

# 2023 SIPA Pre-Convention Workshops

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**When:** Friday, March 3, 1-5 p.m.

**Where:** 800 Sumter Street, University of South Carolina School of Journalism and Mass Communications

Room numbers and directions will be sent prior to workshops.

**Registration:**

- \$15 per participant, if attending the convention
  - \$30 per participant for pre-convention only
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## EVERYBODY HAS A STORY

with Beth Swann, Nation Ford HS (South Carolina)

Who will tell it? No matter what kind of publication you are writing for, STORY is critical to informing and entertaining, but most importantly, I like to think we want to write stories with impact, emotional connection, a take-away we can't forget. I want to be changed after I read a story, whether I read it in a magazine or a newspaper. Maybe I hear a story on the radio, and I can't get out of the car until it's over. Those are the stories we want to hear. Those are the stories we want to write.

This session will cover: skillful reporting and vivid writing to tell a compelling story that allows readers to make a personal connection.

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## KNOWLEDGE IS POWER, BUT WISDOM IS KNOWING HOW TO RUN A STAFF

with David Ragsdale, 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 workshop, as well as a copy of their staff manual.

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## TELLING STORIES WITH PHOTOGRAPHS

with Mark Murray, Association of Texas Photography Instructors director

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 the group will have a quick critique of everyone's work to see how you did. Bring a camera! Certain photos selected from this workshop will be featured on the SIPA website and social media platforms.

## WELCOME TO PODCAST NATION

with Chris Waugaman, SIPA Endowment Speaker, Virginia State University (Virginia)

Every online staff needs to be podcasting...and it's more than just a trend. This session will go in-depth into the prep, the tech, and the journalistic skills needed to be successful in creating your own podcast segments. Not only will your audio storytelling improve, but every interview your journalists embark upon will see a marked difference in its level of success.

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## WORKING WITH INDESIGN

*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@email.sc.edu](mailto:dennislc@email.sc.edu).