

**WELCOME TO THE MIPA FALL CONFERENCE | Monday, Oct. 16, 2017 | 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
<b>Ex. Hall A</b>	✓ College Journalism & Media Fair Newspaper & Yearbook Exchange Critiques Adviser Hospitality Registration/Check-in/Help Desk	✓ College Journalism & Media Fair Newspaper & Yearbook Exchange Critiques Adviser Hospitality Registration/Check-in/Help Desk	✓ College Journalism & Media Fair Newspaper & Yearbook Exchange Critiques Adviser Hospitality Registration/Check-in/Help Desk
<b>Ex. Hall B</b>	<b>FEATURED SPEAKER: Building a Journalism Culture (E)</b> Mitch Eden, Kirkwood HS (Missouri)	<b>FEATURED SPEAKER: Handling Controversy (E)</b> Mitch Eden, Kirkwood HS (Missouri)	<b>FEATURED SPEAKER: Heart of Storytelling (E)</b> Mitch Eden, Kirkwood HS (Missouri)
<b>Banquet 1</b>	<b>Mapping Data in Google Maps (E)</b> Brendan Watson, MSU School of Journalism	<b>Trello for Advisers &amp; Editors (E)</b> Elizabeth Cyr, Stockbridge HS	<b>Beyond the Story (E)</b> Kaitlin Edgerton, Grosse Pointe South HS
<b>Banquet 2</b>	<b>Taking a Knee &amp; Other Sports Stories in 2017 (E)</b> Brian Calloway, Lansing State Journal	<b>Print to Online: It Changed Everything for the Better! (O)</b> Ken George, Forest Hills Central HS	<b>Red, Yellow, Green: An Ethics Game (E)</b> Joe Grimm, MSU School of Journalism
<b>Banquet 3</b>	<b>Making MODS Easy (Y)</b> Dave Loney, Herff Jones	<b>Designing with Type (Y)</b> Dave Loney, Herff Jones	<b>The Library: It Ain't Just for Books (N,Y)</b> Lydia Cadena, Novi HS
<b>Banquet 4</b>	<b>Writing and Designing Headlines (N,Y)</b> Pam Bunka, Fenton HS	<b>Design Like a Pro (D)</b> Rick Epps, MSU School of Journalism	<b>Tell the Story With Infographics (D)</b> Rick Epps, MSU School of Journalism
<b>Banquet 5</b>	<b>Balancing Act: Building a Theme Verbally, Visually (Y)</b> John Cutsinger, Jostens	<b>Breaking the Mold (Y)</b> John Cutsinger, Jostens	<b>Icing the Cake: Details Complete the Book (Y)</b> John Cutsinger, Jostens
<b>Banquet 6</b>	<b>No Trees Please: Environmental Portraits (P)</b> Julie Price, Haslett HS	<b>Don't be a Phony Photographer (P)</b> Julie Price, Haslett HS	<b>Sports &amp; Social Media (O)</b> C.E. Sikkenga, Grand Haven HS
<b>Banquet 7</b>	<b>Creating 'Killer Graphics' (V)</b> Nathan Bush, Saline HS	<b>Tell Me a Story (V)</b> Bob Gould, MSU School of Journalism	<b>Phoning It In (V,O)</b> Mike Castellucci, MSU School of Journalism
<b>Banquet 8</b>	<b>Be a Watchdog: Holding Anyone &amp; Everyone Accountable (E)</b> Justin Hinkley, Lansing State Journal	<b>Covering Politics in the Time of Trump (E)</b> Lauren Gibbons & Emily Lawler, MLive Media Group	<b>Uncovering the Truth When No One Wants You To (E)</b> Sydney Smith, The Holland Sentinel
<b>River Street</b>	<b>Fix Your Broken Creative (E)</b> Karl Gude, MSU School of Journalism & Media Sandbox	<b>Grammar, Journalism, the SAT and You (E)</b> Tracy Anderson, Ann Arbor Community HS	<b>Working the Interview and Crafting the Lead (N,Y)</b> Tracy Anderson, Ann Arbor Community HS
<b>101</b>	<b>Covering Science in Your School (E)</b> Eric Freedman, MSU Knight Center for Environmental Journalism	<b>Giving Them the ADvantage (N,Y)</b> Pam Bunka, Fenton HS	<b>Producing For TV News (V)</b> Alexis Howell, WILX News 10
<b>102</b>	<b>Does the First Amendment Protect Student Speech? (E)</b> Nancy Costello, MSU First Amendment Law Clinic	<b>Are You a Copyright Infringer? (E)</b> Nancy Costello, MSU First Amendment Law Clinic	<b>Covering the Police (E)</b> L.A. Dickerson, MSU School of Journalism
<b>103</b>	<b>Getting Out There (E)</b> Matt Hund, Lansing State Journal	<b>All About the Hashtags (O)</b> Jamie Flanagan, Fraser HS	<b>Here's Lookin' at You: iPhone Videography (O,V)</b> Jamie Flanagan, Fraser HS
<b>104</b>	<b>The Best of Leads, The Words of Leads (N,Y)</b> Jim Woehle, Midland HS	<b>Copy Editing Your Peers Without Making Enemies (N)</b> Steven Fox, Ferris State University	<b>I Am Brand New...What Do I Do? (E)</b> Bob Berschback, Jostens
<b>201</b>	<b>Photography for the Non-Photographer (N,Y,O)</b> Tara Mesyn, MSU School of Journalism	<b>Take Better Portraits (P)</b> Jake May, The Flint Journal	<b>Path to a Pulitzer Finalist: Flint Water Crisis (P)</b> Jake May, The Flint Journal
<b>202</b>	<b>Anatomy of a Yearbook Spread (Y)</b> Stephanie Orth, Lake Orion HS	<b>The Impact of the Right Color (Y)</b> Stephanie Orth, Lake Orion HS	<b>Making the Big Bucks for Your Publication (E)</b> Nora Guiney, Walsworth Publishing Co.
<b>203</b>	<b>Lighting Lessons (V)</b> Bruce Holladay, Genesee Career Institute	<b>Lighting Lessons (V)</b> Bruce Holladay, Genesee Career Institute	<b>Visit another of our great sessions</b>
<b>204</b>	<b>Audio for Video (V)</b> Michael Kaufman, Federick V. Pankow Center	<b>Script Writing Tips for a School Newscast (V)</b> Jennie Holladay, Lapeer Education & Technology Center	<b>Best Practices for Shooting Football (V)</b> John Johnson, MHSAA
<b>205</b>	<b>Interview Under Pressure (E)</b> Beth LeBlanc, Lansing State Journal	<b>Say What? Interviewing Tips (E)</b> Joy Visconti, Crain MSU Detroit HS Journalism	<b>Editors: It's Lonely at the Top (E)</b> Ava Butzu, Grand Blanc HS
<b>Gov.'s Room</b>	<b>Doc-Style Storytelling (V)</b> Jesse Sutherland & Tim Whalen, Big Foot Media	<b>Shooting Sports Highlights (V)</b> Randy Scott, Davison HS	<b>Got the Creative Shots? (V)</b> Jesse Sutherland & Tim Whalen, Big Foot Media
<b>Board Rm 1</b>	<b>Photo Sharing &amp; Sales with SmugMug (O,P,Y,A)</b> Jeremy Whiting, Ovid-Elsie HS	<b>Critiques: More Than a Score (Advisers Only)</b> Ava Butzu, Grand Blanc HS, & CE Sikkenga, Grand Haven HS	<b>Advisers: It's Lonely at the Top (Advisers Only)</b> Shari Adwers, Grosse Pointe North HS
<b>Board Rm 2</b>	<b>Hi, I'm New Here (Advisers Only)</b> Kaitlin Edgerton, Grosse Pointe South HS	<b>Congratulations...You Have a Publication! (Advisers Only)</b> Kaitlin Edgerton, Grosse Pointe South HS	<b>Yearbook Distribution Organization (Advisers Only)</b> Stephanie Orth, Lake Orion HS

LUNCH — 11:35-1 — Adviser's Luncheon in Hall A; Students visit local restaurants. See app for options

Session 4/1-1:45
<b>GET THE MIPA GUIDEBOOK APP FOR UPDATES, MAPS &amp; MORE</b> Save your schedule, get maps, view session descriptions and more from your mobile device. <a href="https://guidebook.com/g/201718mipaguide/">https://guidebook.com/g/201718mipaguide/</a>
<b>FEATURED SPEAKER: Socialnomics (E)</b> Mitch Eden, Kirkwood HS (Missouri)
<b>Storytelling &amp; U: College Applications (E)</b> Stephanie Cepak & Bess German, MSU Honors Colleg
<b>It's Not Over Until the Fat Lady Edits (N,Y,O)</b> Lydia Cadena, Novi HS
<b>20-ish Ways to Get Faster in InDesign (D,Y)</b> Cody Harrell, East Lansing HS
<b>Writing Stuff They'll Actually Read (N,Y,O)</b> C.E. Sikkenga, Grand Haven HS
<b>Getting Good Audio (V,O)</b> Jon Whiting, Michigan State University
<b>Shooting Interviews for Video &amp; Web (V,O)</b> Roger Smith, Lake Orion HS
<b>Opinions That Matter (N,O)</b> Christina Hammitt, Bloomfield Hills HS

**THANK YOU TO OUR SPONSORS**



**VISIT THE MIPA COLLEGE JOURNALISM & MEDIA FAIR IN EXHIBIT HALL A**

**AND CHECK OUT OUR VENDORS IN THE MAIN CONCOURSE**

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

**Video Advisers Meetup in North Point Cafe**