



MIIPA 2007

JOURNALISM IS FOREVER

Summer Journalism Workshop • Michigan State University • Michigan Interscholastic Press Association
Aug. 5-9, 2007

CREATING A BOND.



A journalism bond. We've been helping students do just that for 23 years. We like to think the week students spend here at the MIPA Summer Journalism Workshop will be a memory that will last a lifetime . . . forever. That's because we know they spend time gaining cool skills, meeting new people, experiencing a Big Ten campus and learning from outstanding instructors. Thousands of students from all over the Midwest have come to the Michigan Interscholastic Press Association Summer Journalism Workshop at MSU. Why not be one of them this summer? Join us Aug. 5-9. Register soon. The deadline is July 1.

MSU IS AN AWESOME PLACE FOR A WORKSHOP

Held on the most beautiful campus in the Midwest (yes, we're biased), our workshop is the place you'll want to be this summer. You'll be able to visit all the cool spots on campus, including the MSU Dairy Store and the International Center, where you'll find a food court and the MSU Bookstore. And there's a river right behind where we'll be living! We'll have a picnic there during the week.

ENJOY THE SMALL CLASS SIZES

We keep our classes small so you'll get all the individual help you need. You'll learn the latest trends and innovations, plus get motivated and return home ready to make your publication the best it has ever been!

CAMPING IN THE DORM IS A BLAST

You'll live in Shaw Hall, which is right on the banks of the Red Cedar River, while attending the workshop and you'll be supervised by workshop personnel. For those wishing to room with a friend, include his or her name on the registration form on page 5. Please send your registrations in the same envelope. If you have special dietary or housing needs, let us know at least two weeks before the workshop so we can accommodate you.

THE REGISTRATION DEADLINE IS JULY 1.

The deadline for registering for the workshop is July 1, 2007. Cost for the workshop for students from MIPA member schools is \$365, which includes tuition, room, all meals, etc. Please note: All fees must be paid before the workshop begins.

THE WEB IS YOUR CONNECTION TO US . . .

After we receive your registration, we'll send you a friendly postcard to let you know which class you are in. A few weeks before the workshop, go to the Web site to download the registration packet, which will include registration instructions, maps and other important information. Please make sure to talk with your adviser about supplies before school is out. The supply list can be found at the MIPA Web site at www.mipa.jrn.msu.edu. Before you leave school, grab extra copies of your newspaper and yearbook to bring along.

MSU IS EASY TO FIND

Maps to MSU are online at msu.edu and also at the MIPA Web site. Students who are not commuting are not allowed to have cars on campus, and anyone with a car may be sent home. We suggest students have parents drive them to the workshop and pick them up on Thursday at noon. If you are arriving via train, bus or airport, please make your own arrangements for transportation to and from campus. More information about that will be online.

ONE LOW COST INCLUDES EVERYTHING

We don't think you'll find a better workshop value in the Midwest. The \$365 fee for MIPA students and out-of-state students includes Sunday evening pizza and make-your-own sundaes, three square meals on Monday, Tuesday and Wednesday and breakfast on Thursday; housing; tuition for the course and a T-shirt. Not sure if your school is a member of MIPA? Go to the MIPA Web site at www.mipa.jrn.msu.edu/members. If you register after the deadline (July 1), please send in an additional \$30. Our workshop fee is competitive; check around.

CHOOSE A CLASS

DESIGN & VISUAL CLASSES

1 INDESIGN

- Learn how to use the software
- Minimal instruction in design techniques (25%)
(Choose NP or YB)

2 ADVANCED INDESIGN

- Learn some advanced features of the software
- More instruction in design (50%)
- Must have a good working knowledge of InDesign
(Choose NP or YB)

3 ADVANCED DESIGN

- Learn advanced design techniques and apply them as you work on your pages (80-90%)
- Must have a good working knowledge of InDesign
- Must have some basic design skills
(Choose NP or YB)

4 TAKING YOUR PUBLICATION TO THE EDGE

- Cutting edge writing and design
- Content/procedural exploration and changes
- ASF (alternative story forms)
- Advanced students only. Must have above average design and writing skills. Will explore ways to make your publication better
(NP & YB)

5 INFORMATION GRAPHICS

- Will explore ways of visualizing information using drawings, maps and charts with former Newsweek information graphics director
- Must have a good working knowledge of InDesign
- Must have some basic design skills
(NP & YB)

6 CARTOONING & COMICS

- Learn about exaggeration, caricature and other tricks of the trade
- Learn to prepare images for printing
- Work with a professional cartoonist from New York City to sharpen your skills
(NP & YB)

7 BROADCAST

- Use sophisticated equipment to learn how to broadcast news and feature stories
- Learn practical aspects of videography from camera angles
- This class will create a video produced on the last day of the workshop

WRITING, MOSTLY

8 JOURNALISTIC WRITING

- Focus is on writing and reporting
- Leads, transitions, interviewing, quotes, ethics—the basics!
- Will write two or three stories
(NP)

9 ADVANCED WRITING & REPORTING

- Must have some journalistic writing experience
- No freshmen unless you have been on a middle school paper
- Advanced skills—investigative and in depth reporting
- Alternative Copy
- Graphs, charts, sidebars
(NP & YB)

10 RADICAL WRITING

- No freshmen allowed. No exceptions
- Must have a solid journalistic writing background
- Bring two to three examples of your published stories
- Intense writing experience—breaking some rules but understanding why
(NP)

WRITING PLUS DESIGN

11 WRITING & DESIGN FUNDAMENTALS

- Same as journalistic writing but will also learn basic design skills
- Will write and layout at least one story/spread
- No experience needed
(Choose NP or YB)

12 SPORTS WRITING & DESIGN FUNDAMENTALS

- Should have some basic journalistic writing skills
- Will work to develop lively writing style needed for sports
- Will analyze and interpret events and create a list of story ideas
- Will do a story/design assignment
(NP & YB)

13 FEATURE WRITING & DESIGN FUNDAMENTALS

- Should have some basic journalistic writing skills
- Will work to develop writing style needed for features
- Informative profiles, polishing basic journalistic writing skills, unique angles
- Will do a story/design assignment
(NP & YB)

14 OPINION WRITING & DESIGN FUNDAMENTALS

- Should have some basic journalistic writing skills
- Will work write columns, bylined opinions and editorials
- Will learn how to express opinions without turning people off
- Will do a story/design assignment
(NP)

15 ENTERTAINMENT WRITING & DESIGN FUNDAMENTALS

- Should have some basic journalistic writing skills
- Will work to develop lively writing style needed for entertainment reviews
- Will write reviews, cover the arts and write columns
- Will do a story/design assignment
(NP)

STAFF LEADERS

16 LEADERSHIP

- Focus is on management, goal setting and organization
- Will learn to manage a group of peers
- Will be encouraged to meet with other staff members at workshop
- Although the focus is on creating a leader, some time may be devoted to design and content of paper/book
(NP & YB)

17 EDITORS

- For anyone who has an editor position on the newspaper staff
- Editors will be encouraged to work together to plan for next year
- The perfect opportunity to collaborate and plan
- Emphasis on coaching writers, determining content and refining design
(NP)

18 EDITORS IN CHIEF

- For editors in chief only
- Emphasis on content and design as well as coaching writers
- Will be encouraged to work with other staff members attending the workshop
- Will work a little on leadership and management skills
(YB)

19 SECTION EDITORS

- Emphasis on content and design as well as coaching writers
- Will work on specific section for the book
- Will work a little on leadership and management skills
(YB)

20 BUSINESS MANAGEMENT & AD DESIGN

- Learn to promote, finance and design ads for your publication
- Learn to manage money, set budgets
- Learn how to train staff members to sell
(NP & YB)



CHOOSE A CLASS, CONTINUED

PHOTOGRAPHY

21 PHOTOGRAPHY FOR PUBLICATION 1

- Designed for beginning staff photographers
 - Learn more about digital operation, photo content and composition, and basic electronic flash techniques
 - Learn to effectively "cover" general student life assignments
 - Will experience how to shoot and upload images to the computer
- Camera requirement:** Point and shoot digital camera, with or without manual controls

22 PHOTOGRAPHY FOR PUBLICATION 2

- Designed for beginning staff photographers
 - Learn more about digital operation, photo content and composition, and basic electronic flash techniques
 - Learn to effectively "cover" general student life assignments
 - Will experience how to shoot and upload images to the computer
- Camera requirement:** Point and Shoot or SLR digital camera, WITH manual controls

23 PHOTOSHOP BEGINS WITH PHOTO

- Designed for staff members who need an introduction or review of Adobe Photoshop tools and techniques used to prepare digital image files for publication
 - Opportunity to improve shooting techniques
 - Understand Adobe Photoshop tools, techniques to assure images in publications look their best
 - Perfect for second year staff who will be shooting and preparing images for press
 - Will cover: resolution, resizing, cropping, b&w tonal correction and color balance for reproduction, dodging/ burning techniques, retouching, file formats, scanning
- Camera requirement:** Digital camera with ability to manually control shutter speeds and f-stops/apertures

24 SHOOT FIRST, PHOTOSHOP LATER

- Must have basic working knowledge of Adobe Photoshop
 - Section for students who will primarily be experienced staff photographers and/or photo editors
 - Emphasis on: using digital capture to create great images with strong content and composition, using effective lighting and exposure control
 - Emphasizes use of Adobe Photoshop as a digital darkroom for correcting, processing digital camera images for publication
 - Concentration tools and techniques commonly used by photojournalists
 - Learn about coverage, file formats (including camera raw), sharpening, grayscale and color correction, selections, production workflow, organization, ethics and more
- Camera requirement:** Digital camera with ability to manually control shutter speeds and f-stops/aperture; tripod if available

25 PHOTOSHOP CREATIVE TECHNIQUES

- Designed for digital photographers and designers with substantial experience working with Adobe Photoshop
 - Emphasis on creating images, photo illustrations and information graphics for student publications
 - Topics to include: layers, modes and styles, special effects, filters, custom brushes, text and more
 - Excellent choice for students returning to MIPA workshop who have taken one of the other Photoshop course offerings in previous years
- Camera requirement:** Digital camera

26 SPORTS PHOTOGRAPHY FOR PUBLICATION

- Should have at least two semesters of experience covering school photo assignments.
 - Must be confident in operation of camera and have basic working knowledge of Photoshop.
 - Topics to be covered: sports categories, captioning, sideline behavior, lenses, camera bodies, speeds, Photoshop tweaks and more
 - Will experience shooting various sporting events and activities
- Camera requirement:** Digital SLR Camera MANDATORY, longer lenses and tripod if available

PHOTO CLASS FINDER GRID

Wondering what photo class to sign up for? This grid may help you figure out what class might be a good fit for you. If you need even more help, contact priceju1@msu.edu.

Your photographic background...

I am/have ...

	Photography for Publication #1	Photography for Publication #2	Photoshop Begins With Photo	Shoot First, Photoshop Later	Photoshop Creative Techniques	Sports Photography
a photographer with a Point & Shoot camera	•	•				
a photographer with a SLR camera		•	•	•	•	•
little to no publication photo experience	•	•				
have been on staff at least two or three semesters			•	•	•	•
one year experience with Photoshop				•		
opened Photoshop once or twice, little knowledge			•			
worked with Photoshop extensively					•	

My camera ...

is a digital point and shoot	•				•	
is a digital SLR		•	•	•	•	•
has manual shutter speed and aperture		•	•	•	•	
has only automatic settings	•				•	
has more than one lens		•	•	•	•	•
has a built in lens only	•	•	•	•	•	

I want to ...

be a staff photographer	•	•	•	•		•
be an image prep person, not a shooter					•	
be a creative artist					•	
learn more about Photoshop			•	•	•	
be a better all-around photographer	•	•	•	•		•
push myself as a sports journalist						•

Need another brochure? Go to the MIPA Web site at www.mipa.jrn.msu.edu and download one!



REGISTRATION FORM

DEADLINE: JULY 1 • WORKSHOP DATES: AUG. 5-9 • ARRIVAL: SUNDAY 1-4 P.M. • DEPARTURE TIME: THURSDAY AT NOON

SIGN UP!

Please print very carefully! We don't want to spell your name wrong on your nametag or other workshop materials!

Name _____

E-mail you use regularly _____

Address _____

City _____ State _____ ZIP _____

Home phone () _____

T-shirt size: S M L XL XXL XXXL Please circle: Male Female

Age _____ Grade in fall _____

Circle staff: Newspaper Yearbook Video

Your position on staff next fall _____

School _____

School phone () _____

City _____ State _____ ZIP _____

Adviser's name _____

Adviser's summer e-mail _____

Adviser's home phone () _____

Your roommate preference* _____

*Choose one roommate. YOU MUST Send in your registrations together if you want to room together. There are no suites in Shaw Hall. We will do the best we can to put you with the person you want to be with.

CHOOSE YOUR CLASS

Please place a 1 in the blank to indicate your first choice and a 2 to indicate your second choice. We will make every effort to put you in your first choice, but many of the classes fill up early. We will not process your form if you do not have a second choice.

- | | Choose one | |
|--|------------|----|
| 1. ___ InDesign | NP | YB |
| 2. ___ Advanced InDesign | NP | YB |
| 3. ___ Advanced Design | NP | YB |
| 4. ___ Taking Your Publication to the Edge | | |
| 5. ___ Information Graphics | | |
| 6. ___ Cartooning & Comics | | |
| 7. ___ Video Production | | |
| 8. ___ Journalistic Writing | | |
| 9. ___ Advanced Writing & Reporting | | |
| 10. ___ Radical Writing | | |
| 11. ___ Writing/Design Basics | NP | YB |
| 12. ___ Sports Writing & Design | | |
| 13. ___ Feature Writing & Design | | |
| 14. ___ Opinion Writing & Design | | |
| 15. ___ Entertainment Writing & Design | | |
| 16. ___ Leadership | | |
| 17. ___ Newspaper Editors | | |
| 18. ___ Yearbook Editors in Chief | | |
| 19. ___ Yearbook Section Editors | | |
| 20. ___ Bus. Management & Ad Design | | |
| 21. ___ Photo for Publication 1 | | |
| 22. ___ Photo for Publication 2 | | |
| 23. ___ Photoshop Begins with Photo | | |
| 24. ___ Shoot First, Photoshop Later | | |
| 25. ___ Photoshop Creative Techniques | | |
| 26. ___ Sports Photography | | |

MAKE PAYMENT

- _____ \$365 for MIPA member or out-of-state resident
- _____ \$415 for non-MIPA member from Michigan
- _____ \$350 for MIPA member commuter
- _____ \$400 for non-MIPA member commuter
- _____ \$10 parking fee for commuter
- _____ Earlybird fee: Take \$10 off if registration is received in MIPA office before May 1.
- _____ \$30 late fee if mailed after deadline (July 1)

Credit card: Circle one
VISA MC DISC AMEX
Card number: _____

Expiration date _____ / _____
month year

Name on card: _____

_____ \$5 fee for credit card use

_____ **Total due**
_____ **Total amount enclosed**
(Total fee must be enclosed)

Parents/Teachers: We cannot call the schools during the summer to secure payment. Please make sure that all financial needs are taken care of before you register your child/students. Please remember payment MUST BE made before or on the day the workshop starts. Also, teachers, please make split payments clear—how much is going to each student's account.

PLEASE READ!

POSTCARD/PACKET

After receiving your registration, we'll send you a postcard, which will direct you to the Web site in July to download the registration packet. If you do not have Internet access, please call (517) 353-6761, and we'll mail you a packet.

THIS IS IMPORTANT!

Students with unpaid balances the day the workshop begins will not be allowed to register on the first day of the workshop.

PURCHASE ORDERS OR MULTIPLE STUDENT CHECKS

We accept school purchase orders, but money must be received one week prior to the workshop. Sorry, no exceptions. We do not accept registrations over the phone. Schools sending multiple students on a purchase order MUST attach a list of students' names. Next to each student's name, put the amount sent in for that particular student. Have your business office attach the check with your PO, if possible. We will send back to the school any that we cannot figure out. Keep a copy of this form for your records.

ADVISERS, THIS IS FOR YOU TO READ.

- Please tell your students if your school is a MIPA member. Check the Web site at www.mipa.jrn.msu.edu if you are not sure.
- When copying registration forms for students, please copy both sides of this form AND the health form. Students need to send all three forms back.

PARENTS, PLEASE READ THIS.

- Please sign the policy form and the health form, and send them with this registration form. Thanks!
- Please put student's full name on check memo line.

NEED MORE FORMS?

Please make copies of this form, the policy form and the health form if necessary. You may also go to the Web site at www.mipa.jrn.msu.edu and download another brochure. Registration must be accompanied by registration fee to guarantee your place.

CONTACT US ANYTIME!

Phone: (517) 353-6761 Fax: (517) 355-7710
E-mail: mipa@msu.edu Web: www.mipa.jrn.msu.edu

HERE'S WHERE TO MAIL YOUR FORMS AND FEES.

Send this registration form, the policy form, and the health form, with check, credit card, money order or PO payable to MIPA.

MIPA Workshop
305 Comm. Arts Bldg.
Michigan State University
East Lansing, MI 48824-1212

HEALTH FORM

GENERAL INFORMATION

Your son/daughter will be spending time on the Michigan State University campus Aug. 5–9. We are asking you to complete this form to give an appropriate medical facility permission to treat him/her for minor injury or medical problems. In the event of serious injury or illness, you will be contacted; treatment will proceed before contacting you only if the situation is urgent and does not permit delay.

Participant's name _____

Birthdate Month Day Year

Parent's name _____

Parent's phone () _____

Parent work phone () _____

Parent e-mail _____

Physician's name _____

Physician's phone () _____

PLEASE SIGN

As the parent or guardian of the child named above, I hereby authorize MIPA Workshop personnel to seek any medical and/or surgical treatment necessary for the care of my child. The above designated MIPA Student Director is hereby authorized to incur medical costs necessary to provide medical treatment for said child, for which I shall be fully responsible. I also authorize the medical facility to release any and all information required to complete insurance claims and also authorize insurance payment directly to the medical facility. In a medical emergency, my child will be transported by ambulance. For less serious health treatment, my child will be transported in a vehicle operated by workshop personnel/staff.

Parent/Guardian signature

INFORMATION NEEDED ABOUT PARTICIPANT

Date of participant's last tetanus shot _____

Please specify any special needs, i.e. diet, handicapper accessibility, etc. _____

Is there any chronic problem or illness? NO YES _____
If yes, please explain

Is there any acute illness now present? NO YES _____

Has your child been treated recently for some medical problem? NO YES _____

*Are any medications now being taken for treatment of any medical problem? NO YES _____

Are there any allergies to medication or local anesthetics? NO YES _____

*Refrigeration is available if required for routine medications. These must be presented to Joyce Riley, Workshop Student Director, at the time of registration. Medications must be in original containers and labeled by the issuing pharmacy. Administration of medication is the responsibility of the camper. MSU personnel or workshop personnel will not administer or supervise administration of any medication.

HEALTH INSURANCE INFORMATION

Policyholder's name and relationship to patient _____

Policyholder's address _____

Name and address of insurance company _____

If you have HMO or PHP insurance, list emergency phone number for treatment authorization. () _____

Name and address of policyholder's employer _____

All policy numbers (please identify) _____

Please consider attaching to this form a copy of both sides of your current health insurance card. _____

***Please send this in with the policy form and your registration form.**

POLICY FORM

DEAR STUDENTS AND PARENTS,

We know you will have a great experience at the workshop, but we do have some policies we need to enforce in order to make the week enjoyable and safe for everyone and to ensure the success of future workshops.

Therefore, please go over the following items together and sign below to indicate that you understand and agree to the items on this page. Please send this along with the registration form and the health form. We will need all three in order to process your application.

REFUNDS

- Full refund until July 1 minus \$40 handling fee. You may receive a 50 percent refund after July 1. We're sorry, but people who register, do not cancel and do not appear at the workshop will not receive a refund.
- Students who are sent home from the workshop for disciplinary reasons will not receive a refund. Students who choose to leave the workshop early for any reason will not receive a refund.

PAYMENT

- Workshop fees must be paid in full before we allow students to check in on Sunday. If the school is paying for part or all of the tuition, it must be paid in full before we will allow a student to check in. Students—Please verify payment with your adviser and/or school office before coming to the workshop. We will not allow ANY student to check in with unpaid tuition for ANY reason. Students who owe a balance at registration must pay by cash, money order or cashier's check. Sorry, we will not accept a personal check at registration.
- Students who register for the workshop after the July 1 deadline MUST pay by money order or cashier's check and pay a \$30 late fee.
- Bounced checks will be assessed a \$30 service fee and the student will be removed from registration until a credit card payment, money order or cashier's check for the amount of the workshop plus the service fee has been received. If the original course the student signed up for has been filled when the replacement fees arrive, the student will need to make another selection.

LOST OR STOLEN ITEMS

- The workshop or university will not be held responsible for lost or stolen items, such as cameras, cell phones, iPods, computers, etc. Please make sure you have adequate insurance coverage.

CARS ON CAMPUS

- No students are to drive to the workshop or be in a car without permission of workshop staff during the workshop unless the student is designated as a commuter. Because no secure parking is available, students with a car on campus may be sent home and no refund will be given.
- If it is necessary to spend the evening away from the residence hall, parents must write out a permission note, and it must be given to Ms. Riley. When students check out and return, they must notify Ms. Riley through the workshop office.
- If a student is commuting, there is a parking fee of \$10 that must be paid with the registration fee. MSU or MIPA cannot be responsible for any damages to vehicle or for any tickets a student may receive because of wrongful parking.

PERMISSION TO RIDE IN A VEHICLE DRIVEN BY WORKSHOP STAFF

- Your son or daughter may be riding in a vehicle if he or she is in an off-campus class or needs a ride to the on-campus health facility, etc. Please understand there are risks inherent in any activity. We need you to assume the risks and accept the consequences involved in your child's participation in the program.
- Any vehicle your child would be in will be operated by workshop instructors/staff or a professional bus driver.
- MSU or workshop personnel will not transport your child to a medical facility in an emergency. An ambulance will be called if your child needs emergency transportation. Workshop personnel will accompany your child.
- By signing at the bottom of this form, you will release Michigan State University, its Board of Trustees, employees, workshop personnel, volunteers and students from any and all costs, claims, injury or illness resulting from your child's participation in the program. You are advised to consult your own health and auto insurance carriers in case of injury.

WORKSHOP RULES

- You cannot possess or use alcohol, illegal drugs, fireworks or weapons. University policy forbids smoking in university buildings.
- Do not damage university or personal property. Parents will be liable for financial restitution.
- Be in the residence hall at 10 p.m. each night and in your room by 11 p.m. You are not permitted to leave your room, the floor or the dorm between

11 p.m. and 6 a.m. (unless prior arrangements have been made with Ms. Riley).

- Do not harass other workshop participants or staff.
- Do not enter into the residential area of the opposite sex.
- Do not create excessive noise or horseplay, including removal of screens from windows, or throwing items from the windows.
- Attend all workshop activities, including classes and evening sessions.
- Do not drive a vehicle to the workshop.
- This list is not all-inclusive.

CONSEQUENCES

- The above constitute violations of the workshop rules, and workshop personnel will have the option to remove the student from the workshop. If a student is dismissed from the workshop, parents will be called to come pick up their child immediately. A letter to parents and/or school advisers may follow disciplinary action.
- Violation of federal and/or state laws will result in immediate dismissal from the program.

PARENTS AND STUDENTS:

Please sign below. This form must be signed and returned with your registration form and health form. Please keep a copy for your records.

Parents: I have read this sheet and fully understand and agree to the policies, rules and consequences outlined here.

Parent or Guardian signature

Students: I will abide by the policies and rules of the workshop.

Student Signature

Student's Printed Name

***Please send this in with your health form and registration form.**

ADVISERS: Visit the workshop on Tuesday, Aug. 7, on Adviser Day. For details and how to register, go to the MIPA Web site.

STUDENTS: Want to know what to bring? Visit the MIPA Web site for general and class lists.

Interested in a **SCHOLARSHIP**? We have a few available. Visit the MIPA Web site for application materials and criteria.

SUPPLY LIST available at MIPA Web site in late May.

REGISTRATION PACKET available online in late May.

www.mipa.jrn.msu.edu



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Aug. 5–9, 2007

Michigan Interscholastic Press Association
Summer Journalism Workshop
305 Communication Arts & Sciences
Michigan State University
East Lansing, MI 48824-1212

MIPA: Since 1921