass Communications

Learn how to tell a story through different styles of photography. Participants will take photos in and around the School of Journalism and Mass Communications in the historic Horseshoe district. After taking photos, you will sit down with our instructor for a one-on-one critique. Bring a camera! Certain photos selected from this workshop will be featured on the SIPA website and social media platforms.

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### **WHAT IT TAKES TO BE A LEADER**

with David Ragsdale, Lucia Bermudez, Aneesa Conine-Nakano, Sunčana Pavlič and Jordan Rhym, Clarke Central HS (Georgia)

Leader is a loaded word in the newsroom. Is it based on tenure, skill set, personality traits, or some combination of each? The purpose of this pre-convention workshop is to enable you to fulfill your job description on your staff. We'll discuss leadership styles, help you troubleshoot your problem areas, work on role play scenarios commonly seen in the newsroom and seek a collaborative approach to empower you as coach/mentor/editor on staff. Leaders of all levels and programs are welcome!

Students will need an electronic device (tablet, laptop, etc.) for this session, as well as a copy of their staff manual.

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### **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](mailto:dennislc@mailbox.sc.edu).

## Friday, March 3

### 7:30 - 8:45 p.m.

#### OPENING CEREMONY (ALL)

Welcome – Sara Goodie, Student President

Keynote – Sean Rayford, Getty Images

Student Officer Candidate speeches

Ballrooms A-H

### 9 - 9:45 p.m.

#### MISSION IMPOSSIBLE (BC)

This interactive session will challenge participants to look beyond the standard broadcast shots and discover creative approaches to videography. Participants should bring their own phones or tablets to the session. A follow-up will be offered Saturday morning.

**Stella McCombs, Amy Medlock-Greene and Shawntell Pace**

Ballroom A-C

#### USING HISTORY TO MAKE YOUR FEATURE WRITING BETTER (NP)

World War II war correspondent Ernie Pyle was a master storyteller. This session will explore how Pyle used emotion to capture the essence of the feature story.

**Erin Coggins**

Ballroom D-E

#### TYPOGRAPHY AND COLOR SCHEME INSPIRATION (MG/YB)

Colors and type visually convey the message of your book and the year. Learn how to tell the story through those means and to create a clean, crisp look.

**Meghan Percival**

Ballroom F-H

#### HANDS-ON PHOTOSHOP (P)

Learn how to use Adobe Photoshop efficiently and effectively to get the most out of your pixels and create stunning imagery. This session will also show students nondestructive editing techniques and how to achieve more creative effects.

**Andrew Bell and Luke Samples**

Capital II

#### SNAPCHAT ME THAT...STORY? (DM)

What do the announcement of the royal wedding, the Hudson River plane crash, Whitney Houston's death and raid that killed Osama bin Laden all have in common? Every one of those stories broke on Twitter before they were covered by a news outlet.

It is impossible to be serious about journalism and ignore the power of social media in the news landscape. In this session, we'll discuss the importance of accuracy in a fast-paced, digital-driven world and talk specifics on how to optimize your stories for social media.

**C.J. Lake**

Capital III

#### PODCAST, BROADCAST AND RADIO: WRITING FOR THE EAR (BC/DM)

Most of the time when we think of broadcasting, we think of the visual elements. But what your audience hears is just as important as what they see. Whether you're writing for a traditional broadcast package, a podcast or a radio show, what you say (and how you say it) matters.

**Laura Smith**

Capital IV

#### QUIZ BOWL QUALIFYING TEST (REG)

All registered Quiz Bowl teams should report promptly to take the qualifying test and go over rules. The eight teams with the highest scores will compete Saturday. *\*The top scoring teams will be posted by 9 a.m. at the registration desk\**

Palmetto Ballroom

### 10 p.m.

#### STUDENT ICE CREAM SOCIAL (ALL)

SIPA's Got Talent!

Capital Hall

#### KEY FOR SESSIONS

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

# Saturday sessions

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## Saturday, March 4

8 a.m.

### **ADVISER BREAKFAST AND ADVISORY COUNCIL ELECTION (ADV)**

All registered advisers are invited to eat, meet and greet with other advisers in SIPA. Advisory Council members for 2017-2019 will be elected. (Advisory Council meeting will be held at 1:30 p.m.)

*Sponsored by Jostens*

**Capital I**

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9 - 9:45 a.m.

### **MISSION TOTALLY POSSIBLE (BC)**

In this sequel to Friday night's "Mission Impossible" session, we'll take a look at some of the shots attendees gathered during the ice cream social and talent show. Those who did not participate in the Friday night session are also encouraged to attend.

*(Make sure you bring your phone or tablet to this session.)*

**Stella McCombs, Amy Medlock-Greene and Shawntell Pace**

**Ballroom A-B**

### **REPORTING THE NEWS AND KEEPING YOUR JOB: STUDENT MEDIA ADVISERS AND THE LAW (ADV)**

What are your rights as an adviser? Dr. Eric Robinson will give you a primer on student media law and tell you how to protect yourself, your students and the First Amendment.

**Eric Robinson**

**Ballroom C**

### **CREATING A STRONG SOCIAL MEDIA PRESENCE (DM)**

Does your program need help branding? Do you lack a journalistic presence on social media? Award-winning ODYSSEY Media Group staffers will teach you how to grow your brand, create an online personality and expand your audience.

**Stacey Dillard and Hannah Gale**

**Ballroom D**

### **FIND YOUR INSPIRATION (ALL)**

Want to elevate your design game? Yearbooks, newspapers, newsmagazines, magazines, even websites – there's a lot you can learn from professional publications. But if you're looking for trends, you shouldn't strive to FIND them, you should strive to CREATE them. It all starts with finding your voice.

**Erinn Harris**

**Ballroom E**

### **WRITE LIKE A STORYTELLER (YB)**

Everyone loves to listen to a good story. Draw readers into your written stories by learning techniques for oral storytelling. Also, learn how to pull the reader into your story by using design tricks.

**Jim Channell and Carolyn Henderson**

**Ballroom F-G**

### **MAKING CONNECTIONS AND MAKING THE MOST OUT OF THEM (SNR)**

Whether you update your LinkedIn more than your Twitter, or the word "networking" makes you want to hide in a corner, come learn how you can get better at making meaningful connections in the journalism world and beyond.

**James Tatter**

**Ballroom H**

### **FAKE NEWS AND VERIFYING CONTENT (ALL)**

In a time of alternative facts and fake news being shared across social media platforms, readers and journalists need to be more vigilant in verifying user-generated content. In this session, you will learn how to check the source and find out about tools to help you do it. Also, you will discuss the role of social media apps and the ethical considerations when using them.

**Meredith Cummings**

**Capital II**

### **PHOTOSHOP WORKFLOW (P)**

Learn basic steps using Photoshop or Lightroom to ensure photographs in your publication look their best.

**Mark Murray**

**Capital III**

### **LET'S PARTY! DISTRIBUTING YOUR BOOK WITH FLAIR (MG/YB)**

You've worked hard all year on your publication, so you should enjoy your accomplishments. Learn how to engage the student body with your yearbook or literary magazine.

**Mandy Mahan**

**Capital IV**

## Saturday, March 4

10 – 10:45 a.m.

### **WHAT'S YOUR THEME SONG? (YB)**

Good themes don't come from Google searches; they come from within your school. Join us for a conversation on how to find solid theme ideas and carry them throughout your book.

**Devon Swale**  
Ballroom A-B

### **MEDIA LAW BASICS FOR STUDENT JOURNALISTS (ALL)**

Student journalists should always be armed with the facts of media law. Find out what protections you have under the law as a student journalist and how to best use those rights.

**Eric Robinson**  
Ballroom C

### **ROASTING WITH PURPOSE: EDITORIAL WRITING 101 (ALL)**

In a climate so culturally and politically charged, expressing the way you feel respectfully and effectively is now more crucial than ever. There's more to editorial writing than ranting on paper, and this session will provide writers and editors alike with an idea of an editorial's purpose and structure. Learn the three basic forms of argument and the difference between opinions and legitimate claims.

**Jurnee Louder and Katy Mayfield**  
Ballroom D

### **STAND UPS THAT STAND OUT (BC/DM)**

There's a fine line between creative and cheesy. How do you take your stand-ups to the next level while making sure you maintain your broadcast's credibility?

**Karin McKemey**  
Ballroom E

### **THE RIO 2016 EXPERIENCE (ALL)**

Learn how this UNC-Chapel Hill sophomore got from college move-in day to the Olympics in less than 365 days, and why you can do even better.

**James Tatter**  
Ballroom F-G

### **EDITING CREATIVELY (MG)**

A literary magazine is an outlet for personal expression, but your staff is responsible for the content. Learn about your responsibilities before publishing – when to pull out the red pen and when to back off.

**Renee Quaife, Zachary Schuck and Katrielle Wulff**  
Ballroom H

### **DRONES AND THE MEDIA (DM)**

Unmanned aircraft systems are providing journalists new ways of viewing their communities, but the technology also has legal and ethical implications attached to it. Come learn about the why and the how of drone journalism.

**Kelly Furnas**  
Capital II

### **BEST PRACTICES MAKE PERFECT (DM)**

In this session, get introduced to online newspaper best practices and see how SNO Distinguished sites achieve excellence.

**Abby Anderson**  
Capital III

### **USING TOOLS OF ETHICS TO WEED OUT BIAS (ALL)**

This session will use three philosophers to help students structure codes of ethical conduct for their newsrooms. We'll begin with a discussion of common conflicts that arise among journalists. Then we'll drill down to the core element of the conflicts and offer ways of crafting newsroom policies aimed at removing personal bias, prejudice or self-interest from the decision-making process.

**Ernest Wiggins**  
Capital IV

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11 – 11:45 a.m.

### **KEYNOTE SPEECH (ALL)**

**Kyle Tibbs Jones, *The Bitter Southerner***  
Ballrooms A-H

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Noon – 1:15 p.m.

### **ADVISERS AWARDS LUNCHEON – *Sponsored by Balfour.***

#### **Capital I**

All registered advisers and special guests are invited to this luncheon. We will present the Elizabeth B. Dickey Distinguished Service Awards and Karen H. Flowers Outstanding Service Award.

# Saturday competitions

## Saturday On-site Competitions

Students registered in on-site competitions – broadcast anchor, broadcast on-the-spot feature, review writing and magazine, newspaper, photography and yearbook TOP – are on a different schedule and should report to different locations.

1:30 – 4:30 p.m.

### STAY AT MARRIOTT:

#### REVIEW WRITING

All contestants should report to the SIPA Lounge (across from the hotel restaurant) to attend a review writing session then review a specified event. Bring a laptop, tablet or paper to write on.

**Susan Newell**  
SIPA Lounge

### 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 225
- Broadcast – J-School Lab 221
- Newspaper – J-School Lab 219
- Photography – J-School Lab 222
- Yearbook – J-School Lab 217
- Overflow – J-School Lab 115

## 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:

### Departure

From hotel to J-School		From J-School to hotel	
1 p.m.	1:30 p.m.	3:30 p.m.	4:30 p.m.
1:15 p.m.	1:45 p.m.	3:45 p.m.	4:45 p.m.
		4 p.m.	5 p.m.
		4:15 p.m.	

## Saturday, March 4

1:30 – 2:15 p.m.

### **SELL ME THIS BOOK (YB)**

Tear down the poorly hand-drawn posters and ditch the goofy announcements. Implement professional marketing, branding and sales strategies to boost your yearbook's income from book sales to ad revenue. Bold full-color fliers, professional-grade ad rate cards, powerful commercials and a strong web presence can make your yearbook a household name with parents and local businesses.

**Phillip Caston**  
**Ballroom A-B**

### **THE POWER OF IMMERSION (ALL)**

The explosion of new immersive technology, such as VR and 360 video, colliding with narrative storytelling is providing new, exciting opportunities for journalists. Find out how to use these tools to cover protests, tell stories from all sides and become leaders in your journalism program.

**Emily Cochran and Ariana Figueroa**  
**Ballroom D**

### **IMPROVING PUBLICATION PHOTOGRAPHY (P)**

Learn how photographers and staff members can work together to make sure the best photos are what the reader sees in the publication. See examples of great work and discuss the importance of making sure everyone is on the same page.

**Mark Murray**  
**Ballroom E**

### **COPYRIGHTS AND COPY WRONGS (ALL)**

With unlimited digital information at your fingertips, the ease of repurposing someone else's content for your publication has never been easier. But don't do it. Come learn the legal and ethical considerations behind copyright law, as well as the alternatives to stealing others' work.

**Kelly Furnas**  
**Ballroom F-G**

### **PULL IT TOGETHER, PEOPLE: THEME IN LIT MAG (MG)**

Variety is the spice of life, but you want to keep a cohesive theme for your publication as well. In this session, learn how to vary your artistic content while maintaining consistent publication design for unity in your magazine.

**Beth Swann**  
**Ballroom H**

### **ADVISORY COUNCIL MEETING**

**Capital I**

### **SPORTS WRITING AND SHOOTING SOMETHING (BC)**

Get your game on and hear what it takes to be in sports news from a former editor of ESPN and the SEC Network. He'll tell you what it takes to be in front of the camera or behind it.

**Justin Fabiano**  
**Capital II**

### **THE POWER OF AESTHETICS (DM)**

Beauty may be in the eye of the beholder, but aesthetics can influence the way people interact with your product. This session will illustrate the ways organization, color and design of online platforms affect the reader experience, as well as provide tools for improving engagement.

**Abby Anderson**  
**Capital III**

### **BACK TO BASICS (ALL)**

Getting the good quotes takes more than a text, Tweet or Snapchat. This session will take you back to the basics of how to conduct a good interview.

**David Knight**  
**Capital IV**

# Saturday sessions

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## Saturday, March 4

2:30 – 3:15 p.m.

### **THE QUILL MEETS THE WEB (MG)**

Online storytelling can connect you to a broader audience. Learn how to use modern communication tools to establish a web presence and promote your literary magazine.

**Charlotte Wood**  
**Ballroom A-B**

### **YEAR IN THE LIFE OF A YEARBOOK ADVISER (ADV)**

Prior planning prevents poor performance. Find out month-to-month tips as well as how to be ready for the Prom in August.

**Mary Inglis – SIPA Endowment speaker**  
**Ballroom C**

### **HOW TO HAVE AN AWARD-WINNING YEARBOOK (YB)**

Two expert yerds will show you past award winners and teach you how to create a book that will wow judges as well as your student body.

**Mary Kay Downes and Brenda Gorsuch**  
**Ballroom D**

### **GET OFF AUTO-PILOT: TECHNICAL ASPECTS OF PHOTOGRAPHY (P)**

DSLR camera is a powerful tool, in the right hands. Learn about the settings that can help turn your photography from ordinary into spectacular art.

**Mark Murray**  
**Ballroom E**

### **IT'S THE LITTLE THINGS (NP)**

Come to this session to hear almost three dozen specific suggestions aimed at improving your reporting, design and staff dynamics. Adjusting the little things may be all it takes to transform your paper or newsmagazine.

**Jon Reese**  
**Ballroom F-G**

### **BLOGGING FOR YOUR FUTURE (SNR)**

The skills you are learning in high school journalism can pay off in the future. Learn how to use blogging to get scholarships, pay for college and secure potential full-time writing jobs.

**Ashley Brown**  
**Ballroom H**

### **THE GAME STORY VS. THE FEATURE (NP/DM)**

Sports are a gold mine for good stories. This session will tell you how to get the most out of a sports story, whether it's a basic game story or a detailed feature.

**Steve Hanf**  
**Capital II**

### **NO-ATTENTION SPAN (DM)**

In a world of ten second snaps, how do you hold people's attention? Find out how to keep readers engaged both with individual stories and with the site as a whole.

**Abby Anderson**  
**Capital III**

### **PSAs: 30 SECONDS TO CHANGE THE WORLD (BC)**

Come see some great public service announcements that will change the way you look at the world and get tips on making your own.

**David Knight**  
**Capital IV**

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3:30 – 4:15 p.m.

### **WITHOUT THE CAPTIONS, THE STORY ISN'T FINISHED (ALL)**

If a picture's worth 1,000 words, 25-30 of them should be written correctly. Captions and cutlines "cut" to the chase and re "cap" the action of the picture.

**Mary Inglis – SIPA Endowment speaker**  
**Ballroom A-B**

### **SELL YOURSELF (ALL)**

Newspaper and yearbook adviser Steve Hanf will share strategies that have helped his students sell more than \$10,000 in advertising the last three years. He will open the floor for sharing ideas that can help all of us sell even more.

**Steve Hanf**  
**Ballroom C**

### **GET YOUR HEAD IN THE GAME (ALL)**

A headline is the way to a good story. This session will teach you how to hook your readers with headlines and subheads and get them salivating for the story.

**Erinn Harris**  
**Ballroom D**

## Saturday, March 4

### **CREATE AWARD-WINNING LITERARY MAGAZINES (MG)**

A literary/art magazine includes great design and concept, but also strong writing, photography and art. Take a look at award winners from CSPA's Crown Awards and talk about taking you magazine to the next level.

**Mark Murray**  
**Ballroom E**

### **THE TECHNICAL SIDE OF AUDIO (BC/DM)**

In this companion session to "Writing for the Ear," we'll look at some editing tools to help you fine tune your audio. We'll also explore publishing opportunities for audio pieces.

**Shawntell Pace**  
**Ballroom F-G**

### **IT'S NOT MINE, IT'S YOURS! (ADV)**

Taking over a program in poor shape is an uphill climb but one worth making. From recruiting to culture, from best practices to budget, this adviser will share tips and strategies that have helped her build a publication her staff, school and community can be proud of.

**Marisa Atkinson**  
**Ballroom H**

### **SURVEY SAYS (ALL)**

One goal of most publication staffs is to find more ways to include student voices, opinions and stories. Polling your student body can be a great way to collect data to transform into infographics, by the numbers and so much more. It can also help you identify people you should interview further and stories that need to be told in your publication. We'll examine the logistics of conducting a school-wide survey and how to write good questions and also explore different ways of communicating these results visually.

**Meghan Percival**  
**Capital II**

### **FORM AND FUNCTION (DM)**

Form and function go together like peas and carrots. Find out how to use story to dictate format, how story template and content should interact and how to use templates to focus attention.

**Abby Anderson**  
**Capital III**

### **WRITING PERSONAL COLUMNS (NP)**

Great personal columns can change your readers' lives. Bad ones are a waste of paper. Get tips on writing the great ones.

**David Knight**  
**Capital IV**

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4:30 – 5:15 p.m.

### **QUIZ BOWL ROUNDS 1-4 (REG)**

**Capital I**

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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.

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8:30 – 11:30 p.m.

### **STUDENT DANCE RAVE AND SCAVENGER HUNT**

**Capital Ballroom**

Member publications should cast their ballots for 2017-18 SIPA student officers by 10:30. Ballots can be handed to a current SIPA student officer or a SIPA staff member at the dance 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.

*Sponsored by the retired professors of USC's School of Journalism and Mass Communications*

# Sunday sessions

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## Sunday, March 5

8 – 9:15 a.m.

### **ADVISER BREAKFAST**

*Sponsored by eCampus Solutions*

**Ballroom C**

### **SIPA EXECUTIVE COMMITTEE MEETING**

**Palmetto Ballroom**

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9:30 – 10:15 a.m.

### **GOT TALENT BUT LACK PRODUCTIVITY? 8 TIPS FOR EFFECTIVE LEADERSHIP (ALL)**

Staff talent can often get lost in the newsroom when stress, miscommunication and personal relationships become too intertwined in the work. In this session, we will dive into the necessities of maintaining a positive work flow as well as boosting staff morale. This session will be most beneficial for editors, but staffers looking to become leaders are welcome, too.

**Delia Adamson, Johanna Hall and Olivia Ripps**

**Ballroom D**

### **IF IT'S NOT W-R-I-T-E, IT'S L-E-F-T OUT (YB)**

Yearbooks tell the story of the year, but if staffers don't tell the story the right way, no one will read it. This session will review tips on what to say and how to say it...R-I-G-H-T.

**Phillip Caston & Brooke Fletcher**

**Ballroom E**

### **STUDENT-LED PUBLICATIONS (ADV)**

Advisers cannot and should not do it all. Learn how to shift responsibility from the adviser into the hands of students.

**Mandy Mahan**

**Ballroom F-G**

### **JOURNALISM 2017: GETTING THE MOST OUT OF YOUR SMARTPHONE (ALL)**

The days of filing stories in the newsroom are all but gone. Documenting and telling the stories of your community are contingent upon you telling stories quickly. All it takes is your phone. Find out how.

**Erinn Harris**

**Capital I**

### **PUTTING ALL THE PIECES TOGETHER (BC)**

Over the course of this weekend, the broadcast sessions have addressed each of the elements involved in creating a broadcast "masterpiece." Now we'll assemble the pieces into a showcase of extraordinary stories.

**Stella McCombs, Amy Medlock-Greene & Shawntell Pace**  
**Capital II**

### **GRAB THE POPCORN: HOW TO CREATE ENTERTAINING PSAs AND SHORT FILMS (BC/DM)**

Kick your feet up and watch some shorts films and PSAs while you learn tips and techniques to inform and entertain your audience. This includes award-winning student-produced examples and some examples from the professionals.

**A.J. Chambers**

**Capital III**

### **LET ME ENTERTAIN YOU (MG/NP)**

There's more to review than just movies and music. Food critic Eva Moore will help you rethink and diversify your A&E section. Get tips on how to write reviews that will make your readers salivate.

**Eva Moore**

**Capital IV**

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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**

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11 a.m.

### **AWARDS CEREMONY (ALL)**

**Carolina Ballroom**

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# Convention speakers

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**Delia Adamson** is a junior serving as the news editor on the *ODYSSEY* staff at Clarke Central HS (Athens, Georgia). Adamson has also served as a news writer, public relations manager and writing coach.

**Abby Anderson** is the Director of Education and Training at School Newspapers Online (SNO Sites). She specializes in site design, educational programming, and advanced Wordpress training for scholastic and collegiate publications. In addition, she curates Best of SNO, and directs SNO's Distinguished Sites program.

**Marisa Atkinson**, CJE, is in her third year of advising *The Commodore Cruiser* newspaper at Lafayette HS (Oxford, Mississippi). When not supervising budding journalists, she teaches tenth grade English, serves as a leader for her four sons' Cub Scouts Pack and enjoys traveling with her husband and sons.

**Andrew Bell** has been one of the Jostens printing and publishing representatives in South Carolina since 2006 and has extensive training in all aspects of yearbook production – ranging from design, photography, journalism, marketing, selling, and the latest technology in yearbook printing. He began his passion and involvement in yearbooks as a high school English teacher and yearbook adviser in 1998. With eight years of experience leading a nationally award-winning yearbook program, Bell understands what tasks and pressures teachers and advisers face.

**Lucia Bermudez** is a junior at Clarke Central HS (Athens, Georgia) and serves as the editor-in-chief of the *ODYSSEY* newsmagazine. As a third-year staffer, Bermudez has covered stories of all kinds, ranging from sports news to editorial writing. She is an activist and a proud Latina, who works to report real news at CCHS and uncover the stories of those in her community. She enjoys profile writing and social justice pieces and aspires to expand her coverage of social issues and human rights.

**Ashley Brown** is the owner of Ashley Brown Strategy, an advertising agency based in Greenville, South Carolina, and #GirlBossGreenville, a women's empowerment group. She is also a contributor to *Huffington Post*.

**Phillip Caston** is the yearbook adviser at Wando HS (Mt. Pleasant, South Carolina) and SIPA chair. He has 11 years of experience advising yearbooks and newspapers at Wando and J.L. Mann HS (Greenville, South Carolina). Caston has a master's degree in journalism from the University of Maryland, and he previously worked as a cops reporter for the *Charleston Post and Courier* before beginning a teaching career. Caston received his undergraduate degree from Clemson University, where he served as editor-in-chief of the university's student newspaper. He has produced two S.C. Scholastic Journalists of the Year, and in 2012, Caston was named SCSIPA Adviser of the Year.

**Emily Cochrane** is a graduating senior at the University of Florida pursuing a career in journalism. She currently serves as the editor-in-chief of *The Independent Florida Alligator*. She previously interned with the *Miami Herald* and *The Gainesville Sun*.

**Erin Coggins**, MJE, has advised *The Crimson Crier* newspaper and *The Senator* yearbook at Sparkman HS (Harvest, Alabama) for 14 years. She has earned the CSPA Gold Key and the DJNF Distinguished Adviser and Special Recognition Adviser awards and has been named ASPA's Adviser of the Year four times. She received the 2015 SIPA Endowment Technology Grant and serves as SIPA secretary.

**A.J. Chambers** is the broadcast and online adviser at Richland Northeast HS (Columbia, South Carolina). He is a 2016 JEA Special Recognition broadcast adviser and his students have won NSPA Pacemaker, the SIPA Scroggins, SCSIPA Best in State, and SCSIPA Journalist of the Year awards.

**Jim Channell** has worked with the schools in South Carolina for 28 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!

**Aneesa Conine-Nakano** is the editor-in-chief of *ODYSSEY* online and is a junior at Clarke Central HS (Athens, Georgia). She has served as an editor for *ODYSSEY* online for three years, previously serving as the web master and digital managing editor. She strives to make *ODYSSEY* online informative, accurate and engaging and hopes to inform her staff about the many facets of technology. She is passionate about getting girls interested in programming and is a Girls Who Code Summer Immersion Program alumna.

**Meredith Cummings** has over 20 years of experience in print, web and multimedia reporting, for which she has won multiple state and national awards. She directs the Alabama Scholastic Press Association, Multicultural Journalism Workshop, and National Elementary Schools Press Association, all located at the University of Alabama, where she is an instructor.

**Stacey Dillard** is a sophomore at Clarke Central HS (Athens, Georgia) and is a staff writer for *ODYSSEY* online. Dillard has attended multiple journalism conferences including the Georgia Scholastic Press Association conferences and the Southern Interscholastic Press Association convention. She enjoys writing for the sports section and participating in the drama program at CCHS.

**Mary Kay Downes**, MJE, has advised *Odyssey* yearbook at Chantilly HS (Virginia) for 26 years. She holds the JEA Medal of Merit, NSPA Pioneer, CSPA Gold Key and SIPA Elizabeth Dickey Award. A JEA National Yearbook Adviser of the Year (2007) and a Virginia Hall of Fame inductee (2014) Downes serves on the SIPA and VAJTA boards. Her license plate reads YBQUEEN and she is a YERD for Life.

**Justin Fabiano** teaches media technology at his alma mater, Stratford HS (Goose Creek, South Carolina.) A former high school journalist and SIPA 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.

**Brooke Fletcher** is a junior at Wando HS (Mt. Pleasant, South Carolina) and the co-editor-in-chief for next year's yearbook. This year, Brooke served as editor of the student life section. She placed fourth for news writing in NSPA's 2016 Story of the Year awards and was the only yearbook student to place in the category.

**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.

**Hannah Gale** is a junior at Clarke Central HS (Athens, Georgia). Gale joined staff as a sophomore and has served as a staff writer and writing coach. Currently, she serves as the sports editor for *ODYSSEY* newsmagazine. She plans to report fair, accurate and balanced news on sports. Outside of journalism, Hannah is the starting center fielder for the CCHS varsity softball team and the President of the Athens Federation of Temple Youth.

**Brenda W. Gorsuch** is the publications adviser at West Henderson HS (Hendersonville, North Carolina). She currently advises the news magazine, online and yearbook staffs. Gorsuch is a member of the SIPA Executive Committee. She is a former DJNF Newspaper Adviser of the Year and National Yearbook Adviser of the Year.

# Convention speakers

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**Johanna Hall** is a junior at Clarke Central HS (Athens, Georgia) and serves as executive producer for "OD-TV" in the *ODYSSEY* Media Group. She works to report on current, accurate and real news both at CCHS and in the Athens community.

**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 and yerd for the past 24 years, advises *Techniques* yearbook, *tjTODAY* newspaper, *tjTODAY* Online and *TJTV* at Thomas Jefferson HS for Science and Technology (Alexandria, Virginia). Her staffs have earned CSPA Silver Crowns, NSPA Pacemakers, Gold Medalist and All-American critiques and many state and local awards. JEA named Harris a 2010 Rising Star, 2014 Special Recognition Yearbook Adviser and 2016 Distinguished Yearbook Adviser, and she received a CSPA Gold Key in 2016.

**Mary Inglis - SIPA Endowment speaker** - is a yearbook adviser at Wellington HS (Palm Beach County, Florida). Over the course of her career, she has advised yearbook, newspaper and TV production. She currently serves on the SIPA Endowment Committee.

**Carolyn Henderson** has more than 25 years of yearbook experience as both an award-winning yearbook adviser and a yearbook representative for Walsworth Yearbooks. Her passion for all things yearbook keeps students and advisers engaged and pushing to meet their full potential.

**Kyle Tibbs Jones** is the co-founder and social media director of *The Bitter Southerner*, an online cultural magazine, and owner of And She Told Two Friends Communications, a telecommunications company based in Atlanta, Georgia.

**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.

**CJ Lake** is a 2014 graduate of the USC's School of Journalism and Mass Communication and one of the most enthusiastic Gamecocks you'll ever meet. After graduation, she worked in social media for BlueCross BlueShield of South Carolina before returning to the University of South Carolina in her current role as social media strategist. Before all that, she was a yearbook and broadcast nerd at Saluda HS (South Carolina), so speaking to this group is a bit of a full-circle moment for her.

**Jurnee Louder** is a junior at Clarke Central HS (Athens, Georgia). This is her third year writing for the *ODYSSEY* Media Group, but this is her first year as a member of the *ODYSSEY* newsmagazine. Currently, she serves as the Variety editor. Previously, she served as online news editor and junior digital copy editor.

**Mandy Mahan** has been teaching for 15 years and is the adviser for the *Warrior Annual*, WDHS broadcasting program, and *Proelior* literary magazine at d'Iberville HS (Biloxi, Mississippi). She has been advising publications for nine years. Her staffs, books and covers have been featured in national magazines and marketing materials produced by Jostens, as well as hometown media

outlets. She serves on her state scholastic press association's Board of Advisers. Additionally, she is an instructor at Jostens Adviser University.

**Katy Mayfield** is a junior and the Viewpoints editor for the *ODYSSEY* newsmagazine at Clarke Central HS (Athens, Georgia). In her third year on staff, she aims to use editorials as a form of community activism and involve her school and town in local and national politics.

**Stella McCombs** has been the broadcast adviser at Stratford HS (Goose Creek, South Carolina) for 15 years. She is the 2016 Teacher of the Year for Stratford. She serves as SIPA 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, SIPA's Scroggins Award, and STN's Best Daily Taped Show.

**Denise McGill** is associate professor of visual communications at USC's School of Journalism and Mass Communications. She specializes in photography, video and media law and ethics. She worked as a staff photographer for daily newspapers until earning a spot as an overseas correspondent for the award-winning magazine *The Commission*. She has been on assignment in 25 countries.

**Karin McKemey** 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 Pillars 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.

**Amy Medlock-Greene**, MJE, is the literary magazine, newspaper and broadcast adviser at Dutch Fork HS (Irmo, South Carolina). She serves as SIPA chair and was named the SCSPA Reid H. Montgomery Adviser of the Year in 2008. Her newspaper and broadcast staffs have earned numerous distinctions, including SCSPA's Best in State, SIPA's Scroggins Award, and CSPA's Gold Medal.

As managing editor of *Free Times*, **Eva Moore** helps run and edit Columbia's alternative weekly newspaper, and writes about food, drinks and news.

**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.

**Shawntell Pace** advises "Tribe Talk," the Pacemaker Award-winning broadcast news show at Wando HS (Mt. Pleasant, South Carolina). She is in her third year of advising but has over five years of experience working for various production houses such as BET and MTVU. Pace was awarded the Bruce K. Konkle Rising Star Award in 2016 and has a bachelor's degree in Radio, Television and Film from Auburn University.

**Sunčana Pavlić** is a junior at Clarke Central HS (Athens, Georgia). This is her third year on *ODYSSEY* staff, and currently she serves as managing editor of the *ODYSSEY* online. She strives to help the *ODYSSEY* online staffers to inform and update the CCHS and Athens community with timely, balanced articles.

# Convention speakers

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**Meghan Percival**, CJE, teaches photojournalism and AP Psychology and advises *The Clan* yearbook staff at McLean HS (Virginia). *The Clan* 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 2013 and was a 2014 JEA Distinguished Adviser.

**Renee Quaife** advises *Silhouette* literary magazine at Sparkman HS (Harvest, Alabama). She has advised this publication for the past nine years, during which time the publication has received recognition in both national and statewide journalism competitions. Quaife also instructs the marketing department for Spark Industry Robotics at Sparkman.

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

**Sean Rayford** is a freelance photojournalist and commercial photographer in Columbia, SC. He's a stringer with Getty Images, *The Associated Press*, *The New York Times*, *The Wall Street Journal* and *The State* newspaper, as well as a contributor to *Time*, *NPR*, *Fox News*, *The Bitter Southerner* and more.

**Jon Reese**, CJE, had advised student media at Decatur HS (Georgia) for 24 years. He is the Georgia state director for JEA and presents at state and national conventions. His school's newsmagazine, *Carpe Diem*, has won Pacemakers, Gold Crowns and Gallup Awards. Reese coordinates his school's Senior Project and IB Diploma Programme's Creativity, Action and Service component.

**Jordan Rhym** is a junior at Clarke Central HS (Athens, Georgia). As a third-year member of the *ODYSSEY* Media Group, Rhym has served as both a sports staff writer and the junior copy editor for the *ODYSSEY* newsmagazine. Currently, she serves as the lead copy editor for the *ODYSSEY* newsmagazine and works to increase the quality of the magazine through her edits.

**Olivia Ripps** is a junior at Clarke Central HS (Athens, Georgia). Ripps has been a member the *ODYSSEY* staff since her freshman year and serves as the *ODYSSEY* online sports editor. Ripps has attended state and regional journalism conference. She enjoys traveling, meeting new people and sports.

**Eric P. Robinson** is an assistant professor at USC's School of Journalism and Mass Communications focusing on media law and ethics. Before coming to USC, he worked with various free press organizations and research centers and taught at several universities. As an attorney, he is admitted to the bar in New York and New Jersey, and before the U.S. Supreme Court.

**Luke Samples** has been a Jostens Yearbook sales representative since 2006. His goal is to provide a yearbook that is affordable for all students while providing a memorable experience for the yearbook staff and adviser. Helping students tell their story is why he loves being a yearbook representative.

**Zachary Schuck**, senior at Sparkman HS, has been involved in *Silhouette* for the past three years and held positions of digital editor and layout/design staff. Zach will be attending the University of Alabama in Huntsville next year and majoring in Graphic Design.

**Dr. Laura K. Smith** is the Hearst Lecturer of Journalism at the University of South Carolina. She has more than 25 years of broadcast industry and university-level teaching experience – specializing in journalism and mass communications. Before teaching, Smith spent more than 12 years working in television, primarily local TV news.

**Devon Swale**, CJE, found her love for journalism as the publications adviser at Eastside HS (South Carolina). Currently a Herff Jones yearbook representative, Swale believes YEARBOOK MATTERS, and she loves that her passion is also her career.

**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 SCSA. 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 SCSA Board.

**James Tatter** is a sophomore at UNC-Chapel Hill studying history and economics. He has maintained involvement in journalism since writing for *Pine Whispers*, the RJ Reynolds HS (Winston-Salem, North Carolina) newspaper. He had the opportunity to travel to Rio de Janeiro to report on the Olympics last summer and currently writes on the sports desk at the *Daily Tar Heel*.

A graduate of the South Carolina Honors College, **Anna Westbury** currently works as the marketing coordinator for the Office of Undergraduate Admissions, designing marketing materials used for the recruitment of the next generation of Gamecocks. 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, and is pursuing her master's degree in international hospitality and tourism management.

**Ernest Wiggins** is an associate professor at USC's School of Journalism and Mass Communications. He has taught classes on mass media criticism, public opinion and persuasion and mass media writing as well as the survey of mass communications course, reporting and magazine writing, media ethics and in the print senior semester. He has taught special topics courses in alternative media, popular culture and the literary tradition of black journalists. His research interests include professional practices of the mass media, popular culture, community engagement and media criticism. Wiggins is a double-USC grad with bachelor's and master's degrees in journalism and mass communication.

**Charlotte S. Wood**, CJE, teaches English and Creative Writing. She has been *The Lantern* literary/art magazine adviser for Albemarle HS (Charlottesville, Virginia) since 2000. Over the years, *The Lantern* has won highest awards at both state and national levels.

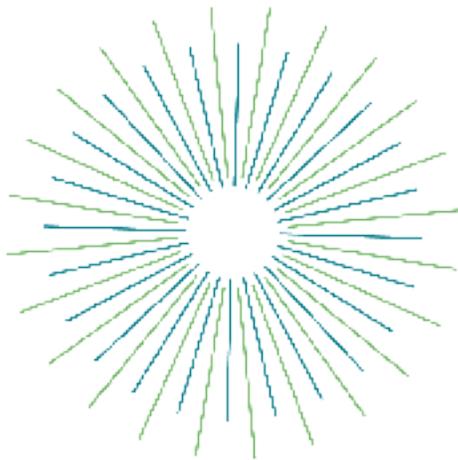
**Katrielle Wulff**, senior at Sparkman HS, has been involved in *Silhouette* for the past three years and held positions of editor-in-chief, art editor, and copy editor. Katrielle will be attending the University of Alabama in Huntsville to study microbiology.

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## Mary Inglis named 2017 Endowment speaker

When the SIPA Endowment committee had to choose their fourth Endowment speaker, it didn't have to look far.

The members looked within their ranks and found Mary Inglis, a rock star in the scholastic journalism field and SIPA Endowment member since its inception 22 years ago.

"One of the reasons Mary was chosen as this year's Endowment speaker is because she has been involved with and vital to the Endowment's growth from the beginning," Director of Scholastic Media Organizations Leslie Dennis said. "Along with Beth Dickey and Al Scroggins, Mary knew the importance of the Endowment to SIPA and how it secured SIPA's future as an organization and its missions."

Now, the self-proclaimed "cheerleader, historian and activist" will get a new title this year as the 2017 Endowment Speaker.

"I have to admit I am looking forward to getting a really cute outfit. I am still pretty thunderstruck at being nominated, not to mention, chosen, as the people who frequent SIPA are the cream of the crop," Inglis said. "It will make me feel humble, proud, and thankful that these people are honoring me. That makes me think, now, we could do a fundraiser and people who want their picture taken with me could pay \$1.00 to the SIPA Endowment Fund."

The English and journalism teacher at Wellington High School in Florida has worked with three different SIPA Directors: Beth Dickey, Karen Flowers and Dennis. She still works with Dickey and Flowers, who serve with her on the Endowment Committee.

The two helped select Inglis as the speaker at the annual fall meeting and have nothing but nice things to say about her.

Dickey called her a "special friend" and said Inglis has been a staple at SIPA conventions throughout the years and her entertainment and enthusiasm is one of a kind.

A "cheerleader who never wore a uniform," Inglis joined the



Photo by Mark Murray

*At the 2016 convention, Mary Inglis announces Bradley Wilson as the SIPA Endowment speaker. Inglis has been involved with the Endowment Committee since its inception in 1994.*

Endowment when it started, first by making a donation in the name of her late father who died just before the 1994 convention.

Since then she's earned nicknames like the "candy lady" by selling sugary snacks at conventions. She's traveled around meeting famous people and animals in odd places, she said, as well as making a trip to Myrtle Beach during a Hurricane and spending \$100 on a taxi.

"I have heard stories of Mary selling candy bars at conventions as the first Endowment fundraisers. That's what it takes to raise money – small, determined steps like selling candy – and Mary knew it," Dennis said. "Now, 22 years later, the Endowment is at \$200,000 in most part due to Mary's tireless dedication. She is the epitome of loyalty, fight and we-can-do-it attitude when it comes to SIPA."

She said the people she works with at SIPA are "some of my dearest (friends) in my adult life," and they all care about the Endowment's goals of raising money and providing opportunities for high school journalism programs.

That's why, she said, endowments are vital to any nonprofit organization.

"They come in handy, like umbrellas never used, on rainy days," she said. "Endowments for organizations like SIPA are like paying it forward. If it made a difference in your life, then it will make a difference in someone else's life whose life circumstances might be different than yours."

She joins previous SIPA legends David Knight, Mark Murray and Bradley Wilson as journalism professionals who won the distinction.

"I certainly am not the walking AP Style Book nor a person who even majored in journalism. But I love, love, love being an adviser of a publication, and I know how to do that fairly well," she said. "I want to tell other advisers and students how to love their publications and their journalism family. I can do this by sessions that speak to organization, experience, and longevity."

– Collyn Taylor, SIPA student assistant

**SIPA**  
**ENDOWMENT**  
**SPEAKERS**

**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)

## 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 2, 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>

## Endowment Committee

Karen Flowers, chair (South Carolina)  
Marilyn Chapman (South Carolina)  
Beth Dickey (South Carolina)  
Chris Floore (Georgia)  
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)

## 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 Jody Bible** (mother of Donna Johnson, friend of SIPA)  
**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 Ellis Douglass** (mother of Kay Phillips)  
**Leland Douglass** (father of Kay Phillips)  
**DeDe Fitts** (husband of Beth Fitts)  
**Richard Fitz** (former adviser of *The Haliscope*)  
**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 Deibel)  
**Mr. & Mrs. James Perry Locklear** (parents of J. Grady Locklear)  
**Marvin McClam** (father of Erin McClam)  
**Logan McCombs** (son of Shawn & Stella McCombs)  
**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)  
**Renee Ragsdale** (mother of David Ragsdale)  
**O.W. (Tom) Riegel** (former SIPA director)  
**Edith Robertson** (grandmother of Leslie Dennis)  
**Flip Schulke** (professional photographer)  
**Dr. Al Scroggins** (dean and SIPA 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)  
**Pert Wall** (friend of Sylvia Daughtry-Brown)  
**Doris Whalen** (mother of Rich Whalen)  
**Francis John Wuzzardo** (father of Kevin Wuzzardo)  
**David S. Yoakley** (father 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  
Elizabeth B. Dickey  
Gary Dickey  
Karen H. Flowers  
Melanie Huynh-Duc & Northwest Horizons staff  
Irmo HS Stinger Staff, 1999-2000  
Pat Jackson  
Debbie Jacobs  
Valentina & Sergei Korol  
Susan Morton Leonard  
Chris McDonald  
Martha Rothwell  
Becky Starnes

## 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  
Shirley Moravec  
Lori Oglesbee  
Betsy Owen  
Kay Phillips  
Herb Sirota  
Bruce Watterson

# SIPA Endowment

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## Lifetime Members \$500

Note: Lifetime memberships go with the adviser when he or she moves schools.

Diana Adams  
Yvonne Allen  
Robert Atwood  
Louisa Avery  
Vanessa Bump  
Phillip Caston  
Erin Coggins  
Brian Cole  
Sylvia Daughtry  
Lisa Dean  
Karen H. Flowers  
Coni Grebel  
Steve Hanf  
Heather Hanks  
Erinn Harris  
Tara Hays  
Tressie Hays  
Ken Henderson  
Valerie Kibler  
Steve Lindgren  
J. Grady Locklear  
Deanna Martin  
Deborah Mayer  
Chris McDonald  
Rik McNeill  
Amy Medlock-Greene  
Melanie Menefee  
Lance Morrison  
Betty Morton  
Lori Oglesbee  
Betsy Owen  
David Ragsdale  
Shawn Risener  
Martha Rothwell  
Albert T. Scroggins  
Michelle Sisson  
Greg Spoon  
Stephanie Stone  
Beth Ward  
Chris Waugaman  
David Webb  
Rae Weinstein

## Ola HS newspaper receives 2016 technology grant

In September, the SIPA Endowment awarded its third annual technology grant to the *Hoof Print* at Ola High School in McDonough, Georgia.

"There was a lot of cheering," Lori Vincent, *Hoof Print* adviser, said. "The lady next door came over to find out who won the lottery! And it wasn't formal. I just kind of blurted it out (to my staff). I didn't even finish reading the email."

Each year, SIPA's Endowment awards \$500 to a high school journalism program in need of enhancing its technology. With the grant money, Vincent and the staff of the *Hoof Print*, a print and online news outlet, bought a second camera.

"It is important to get different vantage points to capture events as they happen," Vincent said. "Most of all, it gives us options and flexibility that we didn't have before. I have students who are interested in competing in photography contests and media package contests. I think this will give them more opportunities to be recognized for the work they do."

Several *Hoof Print* staff members earned individual writing awards at the 2016 SIPA Convention.

Ola HS joins a list of grant recipients that includes Sparkman HS (Harvest, Alabama) and Wellington HS (Wellington, Florida). The *Hoof Print* is the youngest publication to receive the award.

SIPA's Endowment awards the grant annually with winners selected through an application process ending May 1. Winners are announced by Sept. 1.

"We have seen the prevalence of and the need for this type of outreach," Leslie Dennis, director of scholastic media organizations, said. "As journalism and the way people consume media changes, the needs of scholastic media programs change as well. Equipment, both software and hardware, advance so quickly and the programs SIPA represents want to stay relevant and up to date. There are free and inexpensive ways to maintain and keep up but sometimes you have to invest. SIPA wants to help programs when they have to make that investment and keep our students on a level playing field with their journalism peers."

Vincent will speak at the convention about how the grant helped her staff cover news at her school.

- Collyn Taylor, SIPA student assistant

## APPLY FOR THE 2017 SIPA ENDOWMENT TECHNOLOGY GRANT!

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### HOW MUCH:

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### DEADLINE:

May 5

### TO WHOM:

SIPA member

### FOR WHAT:

software  
or hardware

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# Awards, scholarships & contests

## SCHOLARSHIPS

### J. Grady Locklear Scholarship

The J. Grady Locklear **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 2017 convention.
5. The student or his/her publication must be a member of SIPA.

### Col. C. E. Savedge Scholarship

The Col. C.E. **yearbook** 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 2017 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 2016 convention.

**The 2016 winner was Cole Lowery, Summerville HS (Summerville, South Carolina).**

### 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 2017 convention.

**The 2016 winner was Ashley Soriano, OIa HS (McDonough, Georgia).**

### Col. C. E. Savedge Fellowship

Fellowships will provide registrations for the Carolina Journalism Institute. Publication advisers who have never attended CJJ 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.

### 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.

**Jose Otero, yearbook representative in Florida, received the award in 2016.**

### 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.

**The *Crimson Crier* staff at Sparkman HS (Alabama) received the award in 2016.**

### 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 2017 SIPA Convention.

The 2016 winners were

#### Broadcast

**Wave TV, Summerville HS (Summerville, South Carolina)**

#### Magazine

***Iliad*, Clarke Central HS (Athens, Georgia)**

#### Newspaper

***Odyssey*, Clarke Central HS (Athens, Georgia)**

#### Online

***ODYSEY*online, Clarke Central HS (Athens, Georgia)**

#### Yearbook

***Westwind*, West Henderson HS (Hendersonville, North Carolina)**

## CONTESTS

### Broadcast Individual Anchor Contest

Students will write a script from copy provided and read the script on camera.

The 2016 winners were

#### Best Anchor

**Gracyn Ashmore, Oxford HS (Mississippi)**

#### First runner-up

**Betsy Bullock, Summerville HS (South Carolina)**

### Broadcast On-the-Spot Feature Contest

Teams conduct interviews, shoot footage, edit footage and complete a three-minute feature package.

The 2016 winners for

#### Best Storytelling

**Ally Patterson and Julian Masters  
The Buzz TV, Fort Mill HS  
(Fort Mill, South Carolina)**

#### Best Videography

**Jennifer Finnegan and Journey Rucker  
The Buzz TV, Fort Mill HS  
(Fort Mill, South Carolina)**

#### Best Overall

**Mark Maddaloni and Mairin Noonan  
Tribe Talk, Wando HS  
(Mt. Pleasant, South Carolina)**

### SIPA Journalism 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 2016 champion was Clarke Central HS (Athens, Georgia).**

### Team On-site Production (TOP)

This contest is open to newspaper and yearbook students. During the convention, they conduct interviews, then write, edit and design pages Saturday afternoon.

The 2016 winners were

#### NP Design

**Jekima Hibbert, Braelyn Diamond, Alex Brooks & Haley Loranger, *The Cavalier*, Richland Northeast HS (Columbia, South Carolina)**

#### NP Writing

**Erin Slowey, Bhavani Srinivas, Rebecca Taube & Courtney Young, *Tribal Tribune*, Wando HS (Mt. Pleasant, South Carolina)**

#### NP Overall

**Lindsay Long, Robert Sawyer, Maddie Mason & Abby Beauregard, *The Renaissance*, Dutch Fork HS (Irmo, South Carolina)**

#### YB Copy

**Allison Killinger, Lesley Lobo, Robert Brook & Chandni Amin, *The Archive*, Richland Northeast HS (Columbia, South Carolina)**

#### YB Design

**Des Armstrong, Abbey Byrd, Millie Chantepie & Brooke Fletcher, *Legend*, Wando HS (Mt. Pleasant, South Carolina)**

#### YB Overall

**Morgan Gates, Emma Strickland, Farley Wickre & Nina Holly, *Shorelines*, First Flight HS (Kill Devil Hills, North Carolina)**

# Distinguished Service Awards

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

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## 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 (15-17)
- Mary Morrow, St. Clair County HS (15-17)

### Arkansas:

- Beth Shull, Pulaski Academy, (15-17)

### Florida:

- Louisa Avery, H.B. Plant HS (16-18)
- Margaret Trautwein, Countryside HS (16-18)

### Georgia:

- Jon Reese, Decatur HS (15-17)
- Lori Vincent, Ola HS (15-17)

### Mississippi:

- Lee Mullen, Oxford HS (16-18)

### North Carolina:

- Adrienne Hollifield, Charles D. Owen HS (15-17)
- Melanie Huynh-Duc, Northwest Guilford HS (15-17)

### South Carolina:

- A.J. Chambers, Richland Northeast HS (15-17)
- Justin Fabiano, Stratford HS (16-18)
- Deborah Gascon, Dutch Fork HS (15-17)
- Beth Swann, Nation Ford HS (15-17)

### Texas:

- Melonie Menefee, Buffalo HS (15-17)

### Virginia:

- Charlotte Wood, Albemarle HS (16-18)

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## 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

### CJI Liaison:

David Ragsdale, Clarke Central HS, Georgia

### President:

Sara Goodie, Clarke Central HS, Georgia

### Vice President:

Sam Aaron, Dutch Fork HS, South Carolina

### Members-at-Large:

Allison Killinger, Richland Northeast HS, South Carolina, and Sophie Winnick, Wando HS, South Carolina

### Appointed Members

- Nina Brook, Richland Northeast HS, South Carolina
- Mary Kay Downes, Chantilly HS, Virginia
- Brenda Gorsuch, West Henderson HS, North Carolina
- Coni Grebel, Lee County HS, Georgia
- Steve Hanf, First Flight HS, North Carolina
- Erinn Harris, Thomas Jefferson HS for Technology & Science, Virginia
- Mary Inglis, Wellington HS, Florida
- Valerie Kibler, Harrisonburg HS, Virginia
- Shawntell Pace, Wando HS, South Carolina
- Meghan Percival, McLean HS, Virginia
- Jenny Proctor, Lugoff-Elgin HS, South Carolina
- Lori Reaser, Albemarle HS, Virginia
- 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
- Roxanna Gandia, GSPA director
- Monica Hill, NCSMA director
- R.J. Morgan, MSPA director
- Mark Murray, Arlington ISD, Texas

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## Convention staff

### Leslie Dennis

SIPA executive director

### Justin Brouckaert

Scholastic media assistant

### Karie Grace Duncan

SIPA student assistant and student officer coordinator

### Claire Lewis

SIPA student assistant and auction coordinator

### Cole Lowery

SIPA student assistant

### John Romanski

SIPA student assistant

### Collyn Taylor

SIPA student assistant

### Michaela Baker

SIPA volunteer, Columbia, S.C.

### Ashley Ellison

SIPA volunteer, Seneca, S.C.

### Dr. Andrea Tanner

USC School of Journalism and Mass Communications director

### Charles Bierbauer

USC College of Information and Communications dean

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