



## Report to the Membership of the 2010–2011 Year Presented on April 26, 2011

**M**IPA has had another successful year. Membership stands at 143 schools, with 209 advisers. We realize there are still more schools, advisers and students in Michigan who would benefit from membership in our organization. Please help us to spread the word about MIPA and its programs.

The 2010 MIPA Spring Conference was held April 30, at the Lansing Center. About 1,120 students and teachers were on hand for the awards and on-site contests.

Last spring Pam Bunka was re-elected to the board as trustee. Dawn Landis was elected trustee. Julia Satterthwaite was elected first vice president, and C.E. Sikkenga moved up to the president.

Last year at this time we were planning another up-north conference in Traverse City at Northwestern Michigan College on May 12. Unfortunately, we had to cancel this event because of a conflict with another event in Traverse City plus low attendance numbers.

For 18 years in a row, the summer workshop has been under the guidance of Betsy Pollard Rau, and this past year she did another wonderful job. Attendance was at 416, which was down about 12 students from 2009. The theme for this year is "MIPA J-Cation: Back to the Beach" and the dates are July 31–Aug. 4. We continue to work to keep the cost down for students, and a search for various workshops and camps will find our fee very competitive.

MIPA collaborated with the Michigan Press Association Foundation to sponsor internships for teachers who would like the opportunity to work at a newspaper for four weeks during the summer. The MPA Foundation is supplying the salary for these teachers. Last summer four teachers took part. We plan to continue this exciting opportunity, and we are thankful to the MPA Foundation for making it possible. Participants are also able to receive credit from MSU if they wish to enroll. The application deadline will always be March 20 of the year of the internship.

The Fall Conference was held on Oct. 21, and attendance was at 1,927, about 300 more than last year's. There were four learning sessions for students and advisers throughout the day and more than 65 presentations available. Special guest speakers were Aaron Manfull and Lori Oglesbee.

MIPA hosted its eighth Middle School Conference on Nov. 18. The half-day conference was held at the MSU Union and attendees could choose four different sessions. A carry-in contest was held for the fourth year and awards were given out during the last 15 minutes of the conference. There were 281 students in attendance.

MIPA hosted a one-day workshop and offered InDesign/Photoshop/Final Cut Pro/Podcasting/Wordpress and design clinics in newspaper and yearbook. The event was held on Friday, Feb. 25. This year, 104 people participated in the workshop. All classes were taught at the College of Communication Arts & Sciences Building.

MIPA's newspaper, yearbook and video production Judging Day was held on March 5, and 4,220 were judged by 56 judges. It's always a fun day and very well organized, thanks to Julie Price, Lynn Strause Diane Herder and Jeremy Whiting. If you've never been to the judging day event, we highly recommend it! Thanks to all of those who gave up a Saturday to help!

In a move to create a cleaner environment, we have put lists of all winners on the MIPA website. Please go to <http://mipamsu.org/2011-spring-conference/> to see all of the individual category contest winners as well as Spartan contest results.

A statistical breakdown for all the individual contests is on the website as well.

In conjunction with the Detroit Free Press and the Knight Center for Environmental Journalism at the MSU School of Journalism, MIPA sponsored a one-day workshop on March 31 for Detroit high school journalists at the Fairlane Conference Center at U of M–Dearborn. More than 200 students attended the event. Students had a chance to meet Detroit media

personalities as well as work with journalists from the Detroit Free Press and MSU.

Many thanks to Rod Satterthwaite for continuing the MIPA Mentorship program. This was an idea that Rod came up with for an independent study several summers ago. This year we had six pairs of mentors and mentees. If you are interested in having or being a mentor for the 2010–2011 school year, please contact Rod.

We continue to make changes to the MIPA website, which was unveiled two years ago. A website is like a house. You have to live in it for a time to know what changes you'd like to make. Please bookmark the site: [www.mipamsu.org](http://www.mipamsu.org). And please let us know if you have suggestions to improve the site.

You can also "like" us on our Facebook page and follow us on Twitter.

Day-to-day bookkeeping is being handled by Cheryl Pell. The treasurer, Lynn Strause, is overseeing the operation and taking a more hands-on approach from what we have had in the past.

The MIPA office is staffed by two wonderful students. They are Jayna Salk and Christina Miteff. Cheryl is thrilled that neither of them is graduating this year.

Nationally, Michigan and MIPA are recognized as leaders in scholastic journalism. Our workshop is considered one of the best in the country. Many of our student publications win national awards as noted in today's program.

The MIPA executive director, board and office staff are here to serve the membership. Please call us for help, offer suggestions and become involved in our efforts to strengthen the organization and scholastic journalism. Both you and the organization will benefit.

Respectfully submitted,  
• Cheryl Pell, MIPA executive director  
• C.E. Sikkenga, president, Grand Haven HS