


Welcome to the 12th annual Middle School Journalism Conference

Sponsored by the Michigan Interscholastic Press Association and the MSU School of Journalism

Tuesday, Nov. 11, 2014 • The Union Building • Michigan State University

The Ballroom is on the second floor. Other session rooms are on the third floor. **Awards ceremony is at 11:50 to noon in the Ballroom.**

Key: E=Everyone N=News Writing & Design Y=Yearbook P=Photography V=Video

9-9:30	Rooms	9:40-10:15	10:25-11	11:10-11:45
Opening session for everyone in the Ballroom Keynote Speaker: FRITZ KLUG Journalist, MLive Media Group	Ballroom 2nd floor			Thanks for joining us today! Join us at 11:50 in the Ballroom for awards.
	MSU Room (50) 3rd floor	Video 101 (V) Learn how to produce the best possible video story from the producer of MSU's award-winning student newscast. Daniel Hamburg, Student Producer, Focal Point, MSU School of Journalism	Writing With Your Senses (N,Y) Good writing should appeal to one or more of our five senses. Learn some techniques to help make your writing come alive. Joy Visconti, Detroit Free Press	Don't Be a Content Thief (E) You don't want to get caught using someone's work without permission. Learn some ways to include photos and music in your work without getting chased by the law. Jeremy Whiting, Ovid-Elsie HS
	Lake Huron (100) 3rd floor	Captions: As Easy as 1, 2, 3 (P, Y, N) Every photo needs a caption. Here's what you need to know to make sure every caption has all the information it needs. Craig Talsma, Yearbook Representative	Photo Awesomeness (P, Y, N) Learn the methods the pros use to take great publication photos in this fast-paced, interactive session. Craig Talsma, Yearbook Representative	Alternative Story Forms Rock! (N, Y) Learn how to get your readers to read what you've written! Alternative Story Forms (ASFs) are fun to create, and your audience will love them. Cheryl Pell, MSU School of Journalism
	Lake Ontario (60) 3rd floor	Leading Off Strong (N) Take those dull leads and create one that will grab your readers' interest and make them want to keep reading! Corey Ernst, Brownell MS	Recipe for Making a Story (N) Writing a story is like making a cake. You need some ingredients. What are they? Come find out in this session. Corey Ernst, Brownell MS	How to Draw Stuff for Your Publications (N, Y) Sometimes you need a good illustration for your story. Learn techniques on how to draw from an infographics artist. Karl Gude, MSU School of Journalism
	Lake Superior (60) 3rd floor	Just Tweet It (E) You use social media to talk to you friends, but do you know how to use social media as a journalist? Turn your Twitter account into a news wire to cover school events and sports. Emilia Askari, Journalist & Teacher	How to Talk to People (E) Interviewing is crucial to getting a good story. Learn to ask the right questions! Joe Grimm, MSU School of Journalism	Red, Yellow, Green: A Game (E) Play this fun ethics game and learn how to handle situations that come up in your school. Joe Grimm, MSU School of Journalism
		Sunroom 2nd floor	Contest Judging (Advisers) Don't have any of your students' work in the contest? Come help us judge!	Contest Judging (Advisers) Don't have any of your students' work in the contest? Come help us judge!

Students: Please treat the speakers and your fellow audience members with respect by not talking during the sessions.

Visit <http://mipamsu.org> for information about MIPA's conferences, contests and workshops!



Spend five days at Michigan State University learning about journalism at the
MIPA Summer Journalism Workshop at MSU: July 26-30, 2015!

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