

2018 Report to the Membership

Much thanks to Shari Adwers, who is wrapping up her term as MIPA president, as well as to the rest of our volunteer board. They do a significant amount of work to keep MIPA a healthy organization and help

put us among the top scholastic media groups in the nation. I'm looking forward to work with Ava Buztu during the next two years of her term as president.



Jeremy Steele & Remington

Thanks, too, to my MIPA office minions, Riley Anson, Jaimie Bozack, Kasey Garvelink and Aaron Vergith, and the faculty at the Michigan State University School of Journalism, who are huge supporters of MIPA activities.

While we see our ups and downs from year to year on various activities, MIPA remains financially healthy. That's thanks in large part to the organization's willingness to adapt — while staying true to our core principles.

SUMMER WORKSHOP TRANSITION

The summer of 2018 marks the last MIPA Summer Journalism Workshop for Chad Sanders, our program director. Chad's first year as workshop director was also my first year as MIPA director — although he was an integral part of the workshop for many years prior. MIPA's board has selected Sara-Beth Badalemente, a newspaper and yearbook adviser at Huron High School in Ann Arbor, as workshop assistant director for 2018 on a path to taking over for Chad next summer.

Chad's creativity and passion for working with MIPA students will certainly be missed, but Sara-Beth brings her own sets of strengths to the position that are greatly welcomed.

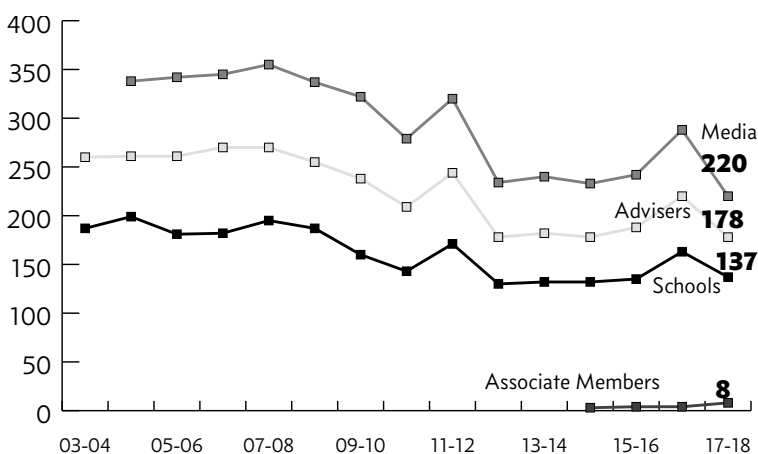
CRITIQUES

MIPA has been a part of an effort between several national and state scholastic journalism organizations to

MEMBERSHIP

MEMBERSHIP TRENDS, 2003-2018

Membership has stayed relatively level over the past six years.



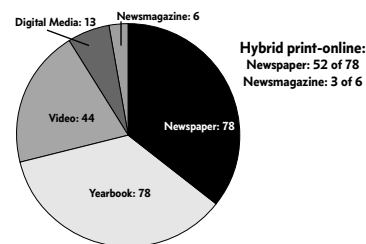
Membership is in line with the organization's five-year trend, at 220 media outlets and 178 advisers.

That's down from last year, due in large part to the challenge of converting "first-year free" memberships to paid memberships. MIPA gave free memberships to 57 first-time member advisers last year (more than double the previous year). Unfortunately, many of those advisers didn't engage with our programming.

For 2017-18, MIPA has 28 "first-year" free members — more than half are yearbooks. We will be working to engage those members in the upcoming spring yearbook

MAKEUP OF MIPA'S MEMBERS

Newspapers have been the largest block of members since 2008-09.



contests deadline.

Meanwhile, this year, we began more actively tracking which print members are hybrids — i.e., they also publish online — and which "newspaper" members consider themselves as "newsmagazines."

improve student media critiques. I've traveled to Denver the past two summers for a series of "critique summits" hosted by the Colorado Scholastic Media Association and the Journalism Education Association. We've found that many organizations that do media critiques share the same problems, namely finding enough high-quality judges and giving advisers guidance on how best to use

critique feedback.

The partners in this effort are working toward a training program for critique judges. The first result of that was a session at the National High School Journalism Conference in Dallas. If you are not involved with doing critiques for other states and are interested, I would be happy to help connect you with our peer organizations that need help.



Participants of the 2017 MIPA Summer Journalism Workshop at Michigan State University. (Photo by Michael Caterina)

CONTEST PARTICIPATION

SPARTAN CRITIQUES

The Spartan Award is MIPA's highest honor for student media. Student media outlets submit their newspapers, yearbooks, video programs or news websites for critique by out-of-state judges who are nationally recognized in their fields. Student media publications and programs are scored, and based on those scores a publication or program may receive a Bronze, Silver, Gold or Spartan Award.

Critique Type	'17-'18			'16-'17			'15-'16			'14-15			'13-14		
	Entries	Spartans*	%	Entries	Spartans	%	Entries	Spartans	%	Entries	Spartans	%	Entries	Spartans	%
Newspaper	47	8^	18%^	49	17	35%	53	18	34%	56	18	32%	55	20	36%
Yearbook	46	14	30%	38	9	24%	37	7	19%	45	8	18%	48	11	23%
Video	13	2	15%	19	3	16%	14	5	36%	11	3	27%	9	2	22%
Website	20	3^	16%^	24	7	29%	26	6	23%	30	4	13%	31	5	16%

* Spartans are awarded at the Spring Awards. Newspapers, yearbooks and video programs can request re-evaluations of their initial critique, which may not be accounted for in current year figures.

^ Results for 3 newspaper and 1 website entries are pending. Percentage shown is of returned critiques

YEARBOOK COMMENDATIONS

For 2017 yearbooks, MIPA asked critique judges to recognize all participants — regardless of overall rating — in one of six category areas (aligned with the section of the judging booklet). The intention is to specifically point out an area in which a book excels and to give all participating yearbook staffs something to celebrate.

SEAL OF DISTINCTION

The Spartan Critique Seal of Distinction recognizes student media outlets that are free of prior review and censorship. This seal may be awarded to student media recognized at all levels of the Spartan Critique contest.

For 2017-2018, 84 of 126 Spartan critique entries (66 percent) submitted signed statements by school administrators that prior review is not practiced.

INDIVIDUAL CONTEST ENTRIES

MIPA has a variety of contests to recognize individual students for their work on a school newspaper, yearbook, video program or news website. Entries were judged during MIPA's annual Judging Day, held on Saturday, March 3.

Category	2017-18	2016-17	2015-16	2014-15	2013-14
News*	2,597	2,624	2,718	2,918	3,124
Yearbook	1,316	1,203	1,214	1,149	1,302
Video	384	441	322	318	278
Digital Media	29	41	49	79	121
Total Entries	4,326	4,309	4,303	4,464	4,825

*Includes news writing, news design & info graphics, news photography and art & illustration categories

FINANCIAL HIGHLIGHTS

MIPA continues to be in strong financial shape, despite continued financial uncertainty and constraints in public education through the state of Michigan.

MIPA's leadership throughout the downturn of the 2000s made some tough budgeting decisions as revenue declined. Now, we're seeing revenue growing — even while we continue the same mentality of holding down expenses.

The table at right shows a snapshot of MIPA's financial position as of the end of February. Detailed financial statements are provided monthly to the executive board and are available to members upon request.

A copy of MIPA's most recent annual IRS 990 tax form, which provides a more details look at the operations of a 501(c)3 nonprofit, is kept on file in MIPA's office and is available for public view during normal business hours. Previous years of this form also are available from Guidestar.org.

MIPA's bookkeeping is handled by Executive Director Jeremy Steele, with oversight by Treasurer Betsy van der Zee.

	2018	2017
CASH ACCOUNTS	MIPA	MIPA
MIPA Accounts		
Checking	\$41,341.24	\$25,140.61
IMMA	\$50,150.54	\$38,053.76
CDs	\$20,335.92	\$15,218.62
Savings	\$505.05	\$440.27
Total MIPA Accounts	\$112,267.97	\$78,918.04
Workshop Accounts		
Checking	\$10,000.99	\$8,117.86
IMMA	\$28,942.03	\$25,346.66
CDs	\$14,058.80	\$11,977.37
Savings	\$5.00	\$5.00
Total Workshop Accounts	\$53,006.82	\$45,446.89
MSU Account	\$3,428.09	\$5,440.67
Petty Cash	\$701.63	\$747.23
Undeposited Funds	\$5,999.00	\$17,492.30
TOTAL CASH	\$175,403.51	\$147,960.13
TOTAL ASSETS (INCLUDING CASH)	\$183,317.34	\$155,125.71
TOTAL LIABILITIES	\$23,248.01	\$17,167.14

Notes: IMMA = Insured Money Market Account, which provides a higher interest rate than MIPA's check or savings accounts. Total assets includes accounts receivable, inventory, cash accounts, savings and investments. Total liabilities includes accounts payable and restricted funds designated for specific purposes, such as scholarship funds.

MIPA EVENTS

FALL CONFERENCE

The 2017 Fall Conference was held Monday, Oct. 16, at the Lansing Center, featuring nearly 70 breakout sessions. Mitch Eden, a nationally recognized adviser from Kirkwood High School in Missouri, was the featured speaker. Attendance was at 2,006 people, down 200 people from 2016.

MIDDLE SCHOOL CONFERENCE

MIPA hosted its 2017 Middle School Conference on Thursday, Nov. 2, at the MSU Union. There were 211 students and teachers in attendance, up 97 from the previous year. Attendance at this event has swung wildly the last few years.

MSU students Michael Epps and Hannah Bullion were the keynote speakers, discussing life as a college journalist.

ONE-DAY WORKSHOP

MIPA hosted a workshop on Friday, March 16, at MSU offering classes in InDesign, Photoshop and leadership.

Attendance was at 32 students and advisers, down 45 from the previous year.

SPRING CONFERENCE

The 2017 MIPA Awards & On-Site Contests was held Tuesday, April 18, at the Lansing Center and 1,154 students and teachers were on hand for the awards and on-site contests, up 40 from the previous year.

SUMMER WORKSHOP

Led by Workshop Director Chad Sanders, the 2017 MIPA Summer Journalism Workshop, from July 30-Aug. 3, attracted 304 students to MSU, down 52 students from the previous year. In addition to funds from MIPA, the workshop received support for student scholarships from the Michigan Press Association Foundation, MSU School of Journalism, The Argus-Press in Owosso and Crain MSU Detroit High School Journalism. MIPA's fundraising website, SponsorMe, was used by 23 students to raise money toward their registration fee.