







WELCOME TO THE MIPA FALL CONFERENCE | Monday, Oct. 24, 2016 | Lansing Center | #FALLMIPA #PULITZER100

THIS IS A DRAFT SCHEDULE AND IS LIKELY TO CHANGE. PLEASE DOWNLOAD OUR GUIDEBOOK EVENT APP FOR THE LATEST INFORMATION updated 10/18 3:20 p.m.

Room	Session 1/9-9:45	10:35	Session 2/10:35-11:20	11:20	Session 3/12:30-1:15	Session 4/1:25-2:10	
Hall C	✓ College Journalism & Media Fair Check in here! Plus, Publication Exchange & Critiques	HALL A SUPER SESSION — FROM STUDENT JOURNALIST TO THE PULITZER PRIZE — 9:55-10:25	✓ College Journalism & Media Fair Check in here! Plus, Publication Exchange & Critiques	LUNCH — 11:20-12:30	✓ Critiques & Yearbook Exchange Pickup MIPA Help Desk	GET THE MIPA GUIDEBOOK APP Save your schedule, get maps, view session descriptions and more from your mobile device. https://guidebook.com/g/mipaguide1617/	
Hall B 320	PULITZER SESSION (E): Eric Freedman & Jim Mitzefeld, 1994 Pulitzer Winners in Beat Reporting		PULITZER SESSION (E): M.L. Elrick & Jim Schaefer, 2009 Pulitzer Winners in Local Reporting		PULITZER SESSION: Be a Great Intern (E) Nichole Christian, 2002 NYT Pulitzer-winning team	This is What You Came For: Hottest Design Trends (Y) Ava Butzu, Grand Blanc HS	Meet the Pulitzer: Q&A Have a question for our Pulitzer winners?
Banquet 1 119	Ad Design 101 (N,Y) Pam Bunka, Fenton HS		Cheap Thrills — Sell More Ads & Books! (Y) Ava Butzu, Grand Blanc HS		Design Like a Spartan (D) Rick Epps, MSU School of Journalism	Tell the Story with Infographics (D) Rick Epps, MSU School of Journalism	Meet the Pulitzer: Q&A Have a question for our Pulitzer winners?
Banquet 2 112	Reporting in 2016: 10 Things You Need to Be Doing (N,O) Tracy Anderson, Ann Arbor Community HS		Interviewing (E) Alexis Campion, Henry Ford II HS & Stacy Smale, Utica HS		Interviewing (E) Alexis Campion, Henry Ford II HS & Stacy Smale, Utica HS	Photography for the Non-Photographer (N,Y,O) Alexis Campion, Henry Ford II HS & Stacy Smale, Utica HS	It's Not Over Until the Fat Lady Edits (N,Y,O) Lydia Cadena, Novi HS
Banquet 3 112	Be a Great Editor (E) Rianne Price, Jostens		You Will Change the News (V) Mike Castellucci, MSU School of Journalism		Everyone's a Critic: The Craft of Reviewing (E) Gary Graff, Music Journalist	How to Brand Yourself for a TV Career (V) Alexandra Ilitch, WLNS-TV	Telling a Story for TV News (V) Alexandra Ilitch, WLNS-TV
Banquet 4 128	Phoning It In (V,O) Mike Castellucci, MSU School of Journalism		No Trees Please: Environmental Portraits (P) Julie Price, Haslett HS		No Trees Please: Environmental Portraits (P) Julie Price, Haslett HS	Striking the Right Chords (V) Geri Zeldes, MSU J-School, & Bill Withem, Mott Com. Coll.	Striking the Right Chords (V) Geri Zeldes, MSU J-School, & Bill Withem, Mott Com. Coll.
Banquet 5 128	Video Storytelling Across Platforms (V) Bob Gould, MSU School of Journalism		Shooting Sports Highlights (V) Randy Scott, Davison HS		Shooting Sports Highlights (V) Randy Scott, Davison HS	What Makes a Great Photo? (P) Tim Morley, Inland Lakes HS	Shoot Sports Photos Like the Pros (P) Tim Morley, Inland Lakes HS
Banquet 6 128	Don't be a Phony Photographer (P) Julie Price, Haslett HS		Sports Reporting (E) Chris Solari, Detroit Free Press		Sports Reporting (E) Chris Solari, Detroit Free Press	Let's Edit Something (V) Nick Baker, Michigan State Athletics/Fox Sports All-Access	Getting Good Audio (V,O) Jon Whiting, Michigan State University
Banquet 7 112	Writing for Broadcast (V) Rick Sykes, Central Michigan University		25 Ways to Improve Your InDesign Skills (D,Y) Cody Harrell, East Lansing HS		25 Ways to Improve Your InDesign Skills (D,Y) Cody Harrell, East Lansing HS	Sports Play-By-Play Basics John Johnson, MHSAA	Writing Stuff They'll Actually Read (N,O) C.E. Sikkenga, Grand Haven HS
Banquet 8 112	Headlines That Pop & Get Clicked (N,Y,O) Joe Grimm, MSU School of Journalism		Are You a Copyright Infringer? (E) Nancy Costello, MSU First Amendment Law Clinic		Are You a Copyright Infringer? (E) Nancy Costello, MSU First Amendment Law Clinic	Storytelling & U: College Applications (E) Stephanie Cepak & Bess German, MSU Honors College	THANK YOU TO OUR SPONSORS  The Pulitzer Prizes  Michigan Humanities Council <i>our stories, our lives</i>  SCHOOL OF JOURNALISM MICHIGAN STATE UNIVERSITY  The Argus-Press   Motion Picture Institute <i>Train here, go anywhere</i>
101 60	10 Reasons Why J-School is Right for You (E) Brendan Watson, MSU School of Journalism		Social Media By the Numbers (O) Edgar Simpson, Central Michigan University		Social Media By the Numbers (O) Edgar Simpson, Central Michigan University	Using the Freedom of Information Act (E) Shannon Murphy & Emily Lawler, MLive Media Group	
102 60	The First Amendment Protects You, Too (E) Nancy Costello, MSU First Amendment Law Clinic		Create an Engaging Podcast (O) Kelsey Pence, Lansing State Journal		Create an Engaging Podcast (O) Kelsey Pence, Lansing State Journal	Overcoming Bias: A Journalist's Guide (E) Sue Ellen Christian, Western Michigan University	
103 60	What Comes Next? Media Trends (E) Edgar Simpson, Central Michigan University		Get the Most Out of Your Camera (P) Ike Lea, Lansing Community College		Get the Most Out of Your Camera (P) Ike Lea, Lansing Community College	Covering Science in Your School (E) Eric Freedman, MSU Knight Center for Environmental Journalism	
104 60	Investigative Reporting (E) Justin Hinkley, Lansing State Journal		Doc-Style Storytelling (V) Jesse Sutherland & Tim Whalen, Big Foot Media		Doc-Style Storytelling (V) Jesse Sutherland & Tim Whalen, Big Foot Media	PULITZER SESSION: How would you report it? (E) Steve Luxenberg, editor of Pulitzer-winning projects	
201 170	Photoshop Whiz Bang Wow—Cool Tips and Tricks (P) Ike Lea, Lansing Community College		Caption Writing (N,Y,P) Libby Held, Holly HS		Caption Writing (N,Y,P) Libby Held, Holly HS	Writing Stuff They'll Actually Read (N,O) C.E. Sikkenga, Grand Haven HS	
202 94	Behind the Video Edit (V) Jesse Sutherland & Tim Whalen, Big Foot Media		Lead Writing & Storytelling (N,O) Matt Miller, Lansing State Journal		Lead Writing & Storytelling (N,O) Matt Miller, Lansing State Journal	Build a Stronger Team (E) Erica Kincannon, Eisenhower HS	
203 85	Making MODS Easy (Y) Dave Loney, Herff Jones		Covering the Police (E) L.A. Dickerson, MSU School of Journalism		Covering the Police (E) L.A. Dickerson, MSU School of Journalism	Yearbook Anatomy (Y) Stephanie Orth, Lake Orion HS	
204 101	Getting Eyeballs on Your Story (O) Tovah Olson, Lansing State Journal		Don't Be a Bully in Your Student Media (E) Nora Guiney, Walsworth Publishing Co.		Don't Be a Bully in Your Student Media (E) Nora Guiney, Walsworth Publishing Co.	Inside the Booth (E) Dan Dickerson	
205 86	Interviewing & Quotes (E) R.J. Wolcott, Lansing State Journal		I'm Brand New, Now What Do I Do? (Y,A) Bob Berschback, Jostens		I'm Brand New, Now What Do I Do? (Y,A) Bob Berschback, Jostens	Managing Print & Online Publications (N,O) Uncaged & InPrint staffs	
Gov.'s Room 120	Fix Your Broken Creative (E) Karl Gude, MSU School of Journalism & Media Sandbox		Creating Safe Learning Environments (E) Jeff Croley, DeWitt HS		Creating Safe Learning Environments (E) Jeff Croley, DeWitt HS	Yearbook Adviser Share Session (Adviser Only) Shari Adwers, Grosse Pointe North HS	
Board Rm 1 30	Newspaper Adviser Share Session (Adviser Only) Shari Adwers, Grosse Pointe North HS		Video Adviser Meetup (V) Roger Smith, Lake Orion HS		Video Adviser Meetup (V) Roger Smith, Lake Orion HS	Video Adviser Share Session (Adviser Only) Jeremy Whiting, Ovid-Elsie HS	
Board Rm 2 30	Get Organized with Trello (A) Elizabeth Cyr, Stockbridge HS					Video Adviser Meetup (V) Roger Smith, Lake Orion HS	
North Point							

SESSION SKILLS: E = Everyone A = Advisers D = News Design N = News Writing P = Photography O = Online/Digital Media V = Video Y = Yearbook Skills represent our best suggestions. Explore sessions that interest you! **ALL SESSIONS ARE FIRST-COME, FIRST-SERVE.**