

**MIPA FALL CONFERENCE QUICK LOOK | Monday, Oct. 22, 2018 | Lansing Center | #FALLMIPA DRAFT!!** GET A NEW COPY UPON ARRIVAL. UPDATED 10/18

	Room	Session 1/9-9:45	Session 2/9:55-10:40	Session 3/10:50-11:35	Session 4/1-1:45
1ST FLOOR	Ex. Hall A	✓ 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	<p><b>READ SESSION DESCRIPTIONS AND GET THE MIPA GUIDEBOOK APP</b></p> <p>Save your schedule, get maps, view session descriptions and more from our mobile device app or view in your computer Web browser.</p> <p><a href="https://guidebook.com/g/mipa1819/">https://guidebook.com/g/mipa1819/</a></p> <p><b>FEATURED SPEAKER: Headlines That Matter</b> Casey Nichols, Rocklin HS (California)</p> <p><b>Launch Your Podcast</b> Jamie Flanagan, Fraser HS</p> <p><b>Design Smarter, Not Harder</b> Lydia Cadena, Novi HS</p> <p><b>Telling the REALLY BIG STORY Through Team Coverage</b> C.E. Sikkenga, Grand Haven HS</p> <p><b>A Book for Everyone</b> Jeff Moffitt, Jostens</p> <p><b>Sports Storytelling</b> Nick Baker, Michigan State University Athletics</p> <p><b>One Light Portraits On Location</b> Erik Smith, HSP Imaging Inc.</p>
	Ex. Hall A	MIPA All-Access Pass (Advisers Only) Join us in Adviser Hospitality. Come and go as you need.	MIPA All-Access Pass (Advisers Only) Join us in Adviser Hospitality. Come and go as you need.	Video Advisers Meetup (Advisers Only) A roundtable for video advisers in the Adviser Hospitality area	
	Ex. Hall B	<b>FEATURED SPEAKER: Social Media for the Win</b> Casey Nichols, Rocklin HS (California)	<b>FEATURED SPEAKER: Building an Inclusive Culture</b> Casey Nichols, Rocklin HS (California)	<b>FEATURED SPEAKER: Interviewing for the Story</b> Casey Nichols, Rocklin HS (California)	
1ST FLOOR	Banquet 1	<b>InDesign Tips &amp; Tricks</b> Cody Harrell, East Lansing HS	<b>Do It (Online) Like the Pros Do</b> Alex McNamee, SNO	<b>Use Analytics to Get an Edge</b> Alex McNamee, SNO	
	Banquet 2	<b>Power Reporting</b> Betsy Rau, MSU/CMU	<b>Everyone's a Critic: The Craft of Reviewing</b> Gary Graff, Music Journalist	<b>Let Us Entertain You: The Changing Landscape of A&amp;E</b> Gary Graff, Music Journalist	
	Banquet 3	<b>Designing with Type</b> Dave Loney, Herff Jones	<b>Making MODS Easy</b> Dave Loney, Herff Jones	<b>Top 10 for 2018</b> Tracy Anderson, Ann Arbor Community HS	
	Banquet 4	<b>Everything Editorial</b> Ava Butzu, Grand Blanc HS	<b>Design Like a Pro</b> Rick Epps, MSU School of Journalism	<b>Tell the Story With Infographics</b> Rick Epps, MSU School of Journalism	
	Banquet 5	<b>Captions That Rock!</b> Pam Bunka, Fenton HS	<b>Details Make the Difference</b> Jeff Moffitt, Jostens	<b>Showstopping Photography</b> Jeff Moffitt, Jostens	
	Banquet 6	<b>Phonography in the Newsroom: Gimmick ... ?</b> Mike Castellucci, Michigan State University School of Journalism	<b>Broadcast Stories That Matter ...</b> Bob Gould, Michigan State University School of Journalism	<b>Production, Editing &amp; Careers in the Entertainment Ind.</b> Dennis Przywara, Editor/Filmmaker	
	Banquet 7	<b>Don't be a Phony Photographer</b> Julie Price, Haslett HS	<b>You're a Photographer Now!</b> Paula Turner, PT Images	<b>Shooting Sports - It's More Than Just a Game</b> Paula Turner, PT Images	
	Banquet 8	<b>Covering Sports</b> Graham Couch, Lansing State Journal	<b>Preparing a Sports Broadcast</b> Tom Skinner, Montrose HS	<b>Covering Sports in the Digital Age</b> Kirkland Crawford, Detroit Free Press	
1ST FLOOR	River St	<b>Fix Your Broken Creative</b> Karl Gude, MSU School of Journalism & Media Sandbox	<b>Trump, Midterms &amp; Politics</b> Lauren Gibbons & Emily Lawler, MLive	<b>Today's Editorial Cartoonist</b> Mike Thompson, Detroit Free Press	
	101	<b>Does the First Amendment Protect Student Speech?</b> Nancy Costello, MSU First Amendment Law Clinic	<b>Are You a Copyright Infringer?</b> Nancy Costello, MSU First Amendment Law Clinic	<b>Legal Alphabet Laws: FOIA &amp; OMA</b> Jane Briggs-Bunting, Michigan Coalition for Open Government	
	102	<b>Take Up Yearbook in College</b> Kent Kubani, Red Cedar Log, Michigan State University	<b>Prior Review: What Can I Do?</b> Hillary DeVoss, JEA Student Press Rights Commission	<b>Getting Information From the Police</b> L.A. Dickerson, Michigan State University School of Journalism	
	103	<b>From the Classroom to the Field</b> Steven Fox, Marley Tucker & Sandra Balkema, Ferris State Univ.	<b>Interviewing for Beginners</b> Alexis Campion, Henry Ford II HS & Stacy Smale, Utica HS	<b>Staff Team Building</b> Erica Kincannon, Eisenhower HS	
	104	<b>Video Feature Packages</b> Rachel Mercer, Novi HS	<b>10 Things I Hate About High School Newspapers</b> Perry Parks, Michigan State University School of Journalism	<b>Engaging the Community</b> Matt Hund, Lansing State Journal	
	2ND FLOOR	201	<b>Photoshop Whiz, Bang Wow! Tips &amp; Tricks</b> Ike Lea, Lansing Community College	<b>5 Fast Foto Fixes</b> Ike Lea, Lansing Community College	<b>Telling Stories with Photos</b> Judy Walgren, Michigan State University School of Journalism
		202	<b>Watchdog Journalism</b> Sarah Lehr, Lansing State Journal	<b>Data Journalism</b> Sarah Lehr, Lansing State Journal	<b>The Power of Writing</b> Nora Guiney, Walsworth Publishing Co.
		203	<b>Powerful Portraits</b> Judy Walgren, Michigan State University School of Journalism	<b>B-roll is not an Afterthought</b> Jamie Flanagan, Fraser HS	<b>Sports Public Address Announcing Basics</b> John Johnson, MHSAA & Roger Smith, Lake Orion HS
		204	<b>Reporting with a World View</b> Chris Ehrmann, MLive	<b>Tackling Tough Subjects: Classroom to Community</b> Jody Mackey, Traverse City East MS	<b>Be a Better Documentary Filmmaker</b> Chris Ehrmann, MLive
		205	<b>Reading Minds: Psychology of Reporting &amp; Interviewing</b> David Clark, CM Life, Central Michigan University	<b>Best &amp; Worst of Leads</b> James Woehrl, Midland HS	<b>Delay the Lead, Attract the Reader</b> Neal Haldane, Madonna University
Gov.'s Rm		<b>Podcast Kickstart</b> Jeremy Whiting, Impact 89 FM, Michigan State University	<b>News Tips for Your Broadcast Stories</b> Julie Dunmire, Fox 17	<b>Break Into TV</b> Julie Dunmire, Fox 17	
2ND FLOOR	BoardRm 1	<b>Journalism, Grammar, the SAT &amp; You!</b> Tracy Anderson, Ann Arbor Community HS	<b>Starting Your MIPA Student Journalist Staff Portfolio</b> Ava Butzu, Grand Blanc HS	<b>MIPA All-State Student Advisory Cohort Kickoff</b> MUST BE NOMINATED BY ADVISER; LIMIT 2 PER MEDIA	
	BoardRm 2	<b>Advertising 101</b> Chris Richert, The State News	<b>Creating a Marketing Team for Student Media</b> Chris Richert, The State News	<b>Motivating Your Staff (Advisers Only)</b> Betsy Rau, MSU/CMU	

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

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

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

**ALL SESSIONS ARE FIRST-COME, FIRST-SERVE.**