



Subject to change Journalism Day

Sponsored by Michigan Interscholastic Press Association
Monday, Oct. 16, 2006 • Lansing Center • Lansing, Michigan

Please welcome
our special guests!



Kathy Daly,
yearbook specialist
from Colorado



Tom Gayda,
publication adviser
from North Central
HS, Ind., and JEA
Regional director



Michele Hatty, as-
sociate editor of USA
Weekend in Virginia



Kevin Kneisley, direc-
tor of broadcasting,
Gainesville Public
Schools, Ga.

Today's Sessions

Yearbook and Newspaper Critiques (1st, 2nd and 3rd Sessions) Cafe: 1st Floor
The first 12 yearbook staffs and the first 12 newspaper staffs to sign up at the registration tables will have the opportunity to get a 20-minute critique by advisers or professionals. Note your time for your critique session and check at the cafe on the north side of the building about ten minutes before your scheduled critique time. Make sure you're on time! Staffs, be sure to bring your publication(!), notepads and pencils to write down suggestions. Times are 9:00-9:20, 9:55-10:15 and 10:50-11:10.

Session One (9:00-9:45 a.m.)

Getting Used to That New Digital SLR Camera (P) Room 101
Craig Talsma, yearbook consultant
You'll walk away from this session with plenty of tips to help you use that expensive new camera.

Reporting on Nature and the Environment (E) Room 102
Jim Detjen, faculty, MSU School of Journalism
The environment is a fascinating topic to write about, and in this session you'll learn about some of the cool things environmental journalists get to do. You'll also get the chance to explore ideas your publication can cover that relate to your area of the state.

Interviewing 101 (E) Room 103
Michelle Hatty, associate editor, USA Weekend
Interviewing a source can be a stressful experience. The key to success? Preparation and being able to stay "fully present" during the interview. Learn how to become a stellar interviewer—even if your subject is tough!

Get Your Yearbook Online! (YA)..... Room 104
Kirk Weber, adviser, Lake Orion HS
Are you a yearbook adviser tired of the same questions every year? Are you looking for ways to make your life easier? Then get your yearbook online. Come take a look at how one Michigan yearbook did just that.

Don't Forget Your Briefs (N) Room 201
Julie Price, adviser, Haslett HS
Don't have a briefs section in your newspaper? Why not? Studies show that people are attracted to briefs in newspapers. Learn how to write them with some attitude so they don't bore your poor audience!

Headlines Rock (N)..... Room 202
Kristi Bowden, assistant managing editor, The Detroit News
Coming up with great headlines is a talent that not everyone has. Learn some tips and tricks to making yourself one of the most valuable members of your staff.

Redesign Your Entertainment Section (N) Room 203
C.E. Sikkenga, adviser, Grand Haven HS
Take a look at how the professional media present entertainment for ideas on how to redesign and rethink one of your newspaper's most read pages. Learn how to incorporate quick reads to make your section more exciting and current.

It's Hip to Be Square (N,Y) Room 204
Lydia Cadena, adviser, Novi HS
Learn a few simple techniques to ensure your publications look sharp and professional. This will be basic, but informative for new designers.

Why You Need to Copy Edit and How to Do It Well (E) Room 205
Joe Higdon and Cindy Hudson, news editor, Lansing State Journal
One area that student publications could really use some help is in the copy editing area. What is it exactly, and why does it separate the great publications from the good ones. What do you need to make this job easier?

Photoshop Whiz Bang Wow—Cool Tips and Tricks (P)..... Banquet Room 1
Ike Lea, faculty, Lansing Community College, and Brian Roberts, faculty, Central Michigan University
Ever wonder, "How'd they do that?" Sure you have! We all have. Come see Ike and Brian cruise through some of their favorite tips and tricks that will help you to create better images and graphics while speeding up your skills and shortcut knowledge along the way.

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Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

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1:00 – 1:45

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N–Newspaper

VJ–Video Journalism

P–Photography

NA–Newspaper Advisers

YA–Yearbook Advisers

E–Everyone

Upon Arrival

Please be sure to go immediately to your first session upon arrival. Also, check the registration desk for changes, cancellations, messages, etc.

Yearbook Displays

Visit the yearbook displays in Banquet Room 7, right across from the registration table!

Lunch: 11:35-1:00

Speakers and advisers will have lunch in Banquet Rooms 2/4, which is along the river side of the Lansing Center. Students may eat at area restaurants. (See map)

Room Locations

Rooms 201-205, the Governor's Room and the Board Rooms are on the second floor. To get to them, take the stairs in the middle of the concourse or take the elevator near the registration area. All other rooms are on the first floor.

Critiques

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(Session 1, cont.)

Alternative Ways to Tell the Same Old Stories (N) Banquet Room 3

Tom Gayda, adviser, North Central HS (Ind.)

Keep readers excited about content by presenting the run-of-the-mill stories in fresh new ways. Bring a notebook to keep track of all of the ideas you will learn.

Just for Editors (Y, N) Banquet Room 5

Kathy Daly, yearbook specialist, (Colo.)

Editors, here's a chance to reenergize your attitude and learn practical ways to motivate and lead those around you. Learn ways to build positive relationships with your staff.

Column Writing (N) Banquet Room 6

Neal Rubin, column, The Detroit News

Yes, Neal is back! Enjoy listening to this edgy, creative, most excellent writer as he tells you how to make columns exciting, pithy and well-read!

Yearbook Displays Banquet Room 7

Confessions of a Font Fanatic (Y) Banquet Room 8

Lynn Strause, adviser, East Lansing HS

How to make the best use of fonts to create a clear voice your yearbook.

Writing for Broadcast (VJ) Governor's Room

Kate Salvadore, intern, Laingsburg HS

This session will cover the process of writing a story for broadcast and for scripting an entire production, how to plan and write for mixed media (involving audio and video) and the writing that is behind every good movie, newscast, TV show, etc.

Sound Advice: Listen for the Improvement (VJ) Hall B

Kevin Kneisley, director of broadcasting, Gainesville Public Schools, (Ga)

Bad production sound can kill your project. This workshop offers basic instruction on audio gear and how to make it better.

Newspaper Advisers SOS (NA) Board Room 1

Mary Lou Nagy, adviser, Plymouth HS

New advisers and even experienced ones need to learn about sources—that is, the re-sources, advice and answers to make it through the year.

Help, I'm the New Yearbook Adviser! (YA) Board Room 2

Sandra Strall, adviser, Carlson HS

Take a breath. Then come up to the second floor to sit a spell with some other yearbook advisers. Ask questions. Get answers.

Session Two (9:55-10:40 a.m.)

Selling Advertising with an Attitude (Y) Room 101

Nora Guiney, yearbook consultant

Double your ad sales by learning the art of WIFM.

Staying Sane in a Crazy Newspaper World (N) Room 102

Betsy Pollard Rau, adviser, H.H. Dow HS, and Editors

Here's a way to systematically set up your staff, the paper, deadlines, etc. so that everyone knows what to expect and what happens if things don't get done.

Profile Writing 101 (E) Room 103

Michele Hatty, associate editor, USA Weekend

How can you encapsulate someone's life, purpose and personality into 1,400, 1,000, 800 or even 500 words? This session will cover keys concepts: conduct the strong interview, get a point of view, engage strong observation skills and edit ruthlessly.

50 Fun Ways to Have Fun With Your Staff (N, Y) Room 104

Nikki Schueller, adviser, North Farmington HS

It can't be all work and no play—come here to collect a list of fun ideas to keep everyone's spirits up during the year.

Photoshop Ethics (E) Room 201

Chad Sanders, adviser, Everett HS

The do's and don'ts of Photoshop.

The Best of Leads, The Worst of Leads (N) Room 202

Jim Woehrle, adviser, Midland HS

Don't bore your readers with stale leads. It is a far better thing to lead with an anecdote. Learn how to do just this with this interactive presentation.

Attribution Solutions (N, Y) Room 203

Kim Kozian, adviser, L'Anse Creuse North HS

Sources are a major piece of journalistic writing. All writers need to use attribution in their stories, but there are lots of ways to do it. This session will really help your writing!

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(Session 2, cont.)

The Nitty Gritty of the Arts and Entertainment Beat (N) Room 204
Mary Barber, reporter, Jackson Citizen Patriot
Here's some cool stuff you need to know: how to get into concerts, plays and movies for reviews; how to get interviews in advance with entertainers; and how to be creative with your entertainment section.

Sell Like Hell (N, Y)..... Room 205
Patrice Hornak, adviser, Ithaca HS
Need more advertising dollars? Who doesn't?! This session will give you ideas for boosting those sales!

Getting the Most Out of Your Digital Cameras (P) Banquet Room 1
Brian Roberts, faculty, Central Michigan University and Ike Lea, faculty, Lansing Community College
New to the digital world? Not getting the quality you should be? This session is perfect for both students and advisers that want to learn more about how they can maximize the quality of your digital images from capture to final output. Let us help clear up your questions about resolution, dimension, color modes, file types and more.

Color and Type Use in Your Newspaper (N)..... Banquet Room 3
Tom Gayda, adviser, North Central HS (Ind.)
Smart use of type and color will make any newspaper or yearbook look sharp. Come review the basics of these areas and then how to put them into action!

Sweet Success (Y)..... Banquet Room 5
Kathy Daly, yearbook specialist, (Colo.)
Are you looking for ways to reenergize your publications staff? This session will motivate you to make your class even better. If you want to learn some innovative, fun ways to make yearbook or newspaper a class kids clamor to get into, this is the session for you.

Column Writing (N)..... Banquet Room 6
Neal Rubin, column, The Detroit News
Yes, Neal is back! Enjoy listening to this edgy, creative, most excellent writer as he tells you how to make columns exciting, pithy and well-read!

Yearbook Displays..... Banquet Room 7

Let Us Entertain You (N) Banquet Room 8
Gary Graff, music journalist, freelance writer
A discussion about how to make entertainment a potent part of your high school newspaper. Bring a story sample.

Lights, Camera, Action! (VJ)..... Governor's Room
David Legg, adviser, Novi HS
Lighting is one of the most important—but misunderstood—concepts in the world of video. You're going to learn a ton during this session, including types of lighting instruments, basic 3-point lighting, safety, bounce lighting, white balance, using gobos in the studio, background and equipment.

SuperShow XXXIV (E) Hall A
Bob Berschback, yearbook consultant
We all look forward to Bob's Big Show! It's a MIPA tradition. Multimedia music, magic and photographic yearbook imagery.

Shooting Awesome Video (VJ)..... Hall B
Kevin Kneisley, director of broadcasting, Gainesville Public Schools, (Ga)
Learn some techniques that will insure your finished video product has a professional appearance.. A few basics about framing, camera movement, and extra content can improve your video.

Grading Newspaper Students (NA) Board Room 1
Jeff Salisbury, adviser, Wayland Union HS
Grading's pretty straightforward in English or math class. But publication grading is different. This is a general help session for newer advisers with an emphasis on grading.

It's Fun to Play With CMYK" (YA)..... Board Room 2
Jeremy Van Hof, adviser, DeWitt HS
Yearbooks are all about photos and photos are all about color. How do you work with color? It's not as mysterious as you might think.

Session Three (10:50-11:35 a.m.)

Taking Your Online Newspaper to the Next Level (N)..... Room 101
Bonnie Bucqueroux, faculty, MSU School of Journalism
Video, podcasts, interactive forums, quizzes and surveys: The time is here. The time is now. Learn to tell the story in different ways.

Workshop Reunion..... Room 102
Betsy Pollard Rau, workshop director, and Chad Sanders, assistant workshop director
Stop by to tell Betsy and Chad hi and watch the video again from the summer workshop. Meetup with your new workshop friends.

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(Session Three, cont.)

Interviewing 101 (E)..... Room 103

Michele Hatty, associate editor, USA Weekend

Interviewing a source can be a stressful experience. The key to success? Preparation and being able to stay "fully present" during the interview. Learn how to become a stellar interviewer—even if your subject is tough!

We've Been Censored!! Help!! (E) Room 104

Jane Briggs-Bunting, director MSU School of Journalism

If you want to talk about censorship and how to write about issues you care about, this is the session for you.

X-Rated: When Journalists Do the Nasty (N) Room 201

Federico Martinez, staff writer, Muskegon Chronicle

An interactive session that looks at some of the most graphic, violent, racist and outrageous stories in the media and how and why we report them.

Sports Writing With Pizazz (N) Room 202

John Johnson, communications director, Michigan High School Athletic Association

Learn some ways to make your sports writing shine.

InDesign Tips and Tricks (N,Y)..... Room 203

Brian Wilson, adviser, Waterford-Kettering HS

InDesign is where it's at. Come learn some useful, productive and just plain fun tips and tricks for InDesign.

Writing with Your Senses (N,Y) Room 204

Joy Spencer, teacher guide editor, Wall Street Journal Classroom Edition

Can paying attention to your five senses improve your writing. Come to this session to find out!

News Stories vs. Feature Stories (N)..... Room 205

David Hebestreit, adviser, Livonia Churchill HS

What are the essential differences in the writing style and structure of each, and how can you use this information to become a better writer?

Digital Imaging Workflow (P) Banquet Room 1

Brian Roberts, faculty, Central Michigan University and Ike Lea, faculty, Lansing Community College

Can't find an image? Don't know who shot it? Which event was this shot at? Keeping track of negatives was never this easy. Learn from the guys who have been there, done that. Brian and Ike will walk you through their process for GETTING & STAYING ORGANIZED! You, your staff and those who have to plan your future class reunions will be happy that you attended this session. Witness the power of Photoshop's image browser and various automated processes and how they can make your workflow as organized as can be.

Newspaper Design That Rocks (N)..... Banquet Room 3

Tom Gayda, adviser, North Central HS (Ind.)

Newspapers have learned to become more engaging with their design to attract the casual reader in the fast-paced world. It's time to see how your high school paper can create designs that will make any reader take notice.

Interviewing in the Age of E-Mail (Y) Banquet Room 5

Kathy Daly, yearbook specialist, (Colo.)

If you think that interviewing is easier now that we have access to instant messages, blogs and e-mails, please think again. While these can provide great background information, nothing can replace the face-to-face interview—and this session will show you why (and how).

Cool Coverage (Y)..... Banquet Room 6

Sandra Strall, adviser, Carlson HS

Sure, you'll put the typical stuff in the yearbook. But think beyond that and come up with some new ideas that will make your yearbook extra special and vital to your readers. See books from all over the country that illustrate neat ways to cover topics in every section of the book.

Yearbook Displays Banquet Room 7

Let Us Entertain You (N) Banquet Room 8

Gary Graff, music journalist, freelance writer

A discussion about how to make entertainment a potent part of your high school newspaper. Bring a story sample.

The Making of the Horror Film "Morrow Road" (E)..... Governor's Room

Dan Shafer, adviser, Algonac HS

A few years ago they were just like you, attending MIPA. Now these former students are making an independent horror film with actress Ellen Sandweiss. Come see the trailer and get the details on this exciting project!

SuperShow XXXIV (E)..... Hall A

Bob Berschback, yearbook consultant

We all look forward to Bob's Big Show! It's a MIPA tradition. Multimedia music, magic and photographic yearbook imagery.

Lights, Camera, Lawsuit (VJ) Hall B

Kevin Kneisley, director of broadcasting, Gainesville Public Schools, (Ga)

Learn the ins and outs of music as it relates to video production. What does one need to do to remain legal in the confusing and complicated world of music copyright?

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(Session Three, cont.)

The Most Important Stuff I've Learned in My 18 Years of Advising (NA)..... Board Room 1

Jeff Nardone, adviser, Grosse Pointe South HS

... and why I wish I had known it earlier. Come to this session to talk about newspaper advising and all its ins and outs.

Teaching Design to Your Yearbook Students (YA)..... Board Room 2

Lynn Strause, adviser, East Lansing HS

Learn some strategies to get your students to understand the concepts of design when it comes to putting out that yearbook.

Session Four (1:00-1:45 p.m.)

Preparing Your Newspaper for Your Printer (N) Room 101

Tom Campbell, publisher, The Argus Press

What you see is not always what you get. Pages that look good on your computer screen don't always come out the way you intended in print. Learn how to make output quality newspaper pages and get them to your printing facility for a no-hassle print job every time.

Making Important News Interesting (N)..... Room 102

Perry Parks, editorial adviser, The State News

Even though your paper isn't a daily, there is still a way to engage your readers with important administrative, school board and school news that you are obligated to share with your readers.

Profile Writing 101 (E) Room 103

Michele Hatty, associate editor, USA Weekend

How can you encapsulate someone's life, purpose and personality into 1,400, 1,000, 800 or even 500 words? This session will cover key concepts: conduct the strong interview, get a point of view, engage strong observation skills and edit ruthlessly.

A Book They'll Like (Y) Room 104

Pam Beitzel, yearbook consultant

Think about your audience. What will make them see yearbook as a must-have item? Reconsider your photo selection, your writing, your coverage and your design.

X-Rated: When Journalists Do the Nasty (N)..... Room 201

Federico Martinez, staff writer, Muskegon Chronicle

An interactive session that looks at some of the most graphic, violent, racist and outrageous stories in the media and how and why we report them.

Photography: Getting the Most Out of the Tools You Have (P) Room 202

Tony Cepak, photographer, The Argus-Press

A look at some tips and techniques on how to improve photos by emphasizing composition and subject matter. Know when and how to use manual control capabilities on digital cameras to have a surprising impact on images. Learn tricks and techniques in Photoshop to make a world of difference in your finished product.

InDesign Tips and Tricks (N, Y) Room 203

Brian Wilson, adviser, Waterford-Kettering HS

InDesign is where it's at. Come learn some useful, productive and just plain fun tips and tricks for InDesign.

Newspapers in the Classroom (NA)..... Room 204

Joy Spencer, teacher guide editor, Wall Street Journal Classroom Edition

You can use the daily newspaper to teach a range of topic in journalism. This session will show you how.

Putting the Book Together (Y)..... Room 205

Ruth Mavis, adviser, Algonac HS

Basic review of coverage, creativity, layout, use of color.

Sports Photography Done Right (P) Banquet Room 1

Ike Lea, faculty, Lansing Community College

It is rocket-science. Well, not really, but it's close. Get some hot tips from Ike, our resident photo guru.

Alternative Ways to Tell the Same Old Stories (N)..... Banquet Room 3

Tom Gayda, adviser, North Central HS (Ind.)

Keep readers excited about content by presenting the run-of-the-mill stories in fresh new ways. Bring a notebook to keep track of all of the ideas you will learn.

Setting Goals and Making Them Happen (Y)..... Banquet Room 5

Kathy Daly, yearbook specialist, (Colo.)

This is the perfect time of year to start clarifying the goals you want to achieve both for yourself as a journalist and for your publication. You will leave this session with specific goals set and the strategies to make your goals happen.

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Infographics at Newsweek Magazine and Beyond (E)..... Banquet Room 6
Karl Gude, faculty, MSU School of Journalism

Karl Gude is the former director of infographics at Newsweek and just joined the faculty at the MSU School of Journalism. He is awesome, and what he'll show you in 45 minutes will wow you.

Yearbook Displays Banquet Room 7

Design that Shines (N)..... Banquet Room 8

Nick Mrozowski, editor in chief, The State News

Take a look at some of this award-winning designer's work and get some ideas for your own newspaper.

The KKK Meets the First Amendment (E, VJ) Governor's Room

Alex Capogna, student, Coral Shores HS (Fla.)

Explore the First Amendment with this young filmmaker. See the KKK exercise their right to the freedom of speech.

In Pod We Trust (VJ)..... Hall B

Kevin Kneisley, director of broadcasting, Gainesville Public Schools, (Ga)

Podcasting is hot! Lean the steps it takes to make a Podcast and how to publish it.

Adviser Q & A (NA, YA) Boardroom 2

Gloria Olman, former adviser, and Rod Satterthwaite, adviser, Dexter HS

Advisers, got a question? Come talk with two experienced advisers and brainstorm some answers.