

SIPA CORE VALUES

1. Building and fostering relationships among both students and advisers across the region, creating a scholastic media family that inspires camaraderie, creativity and collaboration

- Generate high levels of enthusiasm and excitement toward the mission of scholastic media and the pursuit of media-related careers
- Invest in strategic partnerships with state-level scholastic media associations and select universities in our region to amplify our shared interests
- Create opportunities for both students and advisers to engage in organizational leadership and self-governance

2. Encouraging students to engage in the critical consumption of media

- Provide students and advisers with tools to evaluate media credibility
- Provide students with opportunities to review and study storytelling from various perspectives to evaluate the efficacy

3. Ensuring scholastic media programs in majority-Black and Latinx and Title I schools within our region have equitable access to SIPA educational opportunities

- Promote cultural growth and understanding by amplifying the voices of students of color
- Accurately represent the full range of contemporary Southern identity by showcasing an inclusive and diverse platform of voices
- Invest in proactive efforts to reach and support Black, Latinx and Title I advisers and students across the region

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4. Guiding students in improving the production of meaningful, ethical and accurate storytelling

- Provide high-quality instruction and learning opportunities
- Facilitate contests and competitions that challenge students to higher levels of achievement and honor their accomplishments
- Help individual publications and advisers identify their strengths and weaknesses, and coach/mentor them toward high levels of effectiveness and success

5. Encouraging dialogue and student journalistic storytelling that explores topics and issues unique to the SIPA region

- Showcase Southern voices and media professionals doing unique work within the region
- Empower students to help shape the narrative of the South for their generation through their journalistic storytelling
- Invest in outreach efforts to recruit and support schools in underrepresented states to ensure we are serving the entire SIPA region

6. Supporting First Amendment rights throughout the SIPA region

- Build relationships and partnerships with school administrators and promote the value of high-quality scholastic media outlets in their schools
- Support New Voices legislation in states within the SIPA region