

Michigan Interscholastic Press Association Presents

2010 FALL CONFERENCE: IT'S KIND OF A BIG DEAL



Welcome to MIPA!

Annual Fall Conference
Thursday, Oct. 21, 2010
Lansing Center

Critiques for yearbook and newspaper staffs in Hall A

You're cool if you signed up for a newspaper or yearbook critique ahead of the conference! Your adviser should have received an e-mail telling him or her what time your critique is. At the designated time, please go to Hall A and go to the critique area. Sue Spalding, our critique director, will be there to help you.

Didn't sign up ahead of time, but still want a critique of your publication? There might be cancellations or openings. Go to Hall A to the critique area and talk to Ms. Spalding.

MIPA CALENDAR

- MIPA contest postmark deadline for newspapers, yearbooks, video, etc: Feb. 18, 2011.
- One-Day Workshop: Feb. 25, 2011
- Spring Conference: April 26, 2011
- Start saving up for the MIPA Summer Journalism Workshop, which will be July 31-Aug. 4, 2011.

HERE'S WHAT TO DO FIRST

- Go to Hall A! That's where registration is and lots of other action! Visit the displays. You'll find the critique station as well. Advisers will also eat lunch in that room.
- At 9 a.m. go to your first session of the day. You may go to any session you wish. Please get there early – sessions tend to fill up fast!

MEET OUR GUEST SPEAKERS



AARON MANFULL

Aaron Manfull is the JEA Digital Media Chair and webmaster of www.JEADigitalMedia.org. He is the media adviser at Francis Howell North HS in St. Charles, Mo., where he advises the North Star newsmagazine, the Excalibur yearbook, the Knightlife podcast and www.FHNtoday.com.

Manfull will present four sessions today, and all of them will be in Hall B. Be sure to stop by to meet him and learn more about new media and how you can incorporate it in your publication programs.



LORI OGLESBEE-PETTER

Lori Oglesbee is the yearbook adviser at McKinney (Texas) HS and has advised publications for 25 years. Oglesbee was named the 2009 JEA Yearbook Adviser of the Year. She is the curriculum and development chair for JEA and is known for sharing her wonderful resources! Oglesbee taught at the MIPA workshop this summer.

Today, Oglesbee will talk about design, photography and writing great yearbook copy. She'll be in Banquet Room 7. Make it a point to stop by her entertaining sessions and meet this dynamic speaker.

THINGS TO KNOW

TODAY'S SCHEDULE

Session One

9:00 – 9:45

Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

Session Four

1:00 – 1:45

SESSION KEY

Y-Yearbook
N-Newspaper
VJ-Video Journalism
O-Online
P-Photography
S-Sports
E-Everyone

UPON ARRIVAL

Please be sure to go immediately to Hall A to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

LUNCH: 11:35-1:00

Speakers and advisers will have lunch in Hall A, which is where registration, critiques and vendors are. 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. All other rooms are on the first floor. See the map on page 7.

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SESSION ONE (9:00–9:45 A.M.)

Displays and Critiques Hall A

Moving Your Publication Online (O).....Hall B

Aaron Manfull, adviser, Francis Howell North HS (Mo.)

Looking to make the jump online? Not sure where to start? This session will give you a plan so you make the move the right way and transition your publications smoothly to the digital age.

Seizing Freelance Opportunities (N)Room 101

Eric Freedman, faculty, MSU School of Journalism

High school journalists can become paid freelance writers. Here's how to do it.

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.

Your Big, Fat Journalism Career (E) Room 103

Joe Grimm, faculty, MSU School of Journalism

Learn how to take advantage of the many emerging career opportunities coming our the journalism's transition.

The Changing Sports Job Market (S) Room 104

Earle Robinson, sports director, WKAR

Love sports? You can still have a career in it!

Editing Magic (VJ)..... Room 201

Dave Droski, adviser, Mona Shores HS

In order to create great video, you need to learn the how and why to go from one shot to another.

Shake Your Money Maker (E)Room 202

Sara-Beth O'Connor, adviser, Grand Ledge HS

An adviser and business manager show all when it comes to making money. This goes beyond just ad sales.

How You Can Write for Your Local Publications (E)..... Room 203

Brooke Meier, editor, Patch.com

There's something new in Michigan, and it's pretty exciting. Come learn all about it from an editor not a whole lot older than you!

Shoot Sports Like the Pros (P, S)Room 204

Tim Morley, adviser, Inland Lakes HS

Use these tips from the professionals to take your publication's sports photography to the limit. Follow this adviser's quest to become a member of the SportsShooter online community.

Start Your Online Publication with WordPress (O)Room 205

Jeremy Whiting, teacher, St. Martha School

Ready to connect with your readers 24/7? This session will show you how to simply build a website for free using the tools at WordPress.com. You do not need to be a technology geek to have a great online publication!

The Best of Leads, The Worst of Leads (N) Banquet 1

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.

300-Word Story (E) Banquet 2

Betsy Pollard Rau, faculty, CMU & MSU

Brady Dennis of the St. Petersburg Times has given new meaning to reporting in his 300 word series that won him the Ernie Pyle award. Look at some of his work as well as some of the stories done by high school reporters. If you think this is easy, think again. If you think the stories will be boring, think again.

Islamaphobia and the News (N,V) Banquet 3

Geri Zeldes, faculty, MSU School of Journalism

News events surrounding Islam occur daily. Couple this with the rise of Islamaphobia in the U.S., you may be interested in this session. Consider this an intro to an Islam 101 course, where we'll define basic terms you'll need to understand coverage.

12 Secrets Designers Use to Manipulate Readers (N) Banquet 4

Kris Kinkade, content editor, Kalamazoo Gazette

Here's one: Use design to lead the reader on a journey. If you come to this session, you'll get the other 11!

Same Story, Different Package (N,Y) Banquet 5

Brian Wilson, adviser, Waterford Kettering HS

Want to get more readers for your publication? Looking for innovative, cutting-edge alternatives to traditional stories? Learn how to push your readership to the next level by connecting to your audience.

Photoshop Whiz Bang Wow—Cool Tips and Tricks (P)..... Banquet 6

Ike Lea, faculty, Lansing Community College

Ever wonder, "How'd they do that?" Sure you have! We all have. Come see Ike cruise through some of his 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.

(SESSION 1, CONT.)

Why Yearbook Copy Sucks (Y)..... **Banquet 7**

Lori Oglesbee, adviser, McKinney HS (Texas)

Stop writing like AP English. Tell stories and learn how to revise.

Contemporary Coverage (Y)..... **Banquet 8**

Lynn Strause, yearbook consultant, East Lansing

What's the hot trend that every staff should work towards? More coverage. See how yearbooks use modular design and topical coverage to effectively expand beyond the traditional copy block to give their readers more information, more angles and more appeal.

Good Interviewing Techniques (VJ)..... **Governor's Room**

Roger Smith, adviser, Lake Orion HS

Learn how to compose your shot, which mic to use, and how to organize your questions for an interview for your feature/news story. You'll see good and bad examples of interviews, and (hopefully) improve your skills!

Got a Question? Here are Some Answers (Newspaper Advisers) **Board Room 1**

Rod Satterthwaite, adviser, Dexter 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.

The Business Side of Yearbooks (Yearbook Advisers) **Board Room 2**

Kim Kozian, adviser, L'Anse Creuse North HS

Learn how to manage the yearbook so you can stay solvent and actually have extra money with ads sales and publications sales.

SESSION TWO (9:55-10:40 A.M.)

Displays and Critiques **Hall A**

Rethinking Your Newsroom When You Move Online (O) **Hall B**

Aaron Manfull, adviser, Francis Howell North HS (Mo.)

In making the move online, you have to rethink everything about your newsroom if you want to utilize the resources you have and make the most of your site. This session will cover everything from structuring your staff to coming up with daily content for the site without stretching your resources too thin.

Feature Writing Made Easy (N,Y) **Room 101**

Patrice Hornak, retired, Ithaca HS

Find out how to improve your feature writing skills as well as share your best feature writing angles with students from other schools so you can amass a treasure of good feature story ideas.

What I Learned During My Summer Internship (Advisers) **Room 102**

Janet Mendler, moderator, Michigan Press Association Foundation

Some Michigan teachers spent a month in a newsroom last summer through a unique partnership between MIPA and the Michigan Press Association. They'll share their experiences with you. This opportunity will be available again next summer for teachers who are interested.

Acing Journalism at MSU (E)..... **Room 103**

Joe Grimm, faculty, MSU School of Journalism

A prof tells you the secrets of hugely successful MSU journalism students.

Social Media and Broadcasting (VJ, O)..... **Room 104**

Rob South, reporter/producer, WKAR Public Media

The internet is changing the way we get our news. Traditional broadcasting is quickly becoming not-so-traditional as sites like YouTube, Facebook and Twitter make it easy and almost necessary for anyone to break the story first. But professional journalism must prevail! How to write fast, get the facts and stay on top of the amateurs.

Sports Television (VJ)..... **Room 201**

Patrick Morrow, adviser, Carlson HS

Interested in the Detroit sports market? Learn all about it from someone who spent 20 years in the business.

Got an Opinion? Put it in Writing (N)..... **Room 202**

Julia Satterthwaite, adviser, Rochester HS

What belongs in an op/ed section of your newspaper? And how do you spice it up a bit so readers will turn there first?

Writing Captions the Right Way (E) **Room 203**

Pam Bunka, adviser, Fenton HS

Everybody reads captions. So take care to write them well. What's the secret? This session will show you. By the time you leave, you'll be writing strong, story-telling captions.

The Challenges and Joys of Working in Photojournalism Today **Room 204**

Elizabeth Conley, photojournalist/multimedia producer, The Detroit News

You can't get by with just shooting still photos anymore. Those days are over. But exciting work is still there for the photographer who loves visual journalism.

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(SESSION 2, CONT.)

Tactics to Avoid Censorship (E) Room 205

Jane Briggs-Bunting, faculty, MSU School of Journalism

How can you fight censorship? Is it something you deal with in your school? We hope not, but if it is, let's talk about it and find some solutions. Help is available.

Start With the Horse (N) Banquet 1

Andrew Taylor, adviser, Grosse Pointe North HS

Characters make a story. Learn to focus your story on people rather than things.

Betsy's Ten-Step Program (N) Banquet 2

Betsy Pollard Rau, faculty, CMU & MSU

10 steps to make your paper shake, rattle and roll.

Everybody Has a Story—Now Get Out There and Find It! (N) Banquet 3

Julie Price, adviser, Haslett HS

Using the New York Times' Portraits of Grief, this speaker will show you how to find stories that are just waiting to be told.

21 in 21: Art Direction with Limited Resources (N) Banquet 4

Aaron Olson, designer, The Detroit News

Do you want to take the visual presentation of your paper to the next level, but don't know where to start? This session is all about coming up with a great idea that highlights your stories and is anything but cliched.

Yearbook Writing: The Chicken or the Egg? (Y) Banquet 5

Brian Wilson, adviser, Waterford Kettering HS

Are students not reading your yearbook copy? Maybe it's bad! Discover ways to make it irresistible.

Getting the Most Out of Your Digital Camera (P) Banquet 6

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.

20 Design Rules (Y) Banquet 7

Lori Oglesbee, adviser, McKinney HS (Texas)

Hey, I didn't make them up, professionals did. You have to master these rules before you can ever think about breaking them.

Five Things You Need to Know to Create an Awesome Infographic (E) Banquet 8

Karl Gude, faculty, MSU School of Journalism

Karl Gude is the former director of information graphics at Newsweek and knows all there is to know about creating amazing infographics. Plus, you won't be able to resist this guy's style of teaching.

News Story Breakdown (VJ) Governor's Room

Randy Scott, adviser, Davison HS

Let's break it down: The proper ways to shoot, gather and edit video so that your news story is the best it can be.

The Most Important Stuff I've Learned in My 20 Years of Advising (Newspaper Advisers) 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.

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

Kim Kozian, adviser, L'Anse Creuse North HS

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

SESSION THREE (10:50-11:35 A.M.)

VIDEO TEACHERS: Please go to the Cafe during the third session for a meeting. The Cafe is at the north end of the building.

Displays and Critiques Hall A

Get Readers to Your Website (O) Hall B

Aaron Manfull, adviser, Francis Howell North HS (Mo.)

You have a site online, now you need to get people to go to it. Interaction with your audience is key. Learn how Facebook and Twitter can increase your hit count, as well as numerous other things you can do around your school that will create a buzz and get more readers to your site.

Creating Portfolios for All-MIPA/Student Journalist/Golden Pen (E) Room 101

Gloria Olman, MIPA Board Member

If you plan to enter the All MIPA or Student Journalist contest, or if you want to nominate your adviser for the Golden Pen award, you'll want to go to this session. One of the founders of these contests will be on hand to tell you how to make a memorable and exciting portfolio.

Backpack Journalism: What You Need in Your Bag of Tricks (O) Room 102

Tricia Bobeda, reporter, Lansing State Journal

No longer can you get by with a reporter's notebook and a pen. Now you need a backpack and several key items inside it. This reporter carries hers with her at all times. Learn what you need to have on you to cover the stories that are happening around you all the time.

(SESSION 3, CONT.)

Shoot Video and Produce Scripts Like a Pro (VJ, E) Room 103

Tracy Burton, writer, CMU

Learn how to prepare interviews, position your sources, capture effective b-roll and more.

It's Not Over 'Til the Fat Lady Edits (N,Y) Room 104

Lydia Cadena, adviser, Novi HS

Every writer needs to self edit. This session will help you on your way to earning praise from your editors and advisers when you turn in error-free copy.(Your English teachers will be happy too!)

MHSAA Digital Broadcasting Program (VJ, S)..... Room 201

John Johnson, MHSAA

An introduction to the MHSAA's Digital Broadcasting Program, providing an opportunity for students and schools to produce video coverage of athletic and non-athletic events to stream on the internet on the MHSAA TV website.

The ABC's of Interviewing (N) Room 202

Julia Satterthwaite, adviser, Rochester HS

Not sure how to conduct an interview? It's essential to writing a great story. By the time you leave this session, you'll have some good tips to getting the information you need.

Ad Design 101 (N,Y) Room 203

Pam Bunka, adviser, Fenton HS

Designing advertisements for your publication can be fun and rewarding. This session will teach you what every ad needs and how to create awesome looking ones.

Something New at MSU: Sports Journalism (S).....Room 204

L.A. Dickerson, faculty, MSU School of Journalism

The new J-School curriculum includes sports journalism as a focus area. Dickerson and four college students will show you how they developed a new website featuring Spartan sports.

Putting Your Newspaper Online (N,O) Room 205

Mike Mulholland, student, CMU

Newspaper advisers and editors: Learn to make the transition from a print product to an online presence that reaches beyond the schoolhouse walls into the community.

Three Web Tools You Need to Know About (E) Banquet 1

Andrew Taylor, adviser, Grosse Pointe North HS

Learn about three free tools that will dramatically help your program: Ning (private social networking platform), NewsU (on-line multimedia lessons) and Google Docs (cloud storage and collaborative editing).

The Anatomy of a Front Page (N)..... Banquet 2

Rick Epps, presentation editor, & Tyler Rau, page designer, The Detroit News

The front page is the face of your publication. What makes it tick? What makes it inviting and engaging? Learn some tips from a couple of professional designers.

Seven Steps to an Edgy Paper (N) Banquet 3

Rod Satterthwaite, adviser, Dexter HS, & C.E. Sikkenga, adviser, Grand Haven HS

The dynamic duo behind the MIPA summer workshop's "Taking Your Newspaper to the Edge" share tips, tricks and trends for making your paper edgier and attracting readers you might otherwise lose to the web. C.E. and Rod will have examples, so bring a sketch pad and leave with practical ideas you can incorporate into your next edition.

WordPress Wunderbar (O).....Banquet 4

Aaron Olson, designer, The Detroit News

Getting your publication online can be daunting, but WordPress makes the process much easier. Learn the basics of setting up this Content Management System, what plug-ins work the best and how to avoid common pitfalls.

The Fundamentals of Yearbook Design (Y)..... Banquet 5

Sandra Strall, adviser, Carlson HS

New to the yearbook staff and yearbook design? This session will teach you the very basics.

Five Fast Foto Fixes: Quick Fixes in Photoshop to Improve Images (P) Ballroom 6

Ike Lea, faculty, Lansing Community College

Yikes! That image looks lousy. You might be able to fix it, and Ike Lea will show you how.

Afterall, It's a Picture Book (Y,P) Banquet 7

Lori Oglesbee, adviser, McKinney HS (Texas)

White balance, ISO and priority settings transform your ability to take rich color. Add story-telling elements, and you have an amazing photo.

Find Your Voice (Y) Banquet 8

Lynn Strause, yearbook consultant, East Lansing

Good design is all about style and voice. What voice does your yearbook have? Does it have an attitude? Or not? Learn how to give your publication the voice you want it to have.

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Session 3, continued on the next page

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(SESSION 3, CONT.)

Take Me There, Make Me Care (VJ)..... Governor's Room
Bob Gould, faculty, MSU School of Journalism

Emmy-award winner Bob Gould will show you how to create powerful stories with video that will impact viewers. He will discuss the importance of making the viewer feel like he/she was at the scene of an event and how character-driven stories are essential for giving the piece "personality."

Grading Newspaper Students (Newspaper Advisers)..... 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.

Grading Yearbook Students (Yearbook Advisers)..... Board Room 2
Kim Kozian, adviser, L'Anse Creuse HS-North

How do you grade your yearbook students? If you're a new adviser, you may be asking this question, but lots of advisers who have been at it awhile wonder about this topic from time to time as well. Let's talk about the different ways.

SESSION FOUR (1:00-1:45 P.M.)

Digital Media Q & A (O)..... Hall B
Aaron Manfull, adviser, Francis Howell North HS (Mo.)

The guy who heads up JEADigitalMedia.org will give you a tour of the site and then try to answer any question you can throw at him about digital media.

Making Sports Pages Awesome (N,S) Room 204
Jeff Nardone, adviser, Grosse Pointe South HS

Need some new ways to cover old sports? This session will cover writing, design, alternative story forms and more. See great examples from the professional press.

Multimedia Journalist (O)..... Room 205
Mike Mulholland, student, CMU

So you want to be a journalist? Today that means you're going to be a multimedia journalist. But what does that mean, and what is that life like? Bonus: Learn some great online resources today to make your online presence known.

WordPress Tips (O)..... Banquet 1
Bonnie Bucqueroux, editor, Lansing Online News

Learn how to make the most of your WordPress interface.

Journalists, Step Away from the Clone Stamp (E) Banquet 2
Chad Sanders, adviser, Everett HS

How far is too far when it comes to Photoshopping an image? Is it OK to clean up someone's acne for them? Can I darken a sky? How about adding a kid who wasn't there for the group photo? Just because you can, doesn't always mean you should.

Writing Stuff They'll Actually Read (N,Y) Banquet 3
C.E. Sikkenga, adviser, Grand Haven HS

We all write, but how much of our stuff actually gets read? Walk away with 10 great tips to ensure that your stuff does get read.

It's Hip to Be Square (N)..... Banquet 4
Lydia Cadena, adviser, Novi HS

Every writer needs to self edit. This session will help you on your way to earning praise from your editors and advisers when you turn in error-free copy. (Your English teachers will be happy too!)

Designing for More Coverage (Y)..... Banquet 5
Sandra Strall, adviser, Carlson HS

Learn tips on how to design yearbook spreads to include more coverage of the events in your school. See examples that show how other schools make complete coverage appealing.

Social Media Toolbox for Reporters (O) Banquet 6
Tricia Bobeda, reporter, Lansing State Journal

A how-to guide for journalists who want to dive into social media, but aren't sure where to start. This session will include strategies for using Facebook, Twitter, Tumblr and other social media tools to connect with your audience.

20 Design Rules (Y) Banquet 7
Lori Oglesbee, adviser, McKinney HS (Texas)

Hey, I didn't make them up, professionals did. You have to master these rules before you can ever think about breaking them.

Confessions of a Font Fanatic (E) Banquet 8
Lynn Strause, yearbook consultant, East Lansing

With thousands of fonts available for use in our publications, it's easy to become a fontaholic. Learn how to make the most of your fonts to strengthen your designs and how to avoid a font faux pas. Check out the seven-step program to cure your font addictions.

News Story Breakdown (VJ)..... Governor's Room
Randy Scott, adviser, Davison HS

Let's break it down: The proper ways to shoot, gather and edit video so that your news story is the best it can be.

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Please be sure to go immediately to Hall A to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

LUNCH: 11:35-1:00

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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. All other rooms are on the first floor. See the map on page 7.

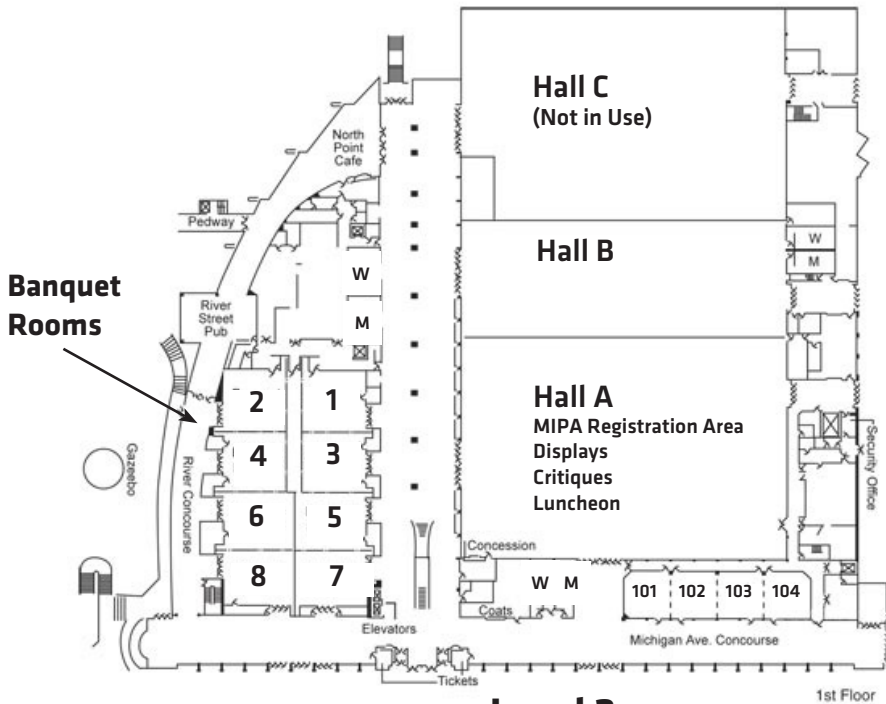
CRITIQUES

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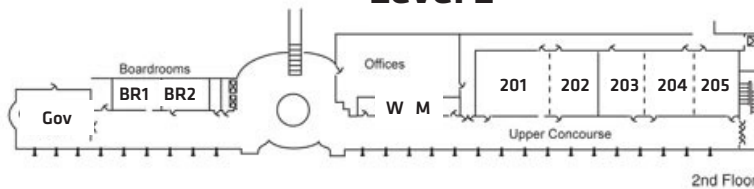
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Please be a good representative of your staff and school by being kind to speakers and others here at the conference. Also, please treat the Lansing Center with care. Thanks very much!

Level 1



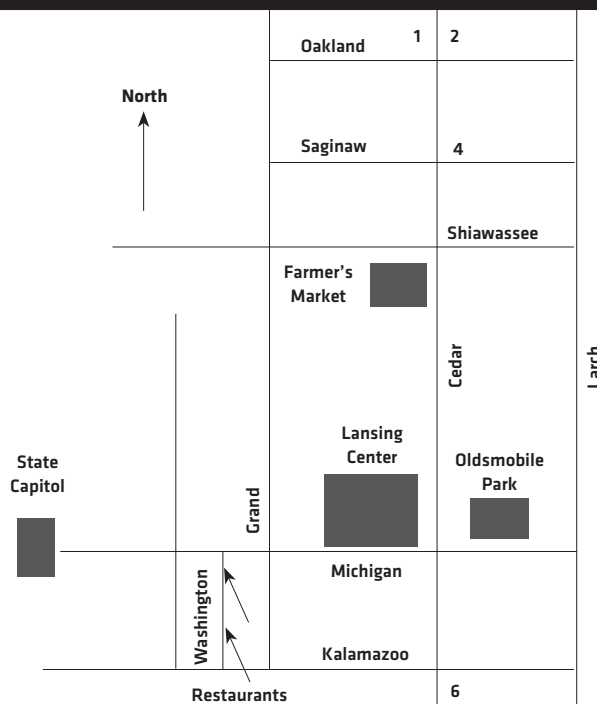
Level 2



RESTAURANTS* FOR STUDENTS

- Washington Avenue**
Subway
New York Burrito
Sara's Lunchbox Express
Jalapeno's
Blimpies
Daily Bagel
Spotted Dog Cafe
Downtown Deli
Skyline Chili
and more
- North on Cedar**
1. A & W
2. Rally's
3. Arby's
4. Burger King
5. McDonald's
- South on Cedar**
6. Wendy's

*Subject to change



**GREAT LAKES
FIRST AMENDMENT LAW CLINIC**

In January 2011, Michigan State University College of Law is introducing the Great Lakes First Amendment Law Clinic, a newly expanded clinic to serve high school journalists and their faculty advisors.

The clinic will have three components. Law students will teach on-site First Amendment workshops to faculty advisors and student journalists at Michigan high schools covering censorship, libel, and privacy issues, as well as copyright and libel matters involving Facebook and Internet postings.

Law students will also provide pro bono legal representation to high school journalists whose free speech rights have been challenged. Clinic students will also conduct a Freedom of Information Act survey of school district regulations that govern First Amendment rights of student journalists.

The First Amendment Clinic is a collaborative effort of MSU Law College and MSU School of Journalism. For more information contact Co-Director Nancy Costello, Associate Clinic Professor of Law, at ncostello@law.msu.edu.

MIDDLE SCHOOL CONFERENCE

Do you have a little brother or sister who's interested in journalism? MIPA's annual Middle School Journalism Conference is just around the corner. The workshop will be Thursday, Nov. 18, at the MSU Student Union building. Schools can sign up for a fun-filled day of workshops for just \$6 per student. So help us spread the word!

JUDGING DAY

Advisers: Mark your calendars for March 5. Help us judge entries to MIPA's annual scholastic journalism contests. Don't miss the chance to meet and work with fellow publications advisers, and professional journalists from all over the state. And lunch is on us.



CRITIQUES: Plainwell High School adviser Jane Kostanko and one of her students had their yearbook critiqued at MIPA's 2009 fall conference. See, it's not that scary! Critiques will be in Exhibit Hall A during the first three sessions.



SUMMER WORKSHOP: J-Cation has come and gone, but the memories of one amazing workshop linger. To see more photos and see some of the great work created by students during the workshop, visit the workshop site: <http://theupstart.mipamsu.org/>

NEXT SUMMER'S DATES: JULY 31-AUG. 4

TODAY'S SCHEDULE

- Session One**
9:00 – 9:45
- Session Two**
9:55 – 10:40
- Session Three**
10:50 – 11:35
- Lunch**
11:35 – 1:00
- Session Four**
1:00 – 1:45

SESSION KEY

- Y-Yearbook
- N-Newspaper
- VJ-Video Journalism
- O-Online
- P-Photography
- S-Sports
- E-Everyone

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MIPA Fall Conference Student Worksheet

Name _____

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

1. What is the name of the session you are attending?

2. What is the correct spelling of the speaker's first and last name?

3. Make a point to ask the speaker at least one question. Write the question you asked and the response the speaker gave in the space provided below.

Q: _____

A: _____

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

1. What is the name of the session you are attending?

2. What is the correct spelling of the speaker's first and last name?

3. What are three pieces of information you will take away from this session?

a. _____

b. _____

c. _____

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

1. What is the name of the session you are attending?

2. What is the correct spelling of the speaker's first and last name?

3. Do a quick interview with someone else from another school that attended this session. Find out if they learned something new or plan on using any of the ideas suggested. Make sure to note their name, grade and school.

Q: _____

A: _____

Name: _____

Grade: _____

School: _____

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

1. What is the name of the session you are attending?

2. What is the correct spelling of the speaker's first and last name?

3. How will attending this session help you as a journalist?

****Please make sure to visit yearbook displays in Hall A and to collect newspapers from other schools. Look through yearbooks and newspapers to bring back idea's to share with the class.**

****Also, please attach all handouts given out during the sessions you attended to the back of this sheet.**

YOU AND YOUR PARENTS ARE INVITED TO
MICHIGAN STATE UNIVERSITY TO

BIG TEN JOURNALISM

AN EVENT TO INTRODUCE YOU TO THE

SCHOOL OF JOURNALISM

FRIDAY, DEC. 3

9:45 A.M. TO 1 P.M.

Meet the Director and Some Awesome Faculty

See Student Projects and Research

Find Out Why Journalism Rocks

Take a Tour of the Facilities

Enjoy Lunch with Faculty and Students

To register for this event, please fax this form to (517) 355-7710 by Nov. 22 or go to the J-School site at jrn.msu.edu and click on "Big Ten Journalism." We'll e-mail you information about parking and more about a week ahead of time. Event will be held at the Communication Arts & Sciences Building on campus.

Name of student _____

E-mail _____

School _____

Grade _____

Name of parent _____

E-mail _____

Phone () _____

Questions? Please e-mail Joe Grimm at joe.grimm@gmail.com or Cheryl Pell at pell@msu.edu. We look forward to meeting you.

JOIN US ON DEC. 3.



SESSION GRID

KEY:

- N–Newspaper
- Y–Yearbook
- VJ–Video Journalism
- P–Photography
- O–Online
- S–Sports
- E–Everyone

Critiques will be held in Exhibit Hall A.

Visit the displays in Hall A.

Session 3/10:50–11:35

Creating Portfolios for MIPA Contests (E)
Gloria Olman, MIPA Board Member

Backpack Journalism (O)
Tricia Bobeda, Lansing State Journal

Shoot Video and Produce Scripts Like a Pro (VJ,E)
Tracy Burton, CMU

It's Not Over 'Til the Fat Lady Edits (N,Y)
Lydia Cadena, Novi HS

MHSAA Digital Broadcasting Program (VJ,S)
John Johnson, MHSAA

The ABCs of Interviewing (N)
Julia Satterthwaite, Rochester HS

Ad Design 101 (N,Y)
Pam Bunka, Fenton HS

Something New at MSU: Sports Journalism (S)
L.A. Dickerson, MSU School of Journalism

Putting Your Newspaper Online (N,O)
Mike Mulholland, CMU

Three Web Tools You Need to Know About (E)
Andrew Taylor, Grosse Pointe North HS

The Anatomy of a Front Page (N)
Rick Epps & Tyler Rau, The Detroit News

Seven Steps to an Edgy Paper (N)
Rod Satterthwaite & CE Sikkenga

WordPress Wunderbar (O)
Aron Olson, The Detroit News

The Fundamentals of Yearbook Design (Y)
Sandra Strall, Carlson HS

5 Fast Foto Fixes (P)
Ike Lea, Lansing Community College

Afterall, It's a Picture Book (Y,P)
Lori Oglesbee, McKinney HS, Texas

Find Your Voice (Y)
Lynn Strause, Yearbook Consultant

Take Me There, Make Me Care (VI)
Bob Gould, MSU School of Journalism

Get Readers to Your Web Site (O)
Aron Manfull, Francis Howell North HS, Mo.

Grading Newspaper Students
Jeff Sallisbury, Wayland Union HS

Grading Yearbook Students
Kim Kozian, L'Anse Creuse North HS

Critiques 10:50–11:10
Registration, Displays

Session 2/9:55–10:40

Feature Writing Made Easy (N,Y)
Patrice Hornak

My Summer Internship (Advisers)
Janet Mendler, MPA Foundation

Acing Journalism at MSU (E)
Joe Grimm, MSU School of Journalism

Social Media and Broadcasting (VJ,O)
Rob South, WKAR

Sports Television (VJ,S)
Patrick Morrow, Carlson HS

Got an Opinion? Put it in Writing (N)
Julia Satterthwaite, Rochester HS

Writing Captions the Right Way (E)
Pam Bunka, Fenton HS

Challenges & Joys of Photojournalism (P)
Elizabeth Conley, The Detroit News

Tactics to Avoid Censorship (E)
Jane Briggs-Bunting, MSU School of Journalism

Start With the Horse (N)
Andrew Taylor, Grosse Pointe North HS

Betsy's Ten-Step Program (N)
Betsy Pollard Rau, CMU & MSU

Everybody Has a Story—Now Find it (N)
Julie Price, Haslett HS

21 in 21: Art Direction with Limited Resources (N)
Aron Olson, The Detroit News

Yearbook Writing: The Chicken or the Egg? (Y)
Brian Wilson, Waterford Kettering HS

Getting the Most Out of Your Digital Camera (P)
Ike Lea, Lansing Community College

20 Design Rules (Y)
Lori Oglesbee, McKinney HS, Texas

5 Things You Need to Know to Create an Infographic (E)
Karl Gude, MSU School of Journalism

News Story Break (VI)
Randy Scott, Davison HS

Rethinking Your Newsroom When You Move Online (O)
Aron Manfull, Francis Howell North HS, Mo.

Stuff I Wish I'd Known When I Started Out Advising
Jeff Nardone, Grosse Pointe South HS

Help! I'm the New Yearbook Adviser
Kim Kozian, L'Anse Creuse North HS

Critiques 9:55–10:15
Registration, Displays

Session 1/9–9:45

Seizing Freelance Opportunities (N)
Eric Freedman, MSU School of Journalism

Writing about Nature and the Environment (E)
Jim Detjen, MSU School of Journalism

Your Big, Fat Journalism Career (E)
Joe Grimm, MSU School of Journalism

The Changing Sports Job Market (S)
Earle Robinson, WKAR

Editing Magic (VI)
David Droski, Mona Shores HS

Shake Your Money Maker (E)
Sara-Beth O'Connor, Grand Ledge HS

How You Can Write for Your Local Publications (E)
Brooke Meier, Patch.com

Shoot Sports Like the Pros (P,S)
Tim Morley, Inland Lakes HS

Start Your Online Publication with WordPress (O)
Jeremy Whiting, St. Martha School

The Best of Leads, The Worst of Leads (N)
Jim Woehrl, Midland HS

300-Word Story (E)
Betsy Pollard Rau, CMU & MSU

Islamaphobia and the News (N,VI)
Geri Zeldes, MSU School of Journalism

12 Secrets Designers Use to Manipulate Readers (N)
Kris Kinkade, Kalamazoo Gazette

Same Story, Different Package (N,Y)
Brian Wilson, Waterford Kettering HS

Photoshop Whiz Bang Wow—Cool Tips and Tricks (P)
Ike Lea, Lansing Community College

Why Yearbook Copy Sucks (Y)
Lori Oglesbee, McKinney HS, Texas

Contemporary Coverage (Y)
Lynn Strause, Yearbook Consultant

Good Interviewing Techniques (VI)
Roger Smith, Lake Orion HS

Moving Your Publication Online (O)
Aron Manfull, Francis Howell North HS, Mo.

Got a Question? Here are Some Answers
Rod Satterthwaite, Dexter HS

The Business Side of Yearbooks
Kim Kozian, L'Anse Creuse North HS

Critiques 9–9:20
Registration, Displays

Session 4/1:00–1:45

Making Sports Pages Awesome (N,S)
Jeff Nardone, Grosse Pointe South HS

Multimedia Journalist (O)
Mike Mulholland, CMU

WordPress Tips (O)
Bonnie Bucqueroux, Lansing Online News

Journalists, Step Away From The Clone Stamp (E)
Chad Sanders, Everett HS

Writing Stuff They'll Actually Read (N,Y)
CE Sikkenga, Grand Haven HS

It's Hip To Be Square (N)
Lydia Cadena, Novi HS

Designing for More Coverage (Y)
Sandra Strall, Carlson HS

Social Media Toolbox for Reporters (O)
Tricia Bobeda, Lansing State Journal

20 Design Rules (Y)
Lori Oglesbee, McKinney HS, Texas

Confessions of a Font Fanatic (E)
Lynn Strause, Yearbook Consultant

News Story Break (VI)
Randy Scott, Davison HS

Digital Media Q & A (O)
Aron Manfull, Francis Howell North HS, Mo.

VIDEO TEACHERS: Please go to the Cafe during the third session for a meeting. The Cafe is at the north end of the building.