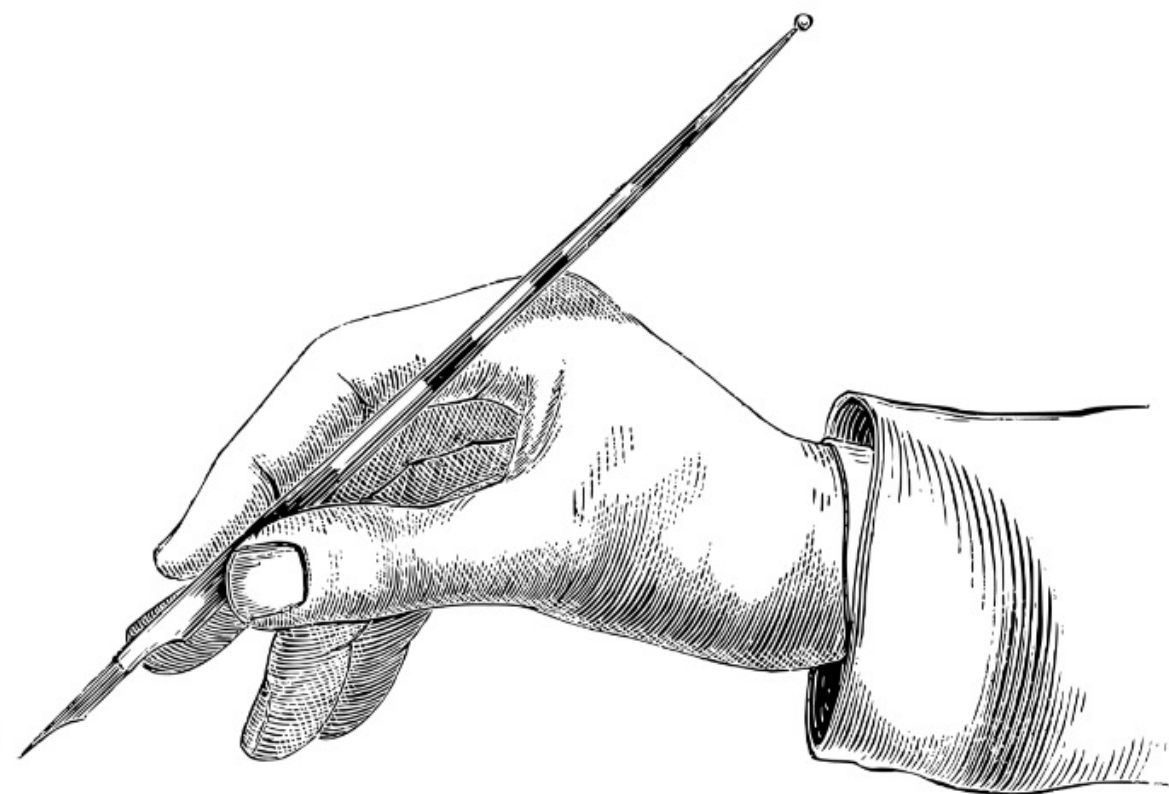


100th Anniversary



SIPA CONVENTION

Anna Hirst, Grace Mills, Riley Mitchell, Blaire Vaughn

MEET THE TEAM



ANNA HIRST
PUBLIC
RELATIONS &
Psychology
Chevy Chase, MD



GRACE MILLS
PUBLIC
RELATIONS &
Sports Media
Orinda, CA



RILEY MITCHELL
PUBLIC
RELATIONS &
POLITICAL
SCIENCE
Columbia, SC



BLAIRE VAUGHN
Public Relations &
Speech Communications
Aiken, SC

“

**TO SECURE JOURNALISM’S FUTURE AND
SIPA’S SUSTAINABILITY THROUGH THE
ANNUAL CONVENTION.**

OVERVIEW



RESEARCH PLAN

GOAL:

Understand how our audience gets their information and their online habits.

METHODOLOGY:

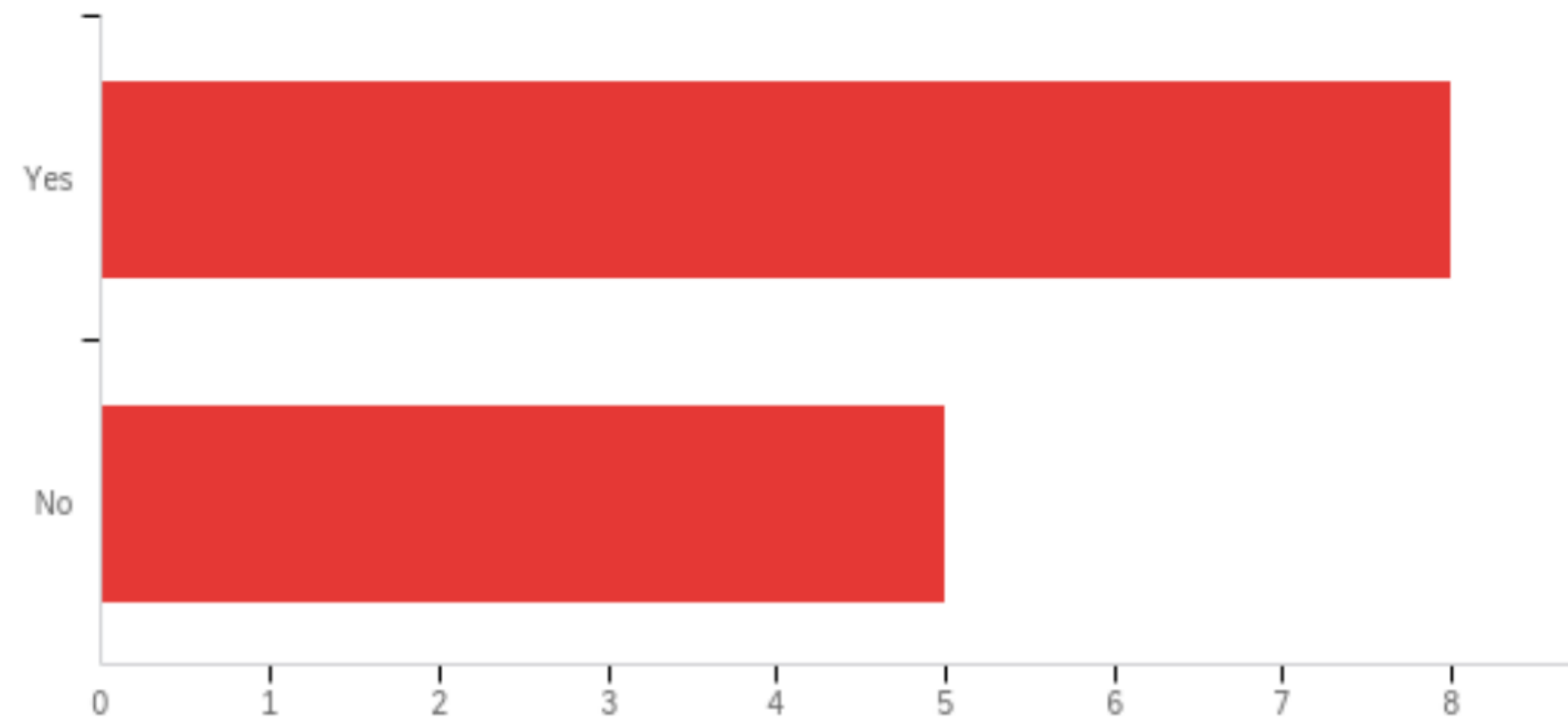
Online survey administered through Qualtrics.

SAMPLE:

We distributed the survey to high school students and advisers.

KEY FINDINGS

Q4 - Have you previously attended a SIPA event?



The majority of surveyed teachers have attended a SIPA event. This deems them qualified to comment on the upcoming convention.

KEY FINDINGS

Q7 - What would make your membership with SIPA more enjoyable?

What would make your membership with SIPA more enjoyable?

More members! There also used to be a publication with tge embers of contests, which I guess moved to schopress online. But inviting a member to add to a blog to help the rest of us out might be cool, or mentors for new teachers. JEA also does it, but not all SIPA members are JEA members, I think.

Nothing. I'm happy with it.

If I lived closer.

I think having a single-day workshop could be a great way to learn and connect before the convention. It would also be cool to have a virtual session (educational + time to meet other students) on tips for preparing for convention and contests.

Honestly unsure. I think that there are maybe some things that are probably done the way they are b/c "they've always been done that way" ...

More communication.

Nothing really.

Not sure.

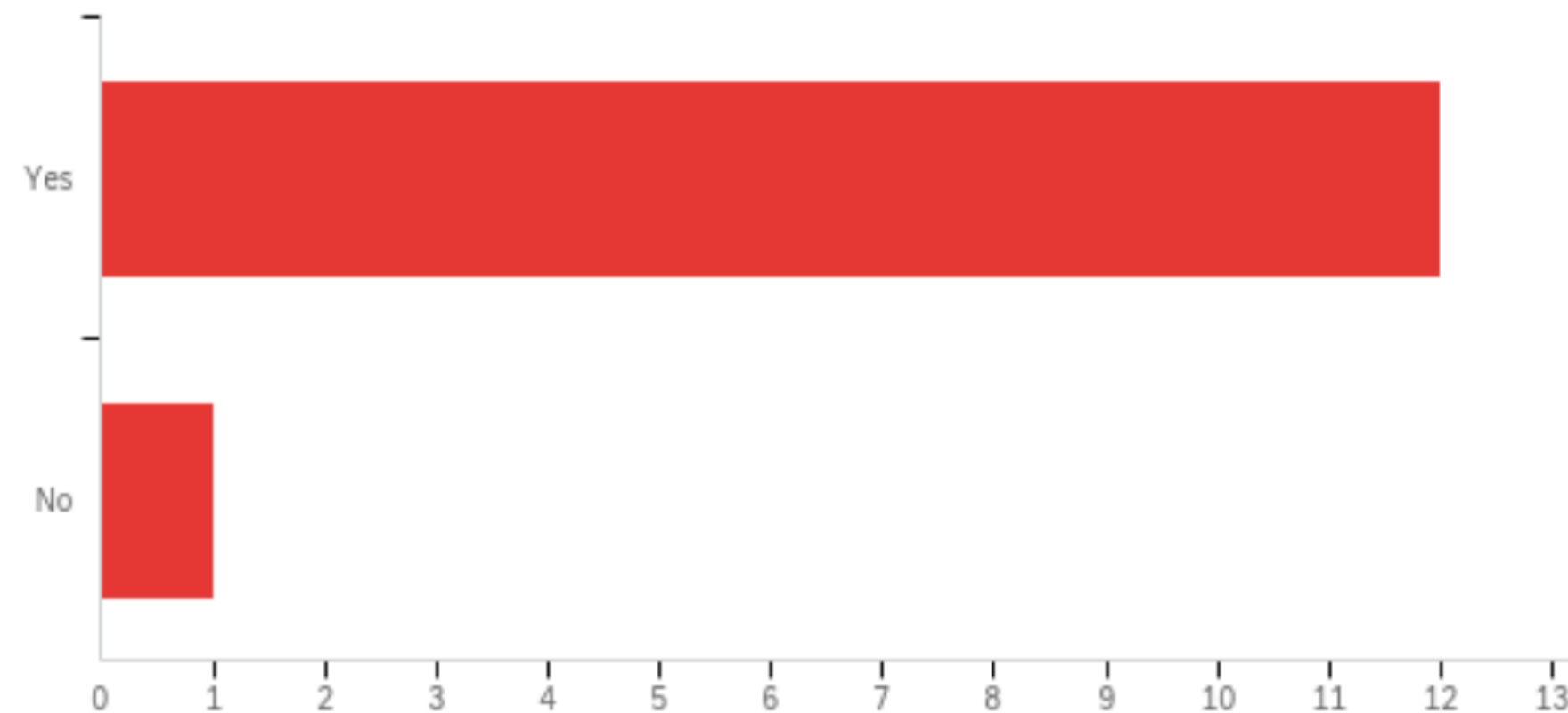
More organized and robust convention

More advisor events, more compeititons

While some teachers are happy with SIPA as is, others would like to see more members, increased communication, and more events.

KEY FINDINGS

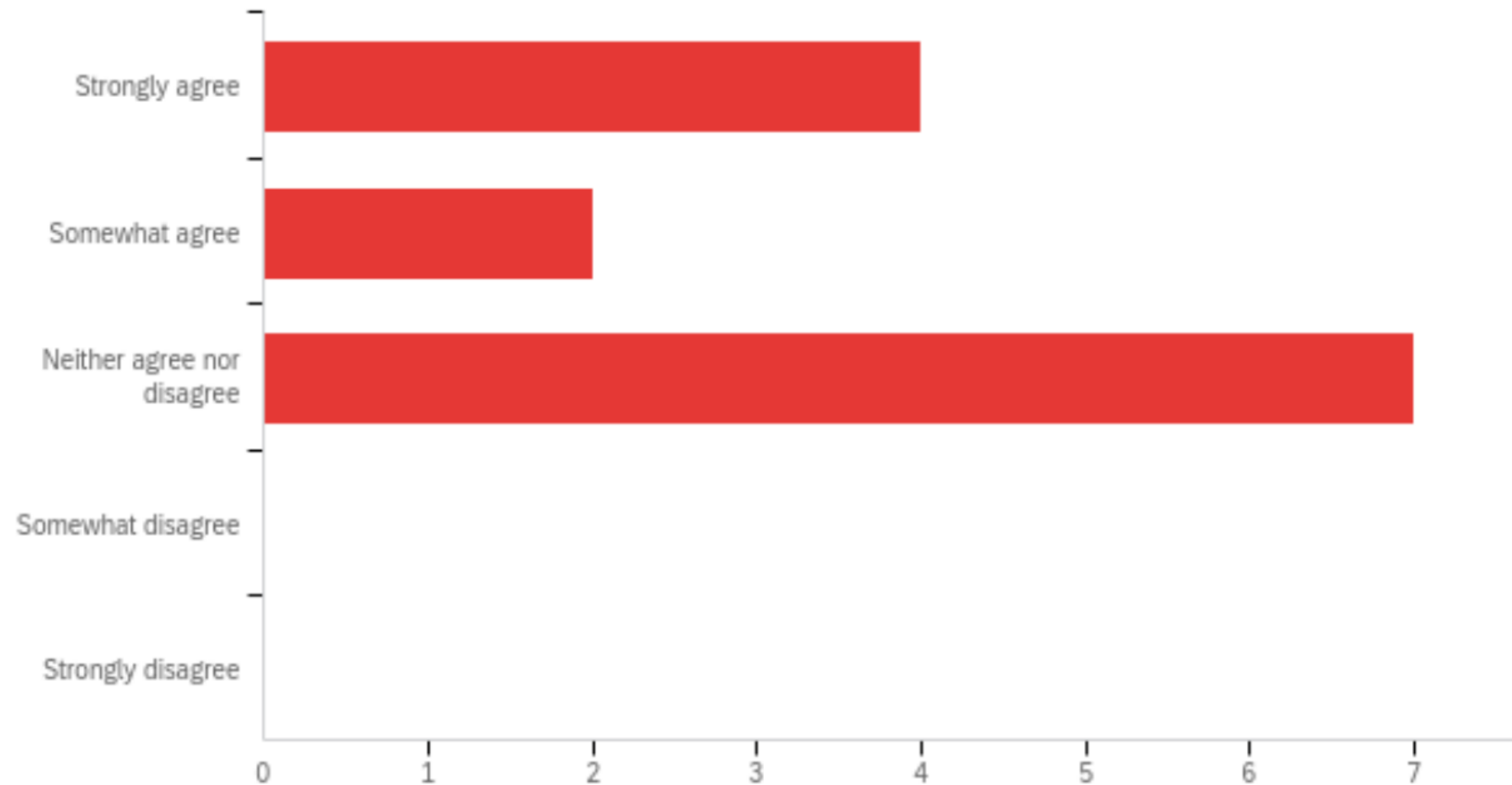
Q10 - Would you recommend SIPA to other teachers?



From these results, we can infer that SIPA is a valuable organization that teachers value. The attendance issue lies within factors separate from the value of the event.

KEY FINDINGS

Q18 - I would like to see more content from SIPA on Instagram.



Based on these findings, we will be targeting Instagram to promote the SIPA convention.

HIGH SCHOOL STUDENTS

- 1.) Have you previously attended a SIPA event?
- 2.) If yes, what event did you attend?
- 3.) Would you like to attend multiple smaller events SIPA offers throughout the year?
- 4.) Would you like to see more information about SIPA at your school?

FACULTY & ADVISERS

- 1.) Have you previously attended a SIPA event?
- 2.) What would make your membership with SIPA more enjoyable?
- 3.) Would you recommend SIPA to other teachers?
- 4.) Would you like to see more content from SIPA on Instagram?

STRATEGIC PLAN

To increase to 500 the number of high school students at the SIPA annual convention in March 2024.

- **Audience:** Teachers and faculty in the school systems eligible for the SIPA convention.
- **Message:** The Southern Interscholastic Press Association is a nonprofit organization committed to helping students, advisers, and administrators cultivate high-quality student journalism programs.
- **Strategy:** Conduct outreach to the schools in the SIPA region to share information about the organization, the conference, and its potential benefits for students interested in any field related to journalism.

STRATEGIC PLAN

To increase by 25% the number of high school student followers on Instagram by January.

- **Audience:** High school students in the SIPA region ages 14-18
- **Message:** SIPA is an organization that can help propel high school students into university journalism programs, equipping them with the skills to succeed and furthering the future of journalism.
- **Strategy:** Conduct social media outreach to gain followers and increase interest in the organization and the convention.

STRATEGIC PLAN

To increase by 25% student participation in scholastic competitions at the SIPA convention.

- **Audience:** High school students and faculty in the SIPA region.
- **Message:** Scholastic competitions allow students to have their work reviewed by journalism professionals. The awards from the competition give school students a jump start on creating their resumes and allow them to stand out while striving for career opportunities.
- **Strategy:** Use Instagram, to spread why the competitions, awards and scholarships matter to encourage students to create and submit high-quality work.

STRATEGIC PLAN

To gain 3 sponsors/donors for the SIPA convention event to provide funding for scholarships to award recipients or in-kind donations for the event.

- **Audience:** Journalism professionals and companies in the SIPA region.
- **Message:** Supporting the future profession of journalism is essential, and aspiring students need to see support from those currently in the field.
- **Strategy:** Conduct outreach to journalists and media companies in the SIPA region to encourage them to make a donation.

TEACHER &
ADVISER
PRESENTATION

2024
SIPA
Convention



OWNED

TEACHER & ADVISER PRESENTATION

Scholastic Competitions

Students attending the convention have the opportunity to compete for scholarships and awards. Team fees range from \$20-\$30. Individual fees vary from \$10-\$20!



Literary-Arts Magazine TOP
News & Yearbook TOP
Online Media TOP



Photography TOP
Quiz Bowl
Anchor Contest

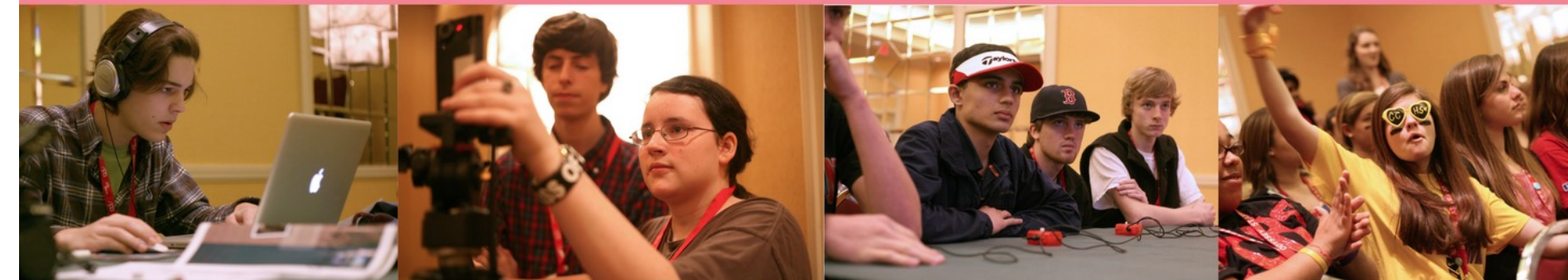


Best of Show in SIPA
Broadcast TOP
Review Writing Contest

SIPA's Mission *& why we want you to be involved*



One hundred years of SIPA journalism work is something to celebrate! Our organization has a century of expertise in helping students like YOU pursue their passions in journalism. The future of this field is ever evolving and changing. The only way we secure the abundant future of journalism is when we work **TOGETHER!**



CONVENTION FACT PACKET

SIPA 2024

Convention Competition & Awards Guide

Process OVER Product

March 7-9

Southern Interscholastic Press Association
<http://sipa.sc.edu> • p: 803.777.6146 • e: NMBROOK@mailbox.sc.edu

What you need to know...

WHERE:

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

WHEN:

- ★ March 7-9, 2024
 - Convention registration begins @ 3 p.m. Friday in Marriott Atrium
 - Convention opening ceremony begins @ 7:30 p.m. Friday in Marriott Ballroom
- ★ Hotel deadline - Feb. 11, 2024
- ★ Registration deadline - Feb. 24, 2024

HOW MUCH:

- ★ Registration costs
 - \$80 early-bird registration
 - \$ 50-day registration (restricted to a 60-mile radius from Columbia, S.C.) - Saturday only
 - Free registration - Advisers bringing 7 or more students
 - \$30 chaperone banquet fee
 - \$15 per pre-convention attendee (four-workshops taking place Friday 1-5 p.m.)
- ★ Hotel costs
 - \$158 plus tax per night - room with two double beds (can sleep four students) or with one king bed

OWNED

Convention Competitions

You will receive a materials list and instructions for contests after you register for the convention. Schools/publications can register as many teams per competition as they like. All work must be original and created for this competition (exception – Best of Show in SIPA & On-site critiques)

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

- ★ On Friday night, all teams get a shared topic for a literary-arts magazine spread. Students should interpret the topic uniquely, conducting interviews and taking photos. Follow instructions carefully
- ★ On Saturday from 1:30-4:30 p.m., write and edit a short story, essay, review, poem, or a mix of these. Also, create an artistic or photographic element and design a magazine spread.

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

- ★ On Friday night, all teams get a general topic for a newspaper or yearbook package. Each team chooses its own angle on the topic. Students conduct interviews and take photos until the timed contest starts on Saturday afternoon. Follow instructions carefully.
- ★ On Saturday from 1:30-4:30 p.m., write and edit a story, design a page or spread, and include at least one visual element (graphic, photo, illustration, etc.).

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

- ★ On Friday night, teams get a general topic for a multimedia package webpage. Each team chooses their angle on the topic. Students conduct interviews and take photos until the timed contest starts on Saturday afternoon. Follow instructions carefully.
- ★ On Saturday from 1:30-4:30 p.m., write and edit a story, and place elements on a webpage, including at least one interactive and one visual element.

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

- ★ On Friday night, teams get instructions and a topic to create an online photo essay. Each team interprets the topic uniquely. Students take photos until the timed contest starts on Saturday afternoon. Follow instructions carefully.
- ★ On Saturday from 1:30-4:30 p.m., finalize the photo portfolio by writing captions, editing photos, and creating the online photo essay. Each member should contribute at least four photos.

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

- ★ Staff can enter their program in the SIPA Best of Show competition without needing a qualifying critique score. This competition recognizes excellence among convention

attendees and on-site entries. The top three entries in each category will be acknowledged.

- ★ For broadcast programs, submit two shows, and for print publications, submit three issues from the past calendar year. Literary magazines, online publications, and yearbooks should submit their entire publication.

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

- ★ Sign up for a meeting time with a judge to review your publication. Email your program materials and bring any questions. Be positive and open-minded. Coaches will provide praise, encouragement, and advice on improving your program for your audience.

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

- ★ Students form teams and compete in quiz bowl-style rounds, answering questions about journalism standards, current events, civics, and pop culture.
- ★ On Saturday at 8 a.m., take a written test with multiple-choice and short-answer questions. The top eight teams qualify for the lightning rounds on Saturday afternoon and Sunday morning. The semi-final and final rounds lead to the closing awards ceremony on Sunday morning. Study guides are available on our Pinterest account (pinterest.com/sipaatusc).

Anchor Contest – FEE: \$10 per person

- ★ Write a 90-second script on current news events we provide for a high school audience. Read it from an anchor desk. Remember to pack camera-ready clothing and dress appropriately for Saturday afternoon.

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

- ★ On Friday night, teams get an overview of the topic and attend sessions for more clues. All teams share the same story topic but choose their own angle. Students interview and shoot footage from the opening ceremony until the timed contest starts on Saturday afternoon. Read instructions carefully.
- ★ On Saturday from 1:30-4:30 p.m., finalize scripts, edit footage, and complete the feature package in a computer lab at the School of Journalism and Mass Communications. Upload entries to VIMEO or YouTube for judging submission.

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

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

Scholarships

SIPA offers four scholarships for students who plan to attend college. Read the scholarship descriptions and some requirements below.

Col. C.E. Savedge Yearbook Scholarship

The USC School of Journalism and Mass Communications has established a scholarship for a yearbook staff member who plans to attend the USC School of Journalism and Mass Communications. The scholarship was first awarded at the 1992 convention. The winner must attend the convention.

Elizabeth B. Docket SIPA Scholarship

This scholarship is awarded by USC's School of Journalism and Mass Communications to an outstanding SIPA student at the annual convention. Recipients must attend the USC School of Journalism and Mass Communications and plan a career in journalism. The winner must attend the convention.

J. Grady Locklear Scholarship

The student recipient of the J. Grady Locklear Scholarship must be on a literary magazine staff and must attend the USC School of Journalism and Mass Communications. The winner must attend the convention.

Mary Y. Inglis Regional Scholarship

The SIPA Endowment Committee awards a \$500 scholarship 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 winner must attend the convention.

Individual Honors

SIPA honors advisers, administrators and other supporters of SIPA and scholastic journalism each year at the convention. SIPA members can nominate individuals for any of the following awards.

Col. C.E. Savedge Adviser Fellowship

One or two fellowships will be awarded in memory of Col. Savedge at each convention. Publications advisers who have never attended the Carolina Journalism Institute can win. The fellowship must be used to attend the Carolina Journalism Institute in June.

Dr. Kay Phillips Administrator of the Year Award

SIPA's first Principal of the Year Award was presented at the 1988 convention. Students or advisers nominate recipients and must nurture the principles of scholastic journalism. The winner should attend the convention.

Elizabeth B. Dickey Distinguished Service Awards

These awards recognize advisers, teachers, and friends of scholastic journalism who have contributed extraordinary amounts of time, talent, and energy to SIPA. See the form for award requirements.

Joseph W. Shoquist Freedom of the Press Award

SIPA's Freedom of the Press Award was initiated in 1989 to recognize an adviser using her First Amendment rights on the high school level. The award, named in honor of a former dean of the School of Journalism, will be given periodically when someone stands strongly for scholastic journalism.

Karen H. Flowers Outstanding Service Award


SIPA's Outstanding Service Award was awarded for the first time in 2010 as the New Friend of Scholastic Media Award. This award, renamed in honor of former director Karen Flowers, goes to an individual who is not in the classroom but who has significantly supported scholastic journalism.

OWNED

SOUTHERN

INTERSCHOLASTIC PRESS ASSOCIATION

2024 CONVENTION




OUR GOAL

SECURE JOURNALISM'S FUTURE AND SIPA'S SUSTAINABILITY THROUGH THE ANNUAL CONVENTION

THE CONVENTION

SIPA's annual convention is held the first weekend of March in Columbia, South Carolina. Students and advisors attend educational sessions taught by award-winning instructors.



WHY DONATE?

SUPPORTING THE FUTURE PROFESSION OF JOURNALISM IS IMPORTANT, AND ASPIRING STUDENTS NEED TO SEE SUPPORT FROM THOSE CURRENTLY IN THE FIELD.

How do I donate?

[HTTPS://GOFUND.ME/8E5FE195](https://gofund.me/8E5FE195)

MISSION AND PURPOSE

- Foster excellence in journalism education and student media in the Southern region of the U.S.
- We aim to provide a platform for students and educators to learn, collaborate, and enhance their skills in journalism
- We are committed to supporting the professional development of journalism educators. Workshops and sessions cover a range of topics, including the latest trends in journalism, media ethics, and technological advancements.

WHERE IS MY MONEY GOING?

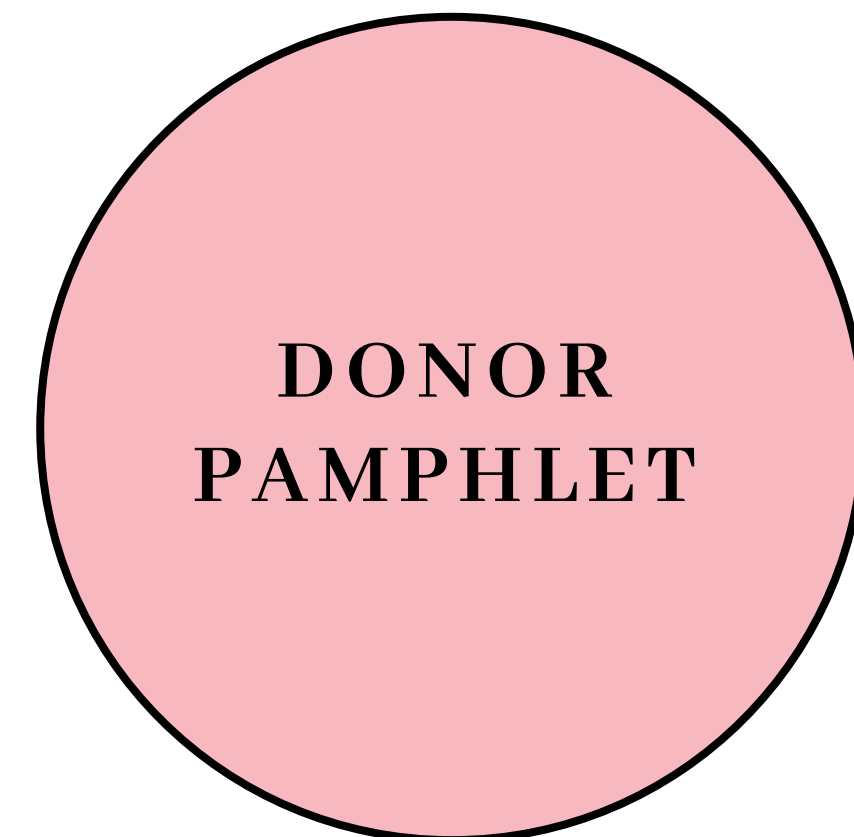
Gofundme proceeds are directly deposited in the SIPA non profit's account, where all proceeds are put towards the annual convention.

Costs Include: keynote speakers, venue rental, training sessions, and opportunities for students to showcase their work.






Process OVER Product

HELP US MAKE AN IMPACT



secure the future of journalism



  Blaire Vaughn is organizing this fundraiser to benefit Southern Interscholastic Press Association.  [Learn more](#)

Want to join us in making a difference? We're raising money to benefit the Southern Interscholastic Press Association, and any donation will help make an impact. Thank you in advance for contributing to this cause which means so much to us!
More information about Southern Interscholastic Press Association: Promote Journalism Education.

\$10,000 USD goal

Share

Donate now



Become the first supporter
Your donation matters

GoFundMe protects your donation

We guarantee you a full refund for up to a year in the rare case that fraud occurs. [See our GoFundMe Giving Guarantee.](#)

DONOR
WEBSITE

OWNED

MERCHANDISE



OWNED

CONVENTION FLYER

OWNED

SIPA

THE
SOUTHERN
INTERSCHOLASTIC
PRESS
ASSOCIATION

*"Enhancing the future
of journalism...
together."*

2024 CONVENTION DETAILS

The SIPA annual convention will be held on March 8-9, 2024 in Columbia, South Carolina.

Payment options vary. Speak with your advisor to plan your trip to the SIPA Convention!



OUR HISTORY

SIPA is entering its 100th year of serving journalism students and professionals. We offer membership packages and host an annual convention in Columbia, South Carolina.

CONVENTION

The annual SIPA convention is an opportunity for the journalism community and students to come together to network and learn from one another. The event will include bonding, healthy competition, and learning opportunities for everyone.

OUR VISION

SIPA's vision is to enhance and cultivate interest in journalism related fields through education and real-world experience opportunities. We are a network where students and professionals can unite.

OUR MISSION

Our mission is to encourage, educate and connect students to resources and mentors in their fields of interest. Overall, SIPA's goal is to grow the future of the journalism field.

WHY SIPA?



Over a century of expertise and journalism excellence to help students just like YOU succeed!

AMBASSADOR PAMPHLET

Enhance the Future of Journalism

The Southern Interscholastic Press Association is searching for high-achieving high school students who are interested in journalism or a related field. Student Ambassadors will use their personal social media platforms and their connections at their schools to engage students with SIPA, bolster convention attendance, and encourage career paths and college majors related to journalism.

Student Ambassadors will receive free merchandise, inside connections, and a stipend for their time spent working with SIPA.

Be an Ambassador!

Ambassadors are high school juniors and seniors who plan to study a journalism or media related field at a four year institution. Applicable members must be available to work tabling events and share SIPA related content on their personal social media pages.


Celebrate Our Anniversary

One hundred years of SIPA means a century of excellence to continue.

Start building your resume and gaining connections and experience in your future industry. Visit our website for more information on how to apply today!

EARNED

SOCIAL MEDIA
CONTENT
CALENDAR


Instagram

Follower Count:
473

Month:

December- February

Frequency:

Every 2 weeks

Tatic:


25% increase in Instagram followers

Post Image / Graphic

Caption

Date


1



Don't forget... the SIPA 2024 convention is March 3-5! Come and enjoy food, competitions, and excitement! You'll be surrounded by like-minded high school students from across the south. Come mingle, learn, and have fun!

December 3, 2023

2



Want to win a \$100 VISA gift card, SIPA notebook and SIPA water bottle? Enter to win!


How to Win:

- like this post
- comment
- tag three friends

Time to sip, scribble, and shop your way to happiness!

December 17, 2023

3



Want to spend the weekend in Columbia? Attend the SIPA convention and see everything USC has to offer. March 3-5, 2024.

December 31, 2023


Social Media Post Schedule

Post Image / Graphic

Caption

Date


4



100 years of SIPA. 100 reasons why to love it.

January 14, 2024


5



Join us at the SIPA annual convention where we're celebrating our 100th anniversary!

January 28, 2024


6



Want to know more about the SIPA Convention competitions? Look no further! For more information, please visit <https://schopressonline.org/sipa/2023/03/05/2023-sipa-convention-awards/>

February 4, 2024

7



ONE WEEK LEFT!!! Don't miss out on SIPA's annual conference where we will be celebrating 100 years of SIPA!

February 25, 2024

Student leader reel

Questions:

- Name
- Major
- Grade
- Why they joined SIPA
- How SIPA has helped them professionally
- Funny story/accolade about a past SIPA convention they have attended
- Favorite memory of SIPA
- Why high schoolers should join

Direction:

- Film at the students' school

Journalism student reel:

Questions:

- Name
- Major
- Grade
- How they decided on their major
- Favorite thing about their major
- Why they choose to attend USC
- Favorite memory as a student
- The best piece of advice a professor has given them
- Their future plans
- Tips for future journalism students/ future high school graduates

Direction:

- Film it starting in the J-school, then follow the student around campus to other spots.
- Go to the horseshoe, the fountain, and the library



**INSTAGRAM
REEL PLANS**

SHARED

Implementation

Shared Media

100 Reasons Post

- 1.SIPA has a rich history dating back to its founding in 1923.
- 2.SIPA is a nonprofit organization dedicated to supporting student media programs.
- 3.It serves both public and private schools in the South.
- 4.SIPA offers valuable learning experiences for student storytellers.
- 5.The organization emphasizes cultivating high-quality student media programs.
- 6.Members of SIPA receive prestigious awards for their achievements.
- 7.Awards come from organizations like the Journalism Education Association.
- 8.The National Scholastic Press Association recognizes SIPA members' accomplishments.
- 9.Quill and Scroll Honor Society honors SIPA publications and individuals.
- 10.Bobby Hawthorne, an award-winning writer and instructor, is a featured speaker.
- 11.He discusses the storytelling process and writing/reporting skills.
- 12.SIPA promotes professionalism in scholastic journalism.
- 13.It encourages high standards in mass communications in the Southeast.
- 14.SIPA was founded at Washington and Lee University in 1926.
- 15.The organization later moved to the University of South Carolina.
- 16.SIPA's relocation to USC in 1972 expanded its reach and impact.
- 17.SIPA includes members from various states in the South.
- 18.Members hail from Alabama, showcasing regional diversity.
- 19.SIPA serves Arkansas, fostering scholastic journalism in the state.
- 20.SIPA's presence in Florida benefits schools in the Sunshine State.
- 21.Georgia schools benefit from SIPA's resources and support.
- 22.Kentucky students have access to SIPA's educational programs.
- 23.Louisiana's scholastic journalism is enhanced by SIPA's involvement.
- 24.Maryland schools are part of the SIPA community.
- 25.SIPA's influence extends to Mississippi, enriching student media programs.
- 26.North Carolina's journalism community thrives through SIPA.
- 27.Oklahoma students and advisers benefit from SIPA's guidance.
- 28.SIPA nurtures South Carolina's rich journalism tradition.
- 29.Tennessee schools gain valuable resources from SIPA.
- 30.Texas schools are well-represented within the SIPA membership.
- 31.Virginia students and advisers are an integral part of SIPA.
- 32.SIPA's reach extends to West Virginia, fostering journalism excellence.
- 33.The 100th-anniversary convention is a historic milestone.

PAGE

SHARED

100 REASONS WHY POST

Implementation

Shared Media

100 Reasons Post

34. The convention marks a century of supporting scholastic journalism.
35. It's a unique opportunity to celebrate SIPA's legacy.
36. The convention will feature inspiring speakers and sessions.
37. You can connect with fellow student journalists from across the South.
38. Attendees can exchange ideas and best practices.
39. The convention provides a platform for networking.
40. It's a chance to learn from experienced advisers and professionals.
41. The anniversary convention will have a diverse range of workshops.
42. Workshops cover various aspects of journalism and media.
43. You can expand your journalism skills and knowledge.
44. Attendees can gain practical experience in media production.
45. SIPA offers sessions on emerging trends in journalism.
46. Explore new storytelling formats and technologies.
47. The convention includes hands-on training for students.
48. You can learn about the latest digital tools and platforms.
49. It's a great opportunity to stay updated on industry developments.
50. The convention fosters a sense of community among student journalists.
51. Collaborate with peers on media projects.
52. Share your work and receive valuable feedback.
53. SIPA's convention encourages journalistic excellence.
54. It's a hub for creativity and innovation in media.
55. Attendees can participate in on-site competitions.
56. Showcase your journalistic talents and compete with peers.
57. SIPA offers scholarships and recognition for outstanding students.
58. Gain recognition for your contributions to journalism.
59. The convention celebrates the achievements of student media.
60. You can see inspiring examples of exceptional journalism.
61. SIPA's 100th-anniversary convention will host renowned keynote speakers.
62. Engage with experts who are leaders in journalism and media.
63. The convention provides opportunities for career guidance.
64. Learn about journalism and media-related career paths.
65. Gain insights into the industry's future job prospects.
66. The convention promotes ethical journalism practices.

PAGE

Implementation

Shared Media

100 Reasons Post

67. Explore the importance of responsible reporting.
68. SIPA fosters a culture of transparency and truth in media.
69. The convention's sessions are tailored to different experience levels.
70. Whether you're a beginner or an advanced journalist, there's something for you.
71. SIPA's convention welcomes educators and advisers.
72. Teachers can enhance their skills in journalism education.
73. Learn effective methods for advising student publications.
74. The convention provides resources for journalism curriculum development.
75. SIPA's 100th-anniversary convention promotes diversity and inclusion.
76. Discuss the importance of representation in media.
77. Explore ways to cover diverse communities sensitively.
78. SIPA offers opportunities to discuss media ethics and responsibility.
79. Understand the impact of media on society and democracy.
80. Explore the challenges and solutions in journalism today.
81. SIPA's convention fosters critical thinking and analytical skills.
82. Attendees can engage in discussions about media literacy.
83. Learn to critically assess information sources.
84. The convention offers opportunities for cultural exchange.
85. Connect with peers from different backgrounds and perspectives.
86. SIPA celebrates the power of student voices in media.
87. Attendees can participate in interactive panel discussions.
88. Engage in conversations on pressing media issues.
89. The convention encourages advocacy for press freedom.
90. Learn about defending journalists' rights and the First Amendment.
91. SIPA's convention provides a platform for student publications.
92. Showcase your school's newspaper, yearbook, or broadcast.
93. Share your publication's achievements and stories.
94. The convention is a celebration of creativity and innovation in journalism.
95. Attendees can participate in multimedia storytelling workshops.
96. Explore the possibilities of multimedia journalism.
97. The convention offers a platform for interdisciplinary collaboration.
98. Learn how to integrate different media formats effectively.
99. SIPA's 100th-anniversary convention is an inspiring and educational event.
100. It is so fun!

PAGE

CONVENTION FACT DIGITAL BROCHURE

Competitions

- 1 Literary-arts Magazine TOP
(teams: up to 4 students)
- 2 News & Yearbook TOP
(teams: up to 4 students)
- 3 Online media TOP
(teams: up to 4 students)
- 4 Photography TOP
(teams: 2 students)
- 5 Best of Show in SIPA
- 6 Quiz Bowl
(teams: up to 4 students)
- 7 Anchor Contest
- 8 Broadcast TOP
(teams: 2 students)
- 9 Review Writing Contest

SIPA Convention 2024

The SIPA Annual Convention offers high school students the opportunity to learn through workshops and networking. Attendees learn digital storytelling and ethical reporting, gaining inspiration skills from industry experts. The event empowers the next generation of media professionals, fostering creativity and collaboration.

Deadlines & Fees

When?

March 7-9

- Registration begins at 3 p.m. Friday in Marriott Atrium
- Opening ceremony begins at 7:30 p.m. Friday in Marriott Ballroom
- Hotel deadline: Feb. 11, 2024
- Registration deadline: Feb. 24, 2024

Registration Fees

- \$80 early-bird registration
- \$50 day registration
- Free registration – Advisers bringing 7 or more students
- \$30 chaperone banquet fee
- \$15 per pre-convention attendee (four-workshops taking place Friday 1-5 p.m.)
- \$158 plus tax per night - room with two double beds

Competition fees

Team fees range from \$30 to \$20
Individual fees ranging from \$20 to \$10

Scholarships *for incoming USC students*



Col.C.E. Savedge Yearbook



Elizabeth B. Dickey SIPA



J. Grady Locklear



Mary Y. Inglis Regional
(for any accredited college or university in
SIPA region)

Individual Honors



Col. C.E. Savedge Adviser
Fellowship



Dr. Kay Phillips Administrator
of the Year Award



Elizabeth B. Dickey
Distinguished Service Awards



Joseph W. Shoquist Freedom
of the Press Award



Karen H. Flowers Outstanding
Service Award

TIMELINE

- January 3rd-Post SIPA infographics about what SIPA is and the convention.
- January 3rd- Send out donor/sponsorship pamphlet and link to fundraiser website on Instagram.
- January 10th- Contact current journalism students about creating Instagram content for the “Day-in-the-life and Why SIPA” posts.
- January 15th- Set up info table with SIPA merchandise outside of select high schools in the SIPA region.
- January 20th- Post merchandise giveaway on Instagram,
- January 22- Send media kit of all materials to teachers advocating for SIPA about the convention.
- January 30th- Reach out to student ambassadors to promote the event on social media.
- February 2nd- Send out convention details and itinerary to schools interested in attending the event.
- February 5- Use student ambassadors and volunteers to help work tabling events across the SIPA region.

BUDGET

COSTS AND EXPENSES:

Tactics:

Social Media Boosted Convention Content
Flyers
Merchandise (t-shirts, notebooks, stickers)

Estimated Budget:

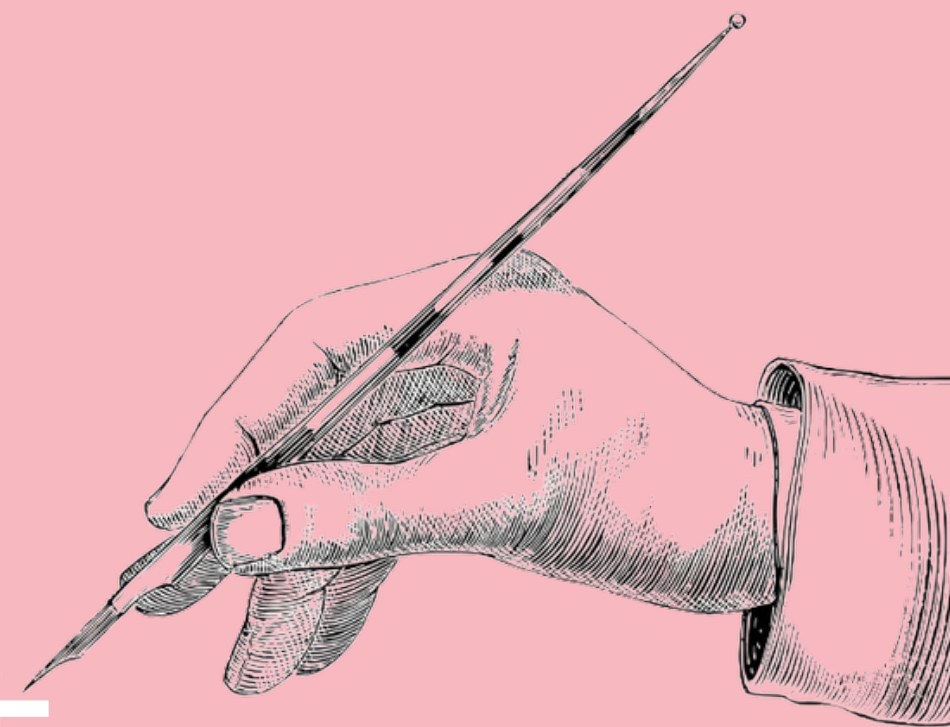
\$75
\$60 - \$80
\$2,780

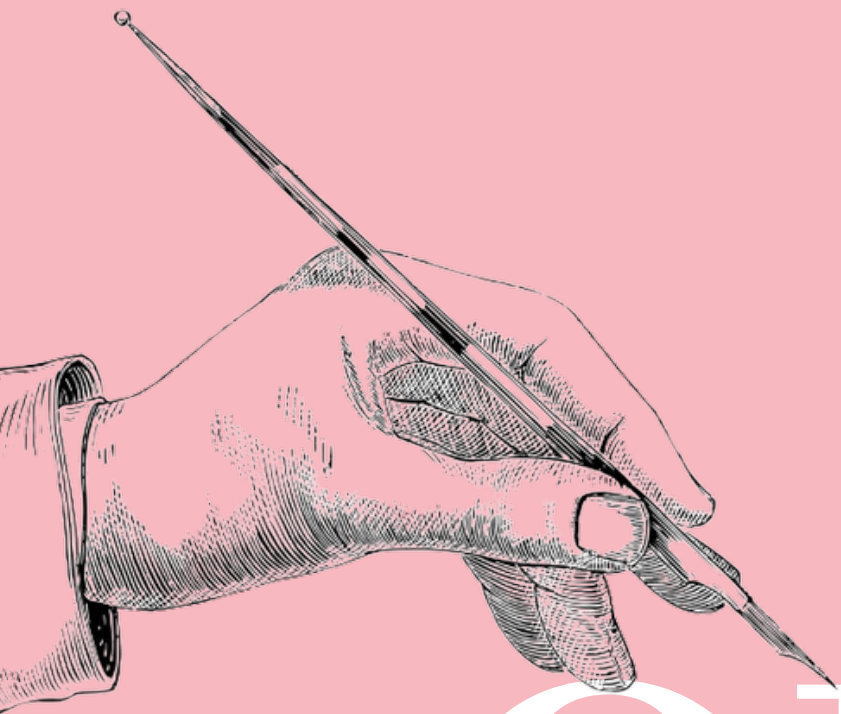
around \$2,900 - \$3,000

Total

CLOSIN

G





QUESTIONS?