2014 SIPA Pre-Convention Planning Guide

#NoFilter

"Don't speak unless you can improve the silence."
- Jorge Luis Borges

improve the silence.
february 28 - march 2, 2014

What you need to know...

When:
 February 28 - March 2, 2014
       Pre-convention sessions begin @ 1 p.m. at USC School of
         Journalism – directions will be sent out after registration
       Convention registration begins @ 3 p.m. in Marriott Atrium
       Convention opening ceremony begins @ 7:30 p.m. in Marriott Ballroom
 Early-bird registration deadline – Feb. 7, 2014
 PRE-CONVENTION WORKSHOPS TO BE ANNOUNCED IN JANUARY

Where:
 Marriott Hotel, Downtown Columbia, S.C., Main and Hampton Streets

How much:
 Registration costs
    $75 full early-bird registration by Feb. 7
    $85 full registration after Feb. 7
    $50 day registration (restricted to 60-mile radius from Columbia, S.C.) – banquet not included
    Minivan Registration – Advisers bringing 7 or more students may register free
 Hotel cost & reservations
  To make reservations fill out the form on page 13 and follow the directions. The
  cost of the hotel room is $138 per night plus 11 percent tax for up to four people.

Contest must knows:
 Carry-in Contest Instructions – page 3
 Online Carry-in Contest Categories – page 4 & 5
 Grammar Guru Challenge – page 11

Forms to download:
 Awards – http://sipa.sc.edu/awards.html
 Scholarships – http://sipa.sc.edu/scholarships.html
 Student Officer Nomination – http://sipa.sc.edu/officers.html

Online/Social Media:
 Facebook – Southern Interscholastic PressAssociation
 Twitter – @SIPAatUSC
 Twitter hashtags – #sipa2014
 Convention website – http://sipa.sc.edu/con.html
 Email – schopres@mailbox.sc.edu

Carry-In Contest Instructions
entry fee: $5 per entry

no more poster board!!

ELIGIBILITY REQUIREMENTS:
• All entries must be from the 2013-2014 school year.
• Publications must be SIPA members.
• Adviser & one paying student must be present at the convention.
Entries will be disqualified if they do not meet the established criteria.

ENTRY PREPARATION AND SUBMISSION:
These new submission guidelines are to save you money, time, space and a little bit of sanity!

All entries EXCEPT broadcast and online –
• Save and burn to **ONE** CD or DVD. You will turn this disk in at the registration desk when you register.
• Save as PDFs **ONLY**. You may save photographs as JPGs or TIFFs.
• Name files as follows: **CATEGORY NAME_SCHOOL INITIALS_ADVISER'S INITIALS**. Example: if you enter the Newspaper Front Page and you are with Carolina Forest HS, the file should be saved as **NF_CFHS_MA.PDF**
• On the disk you hand in, include a composite list of all entries (saved as COMPOSITE LIST). This composite list can be downloaded from the convention website or you can create your own list of entrants (example of form on page 7). On the list include your school name, publication name and the name of the student responsible for each entry. Save this list as a **WORD DOC** or a **PDF**.

*Make sure you test the disk and files on a computer other than the one you saved on to make sure the files open before bringing it to the convention.

Broadcast Entries – upload to VIMEO.COM a WEEK BEFORE THE CONVENTION, FEBRUARY 21
Make sure your entries are WEB-FRIENDLY SIZE before uploading to VIMEO
• Create a vimeo account for your school's publication at vimeo.com – Ex: FMHS BuzzTV
• Follow the SIPA account at vimeo.com/sipaatusc
• Click the 'upload' option at the top of the page
• Click 'choose a video to upload'
• Select the file that you would like to upload
• Click 'upload selected videos'
• Complete the Basic Info for your video and title it as follows: Category_SchoolName_ YourName
   Ex: BR_FortMillHS_KarenLeslie
• Email a composite list of your entries to schopres@mailbox.sc.edu or dennislc@mailbox.sc.edu. This composite list can be downloaded from the convention website or you can create your own list of entrants (example of form on page 8). On the list include your school name, publication name and the name of the student responsible for each entry. Save this list as a **WORD DOC** or a **PDF**.

Online entries –
• Download the **ONLINE ENTRY FORM,** which is a PDF on which you can write, at **http://sipa.sc.edu/carryin.html**
• Fill in the name(s) of the student(s) responsible for the entry and the URL where the entry can be found. **MAKE SURE TO PUT THE COMPLETE URL.**
• Test the URL so that the judges will not have any trouble when they click on the PDF.
• Save this entry form on the same disk as your other carry-in entries.

Test the PDF before you submit the disk at the convention. If you have any issues with the PDF, please contact Leslie beforehand.
If you have ANY questions about the procedures, contact Leslie at 803-777-6284 or dennislc@mailbox.sc.edu ahead of time, and she will walk you through this. Plan ahead!

Online Carry-In Contest Category Descriptions

COMPUTER GRAPHICS: (OCG)
- Only original, student work may be submitted; all art must be generated on a computer.
- Judges will look at the graphic's ability to deliver its message in a clean, stimulating manner using an appropriate computer graphics program.

DIGITAL STORYTELLING: (ODS) Max length=Three (3) MINUTES
- Digital storytelling uses computer-based tools to tell stories. As with traditional storytelling, digital stories should focus on a specific topic and be told from a particular point of view. Digital stories mix images, music, narrative and voice together to provide in-depth of characters, situations, experiences and insights. Topics can range from the personal to historical events, from exploring life in one's community to the search for life in other corners of the universe, and literally, everything in between.

- **Content:** Do pictures, text, audio, etc. tell a story fully and help reader understand the theme and subject of the story? Are action verbs used? Is word choice careful and concise?

- **Pictures:** Are the pictures/graphics original, or are they used with permission? Are the pictures/graphics of high quality and bring about an emotional response in the viewer? Do the pictures of people focus on emotion? Are the graphics clear and help the viewer understand the theme of the photo story?

- **Audio:** Is music used royalty free? Is the audio clear and consistent – not high in one place and low in another?

- **Story Idea/Theme:** Is story's purpose clear? Is theme clear, creative and interesting?

FEATURES: (OF)
- Includes multi-media components.
- Longer stories are broken up with bullet-point lists of specific data and section headlines.
- Story provides hyperlinks to other relevant content that adds to the story.
- Headline, captions/cutlines and teasers are accurate and engaging.
- Features entertain or inform, or both.
- Features have human interest and bring an issue or a person to life.
- Feature stories are full of quotes from multiple sources.
- Leads are engaging, informative and concise.
- Features have relevance to the readers.
- Some types of features are
  1. personality
  2. historical – commemorating dates of important events, like the anniversary of a memorable event at your school, in the community, state, nation or world
  3. adventure – unusual or exciting experiences
  4. how-to – accomplish a task or skill
  5. occupation or hobby
  6. behind-the-scenes
  7. participatory (reporter experiences an event or situation)

NEWS: (ON)
- A news story must be relevant to readers – be about events or issues affecting their lives.
- Stories have news value: timeliness, proximity, prominence, significance, conflict and human interest.
- Because online stories should be updated regularly, news should be written in inverted pyramid with a **summary lead** – one sentence of 25-30 words answering who, what, when and where – and the remaining information should be arranged in descending order of importance so readers get the most important information first.
- Direct and indirect quotes should demonstrate interviewing skills.
- Information should be accurate and balanced.
- Breaking news reports are updated as information comes in. A variety of media can be included: photos, graphics, text, audio, video and interactive elements

Online Carry-In Contest Category Descriptions

OPINION PIECES: (OOP)
May include **staff editorials** – unbylined because they are the voice of the staff – **personal columns**, **reviews** or **blogs** that adhere to the following journalistic standards:
- utilizes facts and figures thus showing research, not just personal thought,
- shows the writer's voice,
- uses clear, concrete details that show the reader what the writer has experienced or knows through research,
- has a universal idea/appeal,
- uses appropriate word choice for the tone of the piece,
- makes a point,
- makes the reader think.

Also may include photos, graphics, text, audio, video and interactive elements.

PHOTOGRAPHY: (OP)
- Any student-produced **single** photograph published online may be submitted for this category.
- Photographers should remember photo compositional elements such as rule of thirds, contrast, dominance, texture and overall impact of each print.
- Photos will be judged on technical quality as well as aesthetic value.

PHOTO GALLERY: (OPG)
- Gallery demonstrates photos are edited and only the best images are posted.
- Minimum of 10 images. (Could be 5 if we want to give them more chances.)
- Photos have captions/cutlines and photo credits.
- Navigation through gallery allows reader to jump to a specific image or view them as slideshow.

MULTIMEDIA SLIDESHOW: (MSS)
- Slideshow demonstrates photo editing and careful selection of images.
- Minimum of 10 images.
- Captions/cutlines and photo credits on all images.
- Navigation through slideshow allows reader to jump to a specific image or view them as slideshow.
- Sound accompanies – and matches – the images.

PODCAST: (PC)
The intent of the podcast should be clearly labeled for the listener.

This audio file can be
- an independent feature,
- contain additional material for a story,
- provide background information, or
- editorialize about specific events.

Content is original & clear message or purpose. Common production elements provide continuity, professional delivery and presentation are appropriate for the context & evidence of creativity in the script or production design.

Production/Audio Quality is clear; the voiceover does not compete with ambient sound or music and is appropriate for the subject matter. The volume is consistent.

SPORTS: (OS)
- A sports story must have relevance to your readers.
- Stories will have elements of timeliness, proximity, prominence, significance, conflict and human interest.
- Direct and indirect quotes should demonstrate interviewing skills.
- Information should be accurate and balanced.
- Breaking sports reports are updated as information comes in. A variety of media – which may include photos, graphics, text, audio, video and interactive elements – are used to report breaking news events.

VIDEO: (OV)
Maximum length=2:30 MINUTES
- Videos should support the telling of a news, sports or feature story; they should not be a stand-alone story.
- Must be original, shot by students, and should explain or tell a news, feature or sports story.
- Judges will look at video's originality, creativity and relevance to the subject at hand.

Carry-In Contest Categories

(instructions on page 3 and online category descriptions on page 4 & 5)

Advertising
- (AC) – Advertising, Color
- (ABW) – Advertising, Black and White

Art/Graphic/Illustration
- (AEC) – Editorial Cartoon
- (G) – Computer Graphic
- (I) – Illustration (including photo generation)
- (S) – Strip Cartoon

Broadcast
- (BA) – Anchor (30-60 seconds)
- (BC) – Public Service Announcement (30-60 seconds)
- (BG) – Graphics
- (BH) – Human Interest (2:30 max)
- (BN) – News Story (1:30 max)
- (BP) – Audio Podcast
- (BR) – Reporter (1:30 max)
- (BS) – Sports Coverage (1:30 max)
- (BV) – Videography (2:30 max)

Literary Magazine
- (MG) – Best Spread
- (MC) – Literary Magazine Cover

Newspaper/Newsmagazine
- (NF) – Newspaper Front Page
- (NMC) – Newsmagazine Front Page/Cover
- (NC) – Newspaper Centerspread
- (NE) – Newspaper Entertainment Page
- (NFP) – Newspaper Feature Page
- (NS) – Newspaper Sports Page
- (NOE) – Newspaper OP/ED Page
- (NHP) – Newspaper Headline Package

Online *NEW* – see previous page
- (OCG) – Computer Graphics
- (ODS) – Digital Storytelling (3:00 max)
- (OF) – Features
- (ON) – News
- (OOP) – Opinion pieces
- (OP) – Photography
- (OS) – Sports
- (OV) – Videography (2:30 max)

Photography
- (PA) – Academic
- (PC) – Club
- (PCS) – Computer Special Effects
- (PN) – News
- (PEP) – Environmental Portrait
- (PSE) – Special Effects in Camera
- (PPS) – Pictorial/Scenic
- (PS) – Sports
- (PSL) – Student Life

Recruitment/Public Relations
- (PR) – Recruitment Material/Package

Yearbook
- (YA) – Academic Spread
- (YAD) – Ad Spread
- (YC) – Club Spread
- (YP) – People Spread
- (YS) – Sports Spread
- (YSL) – Student Life Spread
- (YC) – Yearbook Cover
- (YH) – Yearbook Headline Package
- (YAC) – Yearbook Alternative Copy
- (YO) – Opening Spread
- (YSD) – Section Divider
- (YES) – End Sheet

Carry-In Contest Entry Form

School _____

Publication Name _____

Advertising

(AC)– Advertising, Color _____

(ABW)– Advertising, B&W _____

Art/Graphic/Illustration

(AEC)– Editorial Cartoon _____

(G)– Computer Graphic _____

(I) – Illustration _____

(S) – Strip Cartoon _____

Literary Magazine

(MG) – Best Spread _____

(MC)– Literary Magazine Cover _____

Newspaper/Newsmagazine

(NF)– Newspaper Front Page _____

(NMC) – Newsmagazine Front Page/Cover _____

_____

(NC) – Newspaper Centerspread _____

_____

(NE) – Newspaper Entertainment Page _____

_____

(NFP) – Newspaper Feature Page _____

_____

(NS) – Newspaper Sports Page _____

_____

(NOE) – Newspaper OP/ED Page _____

_____

(NHP) – Newspaper Headline Package _____

_____

Photography

(PA) – Academic _____

(PC) – Club _____

(PCS) – Computer Special Effects _____

_____

(PN) – News _____

(PEP)– Environmental Portrait _____

(PSE)– Special Effects in Camera _____

(PPS) – Pictorial/Scenic _____

(PS) – Sports _____

(PSL) – Student Life _____

Recruitment/Public Relations

(PR) – Recruitment Material/Package _____

_____

Yearbook

(YA) – Academic Spread _____

_____

(YAD) – Ad Spread _____

_____

(YC) – Club Spread _____

_____

(YP) – People Spread _____

_____

(YS) – Sports Spread _____

_____

(YSL) – Student Life Spread _____

_____

(YC) – Yearbook Cover _____

_____

(YH) – Yearbook Headline Package _____

_____

(YAC) – Yearbook Alternative Copy _____

_____

(YO) – Opening Spread _____

_____

(YSD) – Section Divider _____

_____

(YES) – End Sheet _____

_____

Broadcast Carry-In Contest Entry Form

School _____

Program/Website Name _____

Broadcast

(BA) – Anchor _____

(BC) – Public Service Announcement _____

(BG) – Graphics _____

(BH) – Human Interest _____

(BN) – News Story _____

(BP) – Audio Podcast _____

(BR) – Reporter _____

(BS) – Sports Coverage _____

(BV) – Videography _____

Online Carry-In Contest Entry Form

School _____

(OCG) – Computer Graphics

  Student(s) Name(s) _____

  URL _____

(ODS) – Digital Storytelling

  Student(s) Name(s) _____

  URL _____

(OF) – Features

  Student(s) Name(s) _____

  URL _____

(MMS) – Multimedia Slideshow

  Student(s) Name(s) _____

  URL _____

(ON) – News

  Student(s) Name(s) _____

  URL _____

(OOP) – Opinion pieces

  Student(s) Name(s) _____

  URL _____

(OPG) – Photo Gallery

  Student(s) Name(s) _____

  URL _____

(OP) – Photography

  Student(s) Name(s) _____

  URL _____

(PC) – Podcast

  Student(s) Name(s) _____

  URL _____

(OS)– Sports

  Student(s) Name(s) _____

  URL _____

(OV) – Videography

  Student(s) Name(s) _____

  URL _____

Convention On-the-Spot Contests

Broadcast Individual Anchor Contest
(ENTRY FEE: $10 per person)
Each school may enter up to two students. The student will write a script from copy provided then the student will read the script on camera. Dress appropriately.

Broadcast Team Onsite Production (TOP)
(ENTRY FEE: $20 per team)
Each school may have a team of two students. Competing teams will receive the contest topic Friday night and will conduct interviews and shoot footage from the opening until the timed portion of the contest begins. They will finalize their scripts, edit footage and complete feature package from 1:30-4:30 p.m. on Saturday. Teams must furnish their own equipment to produce a three-minute story in the form of Quicktime or Windows Media movie burned to a CD. If this is not possible, entry may be submitted on DVDs.

Newspaper & Yearbook Team Onsite Production (TOP)
(ENTRY FEE: $25 per team)
These contests are open to yearbook and newspaper students. Students will interview, write, edit and design pages Saturday from 1:30-4:30 p.m. Work will be judged Saturday night by a panel of journalism experts. Contest participants will be accepted on a first-come basis through online registration. Each school may register one newspaper team and/or one yearbook team of four students. Teams will need laptops with Word and Acrobat Reader. Teams will be provided a Mac Computer with InDesign, Photoshop and Illustrator for designing their entry. Contest materials will be given to teams at registration on Friday. Entries must be turned in as a PDF. Only images and background information provided by SIPA may be used. Monitors will check as students enter the room to ensure spreads are blank, with only folios on the page. Failure to comply with guidelines will result in immediate disqualification.

Quiz Bowl
(ENTRY FEE: $20 per team)
Based on the high school version of the Academic Quiz Bowl, the SIPA contest stresses information about journalism and current events only. Schools may enter two four-person teams when they register online for the convention. Teams from online, newspaper, yearbook, broadcast or literary magazine staffs will take written tests Friday night and the top eight teams will compete in lightning rounds about current events, history and general knowledge of journalistic information, journalism terms, questions about laws pertaining to the media, and journalism style on Saturday afternoon and Sunday morning. Study guides are available online.

Review Writing Contest
(ENTRY FEE: $10 per person)
Participants will learn review writing techniques and write a review on a topic announced at the convention Saturday from 2-4:30 p.m.

Grammar Guru Challenge

Grammar is often viewed by high school students as an outdated subject, learned only by completing monotonous written exercises on a dusty chalkboard. However, at this year's SIPA Convention, students will have the opportunity to engage in interactive technology and have fun with grammar by participating in the first Grammar Guru Challenge.

The Challenge was created by SIPA members Kay Phillips, Martha Rothwell and Amy Medlock-Greene. After years of teaching grammar seminars, they wanted to offer convention attendees the chance to take part in an interactive grammar session. The idea of the challenge is to show students not only that grammar is still important, but that learning it can actually be an enjoyable experience.

Even in today's technology-centered world, students must still have a firm grasp of correct grammar and style to be effective writers and communicators. The ability to write clearly and effectively is key for all students, but especially scholastic journalism students interested in pursuing a career in professional communications.

"We just want students to enjoy grammar and use it to have more fun with journalism," said Kay Phillips, former North Carolina Scholastic Media Association director. "I think when you have a grasp of grammar, you're much more free to speak and to write."

The challenge will involve three sessions over the course of the weekend. At the end of the final session, students will take a 100 question multiple choice test on grammar, AP style and spelling. Students do not have to participate in all three sessions of the weekend to take the final challenge.

At the closing ceremony Sunday morning, the top scorers of the test will receive recognition as SIPA Grammar Gurus.

Students do not already have to be "grammar gurus" to participate in one or more of the sessions. Participants will be able to engage in social media during the first session on Friday night by tweeting photos of the grammar mistakes they encounter. During this session, participants will also be asked to use the online program Poll Everywhere to answer multiple choice grammar questions with text responses.

"We're trying to merge new technology with the teaching of grammar," said Martha Rothwell, JEA mentor and former South Iredell (N.C.) adviser. "With programs like Poll Everywhere, we can use technology to give us teachable moments. Grammar itself doesn't necessarily have to be fun, but teaching it and learning it can be."
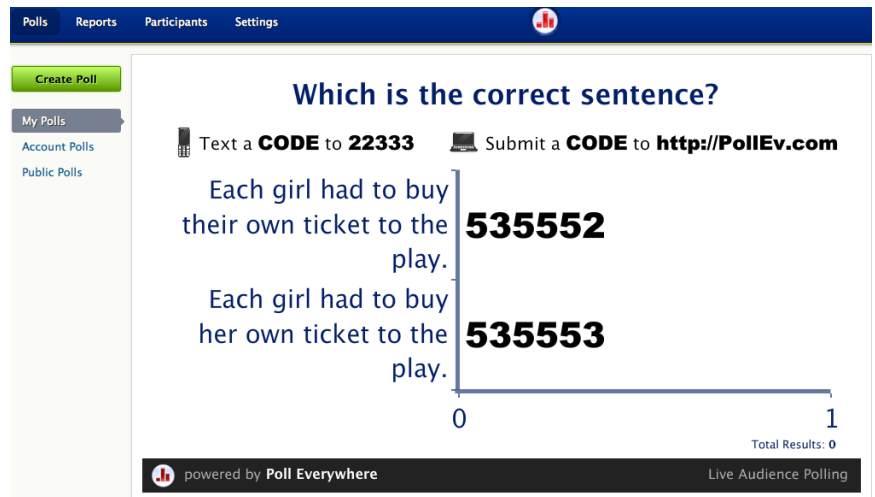
We are giving you all
access to:

sipa's got talent

talent show

Friday Night
after the ice
cream social

Individual or staff acts!

WIN A PRIZE!

'Pre-Registration is required
Bring any music or supplies needed. Each act will have a
3 minute window maximum.

the fourth annual sipa's got talent registration form

Please email this information to sipaofficers@gmail.com AND schopres@mailbox.sc.edu. SIPA student officers will be in charge of handling entries

School _____

Name of Publication _____

Adviser's name _____

City, State _____

Please check one: ☐ Individual Act   ☐ Staff Act

Individual name and grade _____
OR
Number of Participants in Staff Group _____

Name of Act and Description _____
_____
_____
_____
_____

What do you need from us? (mic, speakers, etc.) _____

*Please fill out a separate form for each act. Staffs are not limited to one individual act. All acts must be limited to three minutes. Bring any props and costumes for the act. SIPA is NOT liable for any theft, lost or damaged items, so please be careful and thoughtful of what you bring. Please make sure your act is school appropriate!

SIPA Convention & CJI Planning List

If you plan ahead and provide a payment plan, you & your staff can be attend SIPA's annual convention February 28-March 2, 2014, and/or SIPA's summer workshop, the Carolina Journalism Institute, June 25-29, 2014.

USE THE FOLLOWING TO HELP YOU PLAN.
TOTAL COSTS:
SIPA Convention
• Room for **TWO** nights: $306.36 (includes tax)/4 per room = $76.59
• Convention Registration = $75 (students); $85 (advisers); $0 (advisers with 10+ students/guest speakers & judges)
• Carry-in contests and on-site competitions are extra.

Transportation = $ _____

Misc expenses = $ _____

Total cost per student to attend SIPA convention = $151.59 (not including transportation and contests/competitions)

CJI
• Room for FOUR nights: 4 students per room=$120 ($30 per night); 3 per room=$160; 2 per room=$225; single room=$425
• CJI Registration = $225 (earlybird)
• Lab fee for design and video classes is $25 extra.

Transportation = $ _____

Misc expenses = $ _____

Total cost per student to attend CJI = $345 (in quad occupancy & not including transportation, food and lab fee)

COST FOR ONE STUDENT TO ATTEND SIPA & CJI (not including transportation, miscellaneous expenses and contest/lab fees) = $496.59

PAYMENT PLAN – Set up a payment plan with a deposit, after you adjust for transportation and other costs, so students can pay throughout the school year instead of one large sum. If a student comes to both SIPA and CJI and has a six-month payment plan, he/she will pay less than $100 a month!