

# WELCOME TO THE MIPA FALL CONFERENCE | Wednesday, Oct. 21, 2015 | Lansing Center | GET OUR EVENT APP! #FALLMIPA

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 C	✓ Critiques & Yearbook Exchange Drop-off Registration/Check-In	✓ Critiques & Yearbook Exchange Drop-off Registration/Check-In	✓ Critiques & Yearbook Exchange Pickup Registration/Check-In	<b>LUNCH IS FROM 11:35-1 P.M.</b> Students should choose from a variety nearby restaurants. Be back in time for Session 4! Advisers, join us in Hall C.
Ex. Hall B 320	<b>FEATURED SPEAKER: Shooter Tips &amp; Tricks (V)</b> Matt Rasgorshek, Westside HS (Omaha, Nebraska)	<b>FEATURED: How Editing a Video is Like Making a Pizza (V)</b> Matt Rasgorshek, Westside HS (Omaha, Nebraska)	<b>FEATURED: Our Producers Can Beat Up Your Editors (V)</b> Matt Rasgorshek, Westside HS (Omaha, Nebraska)	
Banquet 1 119	<b>Making the Big Bucks for Your Publication (N,Y,O)</b> Nora Guiney, Walsworth Publishing Co.	<b>#LeverageTheHashtag (O)</b> Jamie Flanagan, Fraser HS	<b>Here's Lookin' at You: iPhone Videography (O,V)</b> Jamie Flanagan, Fraser HS	
Banquet 2 112	<b>Team Building and Staff Motivation (N,Y)</b> Elizabeth Cyr, Stockbridge HS	<b>Interviewing for Beginners (E)</b> Alexis Campion, Henry Ford II HS & Stacy Smale, Utica HS	<b>So, You're Waiting for Content? (Y,N,D)</b> Cody Harrell, Haslett HS	<b>Gude Tools for Your Newsroom (E)</b> Karl Gude, Michigan State University School of Journalism
Banquet 3 112	<b>Stop Obsessing About Football &amp; Basketball (E)</b> Joanne Gerstner, Michigan State University School of Journalism	<b>Tips &amp; Tricks for Sports Reporting (E)</b> Chris Solari, Lansing State Journal	<b>So You Want to Be a Sports Reporter (E)</b> Joe Rexrode, Detroit Free Press	<b>The Library: It Ain't Just for Books (D,Y)</b> Lydia Cadena, Novi HS
Banquet 4 128	<b>Behind the Edit (V)</b> Jesse Sutherland, Big Foot Media	<b>Take Me There, Make Me Care (V)</b> Bob Gould, Michigan State University School of Journalism	<b>Break Into TV News (V)</b> Sheri Jones & Jon Adamy, WLNS-TV	<b>The Anchor Chair (V)</b> Sheri Jones, WLNS-TV
Banquet 5 128	<b>Photoshop Whiz Bang Wow—Cool Tips and Tricks (P)</b> Ike Lea, Lansing Community College	<b>Five Fast Foto Fixes: Quick Fixes in Photoshop (P)</b> Ike Lea, Lansing Community College	<b>Shoot Sports Like the Pros (P)</b> Tim Morley, Inland Lakes HS	<b>What Makes A Great Photo? (P)</b> Tim Morley, Inland Lakes HS
Banquet 6 128	<b>Adapting Your News for Social Media (E)</b> Colleen Curran, Director of Sales & Marketing, The State News	<b>Design Like a Spartan (D)</b> Richard Epps, The Detroit News	<b>Writing Stuff They'll Actually Read (N)</b> C.E. Sikkenga, Grand Haven HS	<b>Newspaper Hacks: Tips &amp; Tricks ... (N,D,O)</b> C.E. Sikkenga, Grand Haven HS
Banquet 7 112	<b>Designing with Type (Y,D)</b> Dave Loney, Herff Jones	<b>Graphic Elements (Y)</b> Dave Loney, Herff Jones	<b>Team Building (E)</b> Erica Kincannon & Editors, Eisenhower HS	<b>How to Write Theme Copy (Y)</b> Libby Held, Holly HS
Banquet 8 112	<b>Producing a Sports Package (V)</b> Nick Baker, Michigan State University Athletic Communications	<b>Everyone's a Critic: The Craft of Reviewing (E)</b> Gary Graff, Music Journalist	<b>It's Not Over Until the Fat Lady Edits (N,Y)</b> Lydia Cadena, Novi HS	<b>Clean Audio Is Clutch (V)</b> Jon Whiting, Michigan State University
101 60	<b>The Lawyers Are In: Are you a Copyright Infringer? (E)</b> Nancy Costello, MSU First Amendment Law Clinic	<b>The Lawyers Are In: Social Media Law (E)</b> Nancy Costello, MSU First Amendment Law Clinic	<b>The Lawyers Are In: Getting Info &amp; Avoiding the Censors (E)</b> Jane Briggs-Bunting, Michigan Coalition for Open Government	<b>GET OUR EVENT APP GUIDE!</b>   Scan this code to download Guidebook for iOS or Android. Then open Guidebook & scan this code for the MIPA guide.
102 60	<b>Putting it all Together: Creating a Video News Package (O,V)</b> Jeremy Whiting, Ovid-Elsie HS	<b>Play-by-Play (V)</b> John Johnson, Michigan High School Athletic Association	<b>Creating 'Killer Graphics' for Video (V)</b> Nathan Bush, Saline HS	
103 60	<b>Beyond Print (N,O)</b> Ed Simpson, Central Michigan University	<b>Measuring Your Audience (O)</b> Ed Simpson, Central Michigan University	<b>Fishes &amp; Loaves Journalism: Creating Story Ideas (N,O)</b> Ben Neal, Portage Northern HS	
104 60	<b>The Best of Leads, The Worst of Leads (N,Y,O)</b> Jim Woehrle, Midland HS	<b>Working With Your Administration (E)</b> Sara-Beth Badalamente, Huron HS	<b>Anatomy of a Yearbook Spread (Y)</b> Stephanie Orth, Lake Orion HS	
201 170	<b>Features Without the Fluff (N,Y)</b> Tracy Anderson, Ann Arbor Community HS	<b>Covering Controversial Topics (E)</b> Julia Satterthwaite, Rochester HS	<b>Team Storytelling (E)</b> Julia Satterthwaite, Rochester HS & Rod Satterthwaite, GP South HS	
202 94	<b>Storytelling You and U: College Applications (E)</b> Bess German & Stephanie Cepak, MSU Honors College	<b>Headlines That Pop &amp; Get Clicked (E)</b> Joe Grimm, Michigan State University School of Journalism	<b>Careers Confidential (E)</b> Joe Grimm, Michigan State University School of Journalism	
203 85	<b>Opinion Writing (N,O)</b> Christina Hammitt, Bloomfield Hills High School	<b>Reporting on Religion (E)</b> Matthew Miller, Lansing State Journal	<b>Reporting on Science (E)</b> Matthew Miller, Lansing State Journal	
204 101	<b>Get Engaged With Your Community (E)</b> Matt Hund & Vicki Dozier, Lansing State Journal	<b>Multi-Purposing Content (O,P,V)</b> Dave Wasinger, Lansing State Journal	<b>10 Tips for Better Interviews (E)</b> Kathleen Lavey, Lansing State Journal	
205 86	<b>Don't Be A Phony Photographer (P)</b> Julie Price, Haslett HS	<b>Caption Writing (N,Y,P)</b> Libby Held, Holly HS	<b>Mods &amp; Sidebars (Y)</b> Libby Held, Holly HS	
Gov.'s Room 120	<b>Stories Worth Writing...and Reading (N,Y)</b> Ava Butzu, Grand Blanc HS	<b>Photoshop Tips &amp; Tricks for Yearbook (Y,P)</b> Brian Martinez, Jostens	<b>InDesign Tips &amp; Tricks for Yearbook (Y)</b> Brian Martinez, Jostens	
Board Rm 1 30	<b>Chronological Yearbook Adviser Roundtable (A)</b> Stephanie Orth, Lake Orion HS & Melissa Mueller, Linden HS	<b>Give This Session an 'A': Grading Journalism (A)</b> Rod Satterthwaite, Grosse Pointe South HS	<b>Shooting Interviews for the Web &amp; Broadcast (V,O)</b> Roger Smith, Lake Orion HS	
Board Rm 2 30	<b>MIPA EdCamp: Adviser Help Room (A)</b> Shari Adwers, Grosse Pointe North HS	<b>MIPA EdCamp: Adviser Help Room (A)</b> Shari Adwers, Grosse Pointe North HS	<b>MIPA EdCamp: Adviser Help Room (A)</b> Shari Adwers, Grosse Pointe North HS	
North Point	<b>Video Advisers Meetup (A)</b> Roger Smith, Lake Orion HS	<b>Video Advisers Meetup (A)</b> Roger Smith, Lake Orion HS	<b>Student Advisory Committee Meeting (invitation only)</b> Stacy Smale, Utica HS	



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