

Room	Session 1/9-9:45	Session 2/9:55-10:40	Session 3/10:50-11:35	Session 4/1-1:45
Ex. Hall A	✓ Critiques Registration/Check-In	✓ Critiques Registration/Check-In	✓ Critiques Registration/Check-In	LUNCH IS FROM 11:35-1 P.M. Students should from a variety nearby restaurants. Be back in time for Session 4! Advisers, join us in Hall A.
Ex. Hall B	FEATURED SPEAKER: Multimedia Storytelling (N,W,V) Sarah Nichols, JEA/Whitney HS (Rocklin, Calif.)	FEATURED SPEAKER: Rethinking Everything (E) Sarah Nichols, JEA/Whitney HS (Rocklin, Calif.)	FEATURED SPEAKER: More Than a Theme (Y) Sarah Nichols, JEA/Whitney HS (Rocklin, Calif.)	
Banquet 1	Yearbook Coverage (Y) Dave Loney, Herff Jones	Design Like a Spartan (D) Richard Epps, The Detroit News	Audience, Brand & College Admissions: Twitter ... (E) Emilia Askari, Journalist & Teacher	FEATURED SPEAKER: Controlling the Chaos (P) Sarah Nichols, JEA/Whitney HS (Rocklin, Calif.)
Banquet 2	10 Ways to Tell Stories Without Words (E) Reid Williams, Michigan.com	Features Without the Fluff (N,Y) Tracy Anderson & Madeline Halpert, Ann Arbor Community HS	Don't Be a Journalist, Be an Innovator (E) Reid Williams, Michigan.com	Newspaper Hacks: Tips & Tricks ... (N,D,W) C.E. Sikkenga, Grand Haven HS
Banquet 3	Yearbook Design Trends (Y) Anthony Perez, Walsworth Publishing Co.	Dean v. Utica (E) Katy Dean and Gloria Olman	How Can You Avoid Copyright Infringement ... (E) Nancy Costello, MSU First Amendment Law Clinic	The First Amendment Protects You, Too! (E) Nancy Costello, MSU First Amendment Law Clinic
Banquet 4	New Writing for New Media (W,N) Rod Satterthwaite, Grosse Pointe South HS	Writing Stuff They'll Actually Read (N) C.E. Sikkenga, Grand Haven HS	The Long and Short of It (N) C.E. Sikkenga, Grand Haven HS	It's Not Over Until the Fat Lady Edits (N,Y) Lydia Cadena, Novi HS
Banquet 5	Don't Be A Phony Photographer (P) Julie Price, Haslett HS	What's an Environmental Portrait? (P) Julie Price, Haslett HS	Shoot Sports Like the Pros (P) Tim Morley, Inland Lakes HS	What Makes A Great Photo? (P) Tim Morley, Inland Lakes HS
Banquet 6	Simple Video for News Reporters (W,V) Jeremy Whiting, Ovid-Elsie HS	Producing a TV Newscast (V) Jon Adamy, WLNS-TV	Break Into TV News (V) Sheri Jones & Jon Adamy, WLNS-TV	The Anchor Chair (V) Sheri Jones, WLNS-TV
Banquet 7	Smile, You're on Camera (V) Jesse Sutherland, Big Foot Media	Take Me There, Make Me Care (V) Bob Gould, Michigan State University School of Journalism	Creating 'Killer Graphics' for Video (V) Nathan Bush, Saline HS, & Chase Stanton, Saline Community TV	Tips, Tricks & Mistakes I Wish Someone Else Made (V) Nick Baker, Michigan State University Athletic Communications
Banquet 8	Shooting Interviews for the Web & Broadcast (V,W) Roger Smith, Lake Orion HS	Everyone's a Critic: The Craft of Reviewing (E) Gary Graff, Music Journalist	Let Us Entertain You: Arts & Entertainment Reporting (E) Gary Graff, Music Journalist	Good Audio Makes Good Video! (V) Jon Whiting, Michigan State University
101	Welcome to MIPA! An Introduction for Newbies (E) Alexis Campion, Henry Ford II HS	Student Advisory Committee Meeting (invitation only) Stacy Smale, Utica HS & Alexis Campion, Henry Ford II HS	Photojournalism Ethics (P) Neal Haldane, Madonna University	Covering the Environment for Your School Media (N) Eric Freedman, Knight Center for Environmental Journalism
102	Loaves and Fishes Journalism (N,W) Amanda Thorpe, Portage Community HS	Where Do Great Story Ideas Come From? (E) Steve Friess, Freelance Journalist	Put Together a Winning Portfolio (E) Pam Bunka, Gloria Olman & Jesse McLean	Take a Break: Writing In-depth Stories w/o Drowning... (N) Gayle Martin, Stoney Creek HS
103	Measuring Your Audience (W) Ed Simpson, Central Michigan University	Beyond Print (N, W) Ed Simpson, Central Michigan University	Reporting on Religion (N) Matthew Miller, Lansing State Journal	<p>SESSION KEY Students are welcome to attend any session that fits their interest. Sessions are first-come, first-serve.</p> <p>SKILL AREAS: A = Advisers Only D = News Design N = News Writing P = Photography W = Web/Digital Media V = Video Y = Yearbook</p> <p>✓ Critiques will be held in Hall A. Sign up at the registration desk when you arrive. Bring copies of your student media with you at your appointment.</p>
104	It's a 2-Way Street: Working With Your Administration (E) Sarah Ashman, Mason HS	Headlines That Pop & Get Clicked (E) Joe Grimm, Michigan State University School of Journalism	Careers Confidential (E) Joe Grimm, Michigan State University School of Journalism	
201	More Than a Game(r) (N,W) Joanne Gerstner, Michigan State University School of Journalism	So You Want to Be a Sports Reporter (E) Joe Rexrode, Detroit Free Press	Say What? Get the Most Out of Your Interviews (E) Joy Visconti, MSU-Detroit Free Press HS Journalism Program	
202	Creativity Can Change Education as You Know It (E) DeWitt Creativity Group	Leadership is Dirty Business (Y) Ava Butzu, Grand Blanc HS	It's Not Marketing - It's Your Identity (Y) Ava Butzu, Grand Blanc HS	
203	The Best of Leads, The Worst of Leads (N,Y,W) Jim Woehrle, Midland HS	Avatar Journalism (E) Stacey Fox, Michigan State University School of Journalism	Animated Journalism (E) Stacey Fox, Michigan State University School of Journalism	
204	Captions That Rock! (N,P,Y) Pam Bunka, Fenton HS	Yearbook Writing: Chicken or the Egg? (Y) Brian Wilson, Adviser, Waterford Kettering HS	Ready-Made Mods & Sidebars (D, Y) Lydia Cadena, Novi HS	
205	Opinion Writing (N,W) Christina Hammit, Bloomfield Hills High School	Market Your Website & Newspaper (E) Colleen Curran, Director of Sales & Marketing, The State News	Digital Diamonds (W) Jamie Flanagan, Fraser HS	
Gov.'s Room	Likes, Follows & Retweets (E) Chad Sanders, Lansing Everett HS	Smartphone Journalism (E) Fritz Klug, MLive Media Group	You Don't Need Expensive Equipment! (V,W) Kate McCallum, South Lyon HS	
Board Rm 1	Technology That Makes Teaching Easier (A) Tracy Anderson & Kaitlyn Hart, Ann Arbor Community HS	MIPA Mini-EdCamp (A) Julia Satterthwaite, Rochester HS	Trade the Classroom for a Newsroom (A) Janet Mender, Michigan Press Association Foundation	
Board Rm 2	You Should Give This Session an 'A' (A) Shari Adwers, Grosse Pointe North HS	Video Advisers Meetup (A) Roger Smith, Lake Orion HS	How to Train Your Dragon ... (A) Gayle Martin, Stoney Creek HS	



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We love to see what you have to say, but please be courteous and professional on social media today.

ALL SESSIONS ARE FIRST-COME, FIRST-SERVE. SEE DESCRIPTIONS INSIDE THIS BOOKLET. A MAP OF THE LANSING CENTER IS ON PAGE 3