

Thursday, Oct. 18, 2007 • Lansing Center, Lansing

JOURNALISM DAY

FIRST ON THE AGENDA:

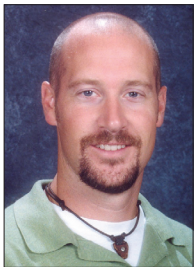
- Go to HALL C! That's where registration is and lots of other action! We've got a host of new vendors for you to visit, plus the critiques are there as well. Advisers will also eat lunch in that room.
- At 9 a.m. go to your first session of the day. You may go to any session you wish. Please get there early — sessions tend to fill up fast!

PLEASE WELCOME OUR SPECIAL GUESTS!



Brenda Gorsuch will be speaking in Banquet Room 7.

BRENDA W. GORSUCH has been the Westwind yearbook adviser since 1989 at West Henderson HS in Hendersonville, N.C., and the Wingspan newspaper adviser since 1983. The publications have consistently won awards from state, regional and national scholastic journalism organizations, including CSPA Gold and Silver Crowns and NSPA Pacemaker awards. She is a past chair of the Southern Interscholastic Press Association executive committee and a past president of the North Carolina Scholastic Media Advisers Association. Currently, Gorsuch serves as Journalism Education Association's Southeast regional director. She was the Dow Jones Newspaper Fund High School Journalism Teacher of the Year for 2004.



Jim Streisel will be speaking in Hall B.

Currently in his 13th year of teaching at Carmel HS in Indiana, **JIM STREISEL** is the adviser of the award-winning HiLite newspaper and its Web site, www.hilite.org. He also advises the Acumen, an issue-based newsmagazine that appears in every other issue of the newspaper. In June 2007, his journalism textbook, *High School Journalism: A Practical Guide*, was published through McFarland Publishing (www.mcfarlandpub.com). Streisel is a member of the Indiana High School Press Association, the National Scholastic Press Association, the Journalism Education Association and Indiana Teachers of Writing/National Writing Project.



Angela Thomas will be in the Governor's Room during the first session.

ANGELA THOMAS is the assistant director of J-Ideas, which is based at Ball State University in Muncie, Ind. Before joining J-Ideas, Thomas served as director of corporate communications for ATA Airlines. She was named Young Careerist by the National Federation of Business & Professional Women's Clubs, Inc., Outstanding Service Contributor by the Illinois State Employees' Combined Appeal Program and was recognized by the PRSA College of Fellows Speaker Leadership and Legacy Conference. A Chicago native, Thomas earned a bachelor's degree from Northern Illinois University, and a master's degree from the Medill School of Journalism at Northwestern University.

GIVE A BUCK. GET A BUTTON.

MIPA is selling buttons today to help the SPLC meet its financial goals. Help us help them by buying a button for a buck!



Look for the buttons in Hall C at the registration area.

CRITIQUES FOR YEARBOOK AND NEWSPAPER STAFFS:



You're cool if you signed up for a newspaper or yearbook critique ahead of the conference! Your adviser should have received an e-mail telling him or her what time your critique is. At the designated time, please go to Hall C and go to the critique area. Paula Pantano, our critique director, will be there to help you.

Didn't sign up ahead of time, but still want a critique of your publication? There might be cancellations or openings. Go to Hall C to the critique area and talk to Ms. Pantano.

MARK YOUR CALENDARS!

- MIPA contest postmark deadline for newspapers, yearbooks, video, etc: Feb. 22, 2008
- MIPA Summer Journalism Workshop is Aug. 3–7, 2008

THINGS TO KNOW

Today's schedule

Session One

9:00 – 9:45

Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

Session Four

1:00 – 1:45

Session key

Y–Yearbook

N–Newspaper

VJ–Video Journalism

P–Photography

E–Everyone

Upon arrival

Please be sure to go immediately to Hall C to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

New! Vendor displays

Visit the displays in Hall C!

Lunch: 11:35-1:00

Speakers and advisers will have lunch in Hall C, which is where registration, critiques and vendors are. Students may eat at area restaurants. (See map)

Room locations

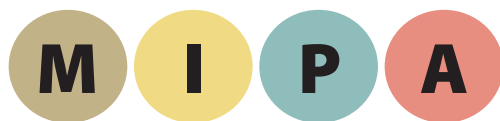
Rooms 201-205, the Governor's Room and the Board Rooms are on the second floor. To get to them, take the stairs in the middle of the concourse or take the elevator near the registration area. All other rooms are on the first floor.

Critiques

If you signed up for a yearbook or newspaper critique, please go at your allotted time to Hall C. You will be assigned a table and a person to meet with.

Looking for your workshop buddies?

Meet near the front doors of the Lansing Center after the third session and go to lunch together!



Thursday, Oct. 18, 2007
Lansing Center, Lansing

JOURNALISM DAY

TODAY'S SESSIONS

SESSION ONE (9:00-9:45 A.M.)

Displays and Critiques Hall C

Seizing Freelance Opportunities (N) Room 101

Eric Freedman, faculty, MSU School of Journalism

High school journalists can become paid freelance writers. Here's how to do it.

Reporting on Nature and the Environment (E) Room 102

Jim Detjen, faculty, MSU School of Journalism

The environment is a fascinating topic to write about, and in this session you'll learn about some of the cool things environmental journalists get to do. You'll also get the chance to explore ideas your publication can cover that relate to your area of the state.

Coloring the News (E) Room 103

Sandra L. Combs, faculty, MSU School of Journalism

Diversity is all around you. Learn to capture it and share it with your readers. Your publication will become richer and better for it.

Caption Writing 101 (N, Y) Room 104

Jeff Salisbury, adviser, Wayland Union HS

Captions are one of the most widely read elements of any publication, but sometimes they get written at the last minute, and they suck. So learn how to write them with real voice and style.

Not The Same Old Story: Alternative Story Forms (N) Room 201

Emiliana Sandoval, high school journalism director, Detroit Free Press

Learning to tell stories in new and different ways—words optional. Sandoval was the original writer/editor for the popular "Five Things" that appears on the second page of the Free Press. Come see how she does it and get ideas for your own newspaper. Yearbook students might benefit as well!

The Morrow Road Horror Film Update (E) Room 202

Dan Shafer, adviser, Algonac HS, & Fran Sampier, film producer

Last year students saw the trailer and met an actor in this independent horror film. This year meet the film's producer and screenwriter who will explain the steps of film production and show some clips.

Don't Forget Your Briefs (N) Room 203

Julie Price, adviser, Haslett HS

Don't have a briefs section in your newspaper? Why not? Studies show that people are attracted to briefs in newspapers. Learn how to write them with some attitude so they don't bore your poor audience!

Covering the Education Beat (N) Room 204

Chad Livengood, reporter, Jackson Citizen Patriot

Learn how to cover school board meetings and administrations. Don't know the difference between FOIA and the FBI? This is the session for you! Never heard of the Open meetings Act? Extremely important info for student reporters!

Trends in Photography and Photoshop (Y, P) Room 205

Craig Talsma, sales representative, Taylor Yearbooks

You'll walk away from this session with plenty of tips to help you use that expensive new camera.

Plagiarism and Copyright (E) Banquet Room 1

Rod Satterthwaite, consultant, Dexter HS

Send someone to this session: very important—see new MIPA policy. MIPA president Rod Satterthwaite will preside. YOU NEED TO KNOW THIS STUFF!

Microphone Magic (VJ) Banquet Room 2

David Legg, adviser, Novi HS

Got microphone anxiety? Come to this session to learn all you ever wanted to know about microphones, where to buy good, inexpensive ones; how to use them and more!

Confessions of a Font Fanatic (Y) Banquet Room 3

Lynn Strause, adviser, East Lansing HS

How to make the best use of fonts to create a clear voice your yearbook. (Newspaper students might enjoy this session as well!)

THINGS TO KNOW

Today's schedule

Session One

9:00 – 9:45

Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

Session Four

1:00 – 1:45

Session key

Y—Yearbook

N—Newspaper

VJ—Video Journalism

P—Photography

E—Everyone

Upon arrival

Please be sure to go immediately to Hall C to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

New! Vendor displays

Visit the displays in Hall C!

Lunch: 11:35-1:00

Speakers and advisers will have lunch in Hall C, which is where registration, critiques and vendors are. Students may eat at area restaurants. (See map)

Room locations

Rooms 201-205, the Governor's Room and the Board Rooms are on the second floor. To get to them, take the stairs in the middle of the concourse or take the elevator near the registration area. All other rooms are on the first floor.

Critiques

If you signed up for a yearbook or newspaper critique, please go at your allotted time to Hall C. You will be assigned a table and a person to meet with.

Looking for your workshop buddies?

Meet near the front doors of the Lansing Center after the third session and go to lunch together!

(Session 1, cont.)

Preproduction and Final Draft Banquet Room 4

Dave Droski, adviser, Mona Shores HS

This session will stress the importance of storyboarding so that they can produce professional-quality videos. Students will get to check out Final Draft as well.

InDesign Tips and Tricks (N,Y) Banquet Room 5

Brian Wilson, adviser, Waterford Kettering HS

InDesign is where it's at. Come learn some useful, productive and just plain fun tips and tricks for InDesign.

Photoshop Whiz Bang Wow—Cool Tips and Tricks (P) Banquet Room 6

Ike Lea, faculty, Lansing Community College, and Brian Roberts, Central Michigan University

Ever wonder, "How'd they do that?" Sure you have! We all have. Come see Ike and Brian cruise through some of their favorite tips and tricks that will help you to create better images and graphics while speeding up your skills and shortcut knowledge along the way.

Through the Readers' Eyes (Y) Banquet Room 7

Brenda Gorsuch, adviser, West Henderson HS

Today's high school students lead fast-paced lives. They suffer from information overload. Flashy web sites, slick magazines, action-packed video games and movies compete for their attention. Given the situation, yearbook staffs need to take a serious look at their publications from the readers' point of view. Are our yearbooks as reader-friendly as they could be? Come explore a number of writing and design techniques that can help turn our students into readers.

What Do You Mean It Has to be 300 Words? Banquet Room 8

Betsy Pollard Rau, H.H. Dow HS

Brady Dennis of the St. Petersburg Times has given new meaning to reporting in his 300 word series that won him the Ernie Pyle award. Look at some of his work as well as some of the stories done by high school reporters. If you think this is easy, think again. If you think the stories will be boring, think again.

Legislation Press Conference (lasts until 10:15) Governor's Room

Gloria Olman, moderator

Dave Barry, principal, Walled Lake Central HS

Mike Murray, superintendent, Suttons Bay Schools

Henry Caudle, administrator, Ann Arbor Public Schools

Angela Thomas, assistant director, J-Ideas

Mike McConnell, editor in chief, The Profile, Mason HS

This panel will take a look at the student freedom of expression legislation that is currently in the Michigan House of Representatives and the Michigan Senate. This will be a great place to get the facts about the bills and hear what proponents and those in opposition have to say.

Gold Coins: Keeping Readers Interested (N) Hall B

Jim Streisel, adviser, Carmel HS (Ind.)

Want to be a great writer? Learn how to put solid, relevant observations into your stories to make them more visual and to keep your readers interested.

Newspaper Advisers SOS (Newspaper Advisers) Board Room 1

Mary Lou Nagy, adviser, Plymouth HS

New advisers and even experienced ones need to learn about sources—that is, the re-sources, advice and answers to make it through the year.

Got Questions? Here Are Some Answers (Yearbook Advisers) Board Room 2

Jeremy Van Hof, adviser, DeWitt HS

So you're a month and a half into the school year, but you still have some questions about advising the yearbook. Bring them with you and let's get them answered.

SESSION TWO (9:55-10:40 A.M.)

Displays and Critiques Hall C

The New Media Journalist (E) Room 101

Stephanie Angel, managing editor, Lansing State Journal

It's not just about the writing anymore. Learn what it takes to become a 21st century journalist.

Attribution Solutions (N, Y) Room 102

Kim Kozian, adviser, L'Anse Creuse North HS

Sources are a major piece of journalistic writing. All writers need to use attribution in their stories, but there are lots of ways to do it. This session will really help your writing!

The Best of Leads, The Worst of Leads (N) Room 103

Jim Woehrle, adviser, Midland HS

Don't bore your readers with stale leads. It is a far better thing to lead with an anecdote. Learn how to do just this with this interactive presentation.

It's Hip to Be Square (N,Y) Room 104

Lydia Cadena, adviser, Novi HS

Learn a few simple techniques to ensure your publications look sharp and professional. This will be basic, but informative for new designers.

THINGS TO KNOW

Today's schedule

Session One

9:00 – 9:45

Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

Session Four

1:00 – 1:45

Session key

Y—Yearbook
N—Newspaper
VJ—Video Journalism
P—Photography
E—Everyone

Upon arrival

Please be sure to go immediately to Hall C to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

New! Vendor displays

Visit the displays in Hall C!

Lunch: 11:35-1:00

Speakers and advisers will have lunch in Hall C, which is where registration, critiques and vendors are. Students may eat at area restaurants. (See map)

Room locations

Rooms 201-205, the Governor's Room and the Board Rooms are on the second floor. To get to them, take the stairs in the middle of the concourse or take the elevator near the registration area. All other rooms are on the first floor.

Critiques

If you signed up for a yearbook or newspaper critique, please go at your allotted time to Hall C. You will be assigned a table and a person to meet with.

Looking for your workshop buddies?

Meet near the front doors of the Lansing Center after the third session and go to lunch together!

(Session 2, cont.)

Shooting Sports: Keys to Success (P)..... Room 201

Tim Morley, adviser, Inland Lakes HS

Use these tips from the professionals to take your publication's sports photography to the limit and in the process, follow this adviser's quest to become a member of the Sportshooter online community.

Sports Talk Radio (E) Room 202

Earle Robinson, WKAR sports director, MSU

Getting to talk about sports for a living is a sports fanatic's dream, but there's more to it than just plain having fun. Come join Earle "Mr. Sports" Robinson to talk about the reality and the hype of sports radio.

Going Global (E) Room 203

Tisha Pankop, adviser, Loy Norrix HS

Using International Pen pals to move high school reporters out of the school and into world reporting. See how one newspaper visited Uganda and Romania via mail and wrote about it.

Blogging for Newspapers (N) Room 204

Chad Livengood, reporter, Jackson Citizen Patriot

Think you want to blog? Check out how the Jackson Citizen Patriot has integrated blogging into its daily news coverage.

How to Improve Advertising Sales (Y) Room 205

Richard S. Maurer, consultant, Jostens Indiana

How to combine professionally designed sales materials and professional selling techniques to sell more ads in a shorter amount of time.

The Interview: From Hollywood to Lansing (E) Banquet Room 1

Mike Hughes, entertainment editor and TV columnist, Lansing State Journal

I've done a wide range of interviews, from Hollywood types to regular folks. There are many different ways to approach an interview, but here are some that work for me, and they might just work for you as well.

Camera Handling: Just Say No to Shaky Video (VJ) Banquet Room 2

Linda Martino, adviser, Cedar Springs HS

A shaky video is not a special effect. Come see how to alleviate this problem so that your videos look professional.

Basic Design for Yearbooks (Y) Banquet Room 3

Sandra Strall, adviser, Carlson HS

Learn the steps to create solid designs for your yearbook. This walks you through the basic steps of columnar, grid and the beginnings of most design.

Final Cut Pro—Part One (VJ) Banquet Room 4

Brian Town, adviser, Haslett HS

Log and capture basic editing, short cuts, transitions, specials effects and more.

The Art of Illustrating (E) Banquet Room 5

Milt Klingensmith, illustrator/designer, The Grand Rapids Press

You'll be amazed at the work this illustrator does! A look at the process or illustration, start to finish, as well as the role of illustration in a newspaper.

Getting the Most Out of Your Digital Cameras (P) Banquet Room 6

Ike Lea, faculty, Lansing Community College, and Brian Roberts, Central Michigan University

New to the digital world? Not getting the quality you should be? This session is perfect for both students and advisers that want to learn more about how they can maximize the quality of your digital images from capture to final output. Let us help clear up your questions about resolution, dimension, color modes, file types and more.

Headlines: The Missing Link (Y) Banquet Room 7

Brenda Gorsuch, adviser, West Henderson HS

Yearbook staffs spend most of their time designing spreads and finding just the right photographs. Their books could be so much better if they would devote a few extra minutes to headlines. This session will present strategies for writing and designing headlines that will connect powerful photography to great copy to create dynamic spreads.

Mama Knows Best—Or Does She? (N) Banquet Room 8

Betsy Pollard Rau, adviser, H.H. Dow HS, and Tyler Rau, page designer, The Detroit News

It's a given that moms and their sons will disagree from time to time. But she was his teacher, his genetic influence. Listen as these two critique several page designs including some from her students' newspaper and some of his pages from the Detroit News. Who do you think knows best? And will both of them come out of the session unbruised?

Journalism's 10 Deadly Style Sins (N) Hall B

Jim Streisel, adviser, Carmel HS (Ind.)

Think you're ready to submit your story? Think again. Here's a last-minute checklist to make sure everything's stylistically correct.

The Most Important Stuff I've Learned in My 19 Years of Advising (Newspaper Advisers) Board Room 1

Jeff Nardone, adviser, Grosse Pointe South HS

... and why I wish I had known it earlier. Come to this session to talk about newspaper advising and all its ins and outs.

Help, I'm the New Yearbook Adviser! (Yearbook Advisers) Board Room 2

Lynn Strause, adviser, East Lansing HS

Take a breath. Then come up to the second floor to sit a spell with some other yearbook advisers. Ask questions. Get answers. Your host is someone who has been both a yearbook representative and an award-winning adviser.

THINGS TO KNOW

Today's schedule

Session One

9:00 – 9:45

Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

Session Four

1:00 – 1:45

Session key

Y–Yearbook

N–Newspaper

VJ–Video Journalism

P–Photography

E–Everyone

Upon arrival

Please be sure to go immediately to Hall C to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

New! Vendor displays

Visit the displays in Hall C!

Lunch: 11:35-1:00

Speakers and advisers will have lunch in Hall C, which is where registration, critiques and vendors are. Students may eat at area restaurants. (See map)

Room locations

Rooms 201-205, the Governor's Room and the Board Rooms are on the second floor. To get to them, take the stairs in the middle of the concourse or take the elevator near the registration area. All other rooms are on the first floor.

Critiques

If you signed up for a yearbook or newspaper critique, please go at your allotted time to Hall C. You will be assigned a table and a person to meet with.

Looking for your workshop buddies?

Meet near the front doors of the Lansing Center after the third session and go to lunch together!

SESSION THREE (10:50-11:35 A.M.)

Displays and Critiques.....Hall C

The New Media Journalist (E) Room 101

Stephanie Angel, managing editor, Lansing State Journal

It's not just about the writing anymore. Learn what it takes to become a 21st century journalist.

Tips on How to Prepare for Your Career—NOW (E)..... Room 102

Renee Hampton, director of projects, Booth Newspapers

Tips on how to build a journalism portfolio and how to handle yourself in interviews.

Readers, Wikis and Feeds (N) Room 103

Dave Poulson, faculty, MSU School of Journalism

Learn to use Google and other online research tools the way journalists do so that your stories are better than ever.

How to Make \$35,000 (Y) Room 104

Lydia Cadena, adviser, Novi HS

Use the system Novi High has developed to create classy ads that help them earn more than \$35,000 each year. This will cover mailings to parents through printing.

Spicing Up Your Entertainment Section (N)..... Room 201

C.E. Sikkenga, adviser, Grand Haven HS

Take a look at how the professional media present entertainment for ideas on how to redesign and rethink one of your newspaper's most read pages. Learn how to incorporate quick reads to make your section more exciting and current. Grad Ideas about melding design and coverage to make your those sections fast paced and relevant without sacrificing depth or good writing.

The Fundamentals of Sports Broadcasting (VJ) Room 202

John Johnson, communications director, Michigan High School Athletic Association

A review of the primary duties of a play-by-play and color commentator for a sports broadcast, describing the differences between the two positions and between radio and TV announcing; and how to prepare for such broadcasts.

The Best Stories So Far This Year (N) Room 203

Tom Campbell, publisher, The Argus-Press

The Argus-Press prints about 40 high school newspapers from around the state. Publisher Tom Campbell has looked through the ones they've printed so far this fall and has picked out his favorite stories. Come listen to a discussion of some of YOUR stories and why he thinks they lead the pack.

An Unflinching Look at Newspaper Coverage of Race (E) Room 204

Federico Martinez, staff writer, Muskegon Chronicle

In this interactive workshop, students will participate in a variety of exercises and discussions designed to help them identify and avoid issues and situations that frequently lead to real and perceived views that the media is racially biased.

Leading the Way (Y) Room 205

Herff Jones, Team Michigan

Take a close look at books nationwide who are trying new things and setting the trends for future years. Learn how to expand your coverage, tame your use of fonts, and use the tools of InDesign and Photoshop to enhance your designs.

How to Write Columns That Don't Suck (N) Banquet Room 1

Neal Rubin, column, The Detroit News

Yes, Neal is back! Enjoy listening to this edgy, creative, most excellent writer as he tells you how to make columns exciting, pithy and well-read!

How to Have a Career in Broadcast Journalism (VJ) Banquet Room 2

Katherine Jones, reporter, WLNS-TV 6

What it's like to work inside the newsroom? What does this industry entail, and how can you be a part of it?

Designing for Coverage (Y) Banquet Room 3

Sandra Strall, adviser, Carlson HS

But think beyond that and come up with some new ideas that will make your yearbook extra special and vital to your readers. See books from all over the country that illustrate neat ways to cover topics in every section of the book. More indepth information about mod designs as well.

Final Cut Pro—Part Two (VJ) Banquet Room 4

Brian Town, adviser, Haslett HS

This session will cover more editing tips, working with Live type, soundtrack and motion within the FCP environment. There will be 15 minutes at the end to cover any specific questions you may have, so bring em!

Information Graphics at Newsweek Magazine and Beyond (E) Banquet Room 5

Karl Gude, faculty, MSU School of Journalism

Karl Gude is the former director of information graphics at Newsweek and just been on the MSU School of Journalism faculty for a year. He is awesome, and what he'll show you in 45 minutes will wow you.

Digital Imaging Workflow (P) Banquet Room 6

Ike Lea, faculty, Lansing Community College, and Brian Roberts, Central Michigan University

Can't find an image? Don't know who shot it? Which event was this shot at? Keeping track of negatives was never this easy. Learn from the guys who have been there, done that. Brian and Ike will walk you through their process for GETTING & STAYING ORGANIZED! You, your staff and those who have to plan your future class reunions will be happy that you attended this session. Witness the power of Adobe Bridge and various automated processes and how they can make your workflow as organized as can be.

THINGS TO KNOW

Today's schedule

Session One

9:00 – 9:45

Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

Session Four

1:00 – 1:45

Session key

Y—Yearbook

N—Newspaper

VJ—Video Journalism

P—Photography

E—Everyone

Upon arrival

Please be sure to go immediately to Hall C to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

New! Vendor displays

Visit the displays in Hall C!

Lunch: 11:35-1:00

Speakers and advisers will have lunch in Hall C, which is where registration, critiques and vendors are. Students may eat at area restaurants. (See map)

Room locations

Rooms 201-205, the Governor's Room and the Board Rooms are on the second floor. To get to them, take the stairs in the middle of the concourse or take the elevator near the registration area. All other rooms are on the first floor.

Critiques

If you signed up for a yearbook or newspaper critique, please go at your allotted time to Hall C. You will be assigned a table and a person to meet with.

Looking for your workshop buddies?

Meet near the front doors of the Lansing Center after the third session and go to lunch together!

(Session 3, cont.)

Take It From the Pros—Copy Writing (Y)..... Banquet Room 7

Brenda Gorsuch, adviser, West Henderson HS

A close look at the feature stories in professional magazines and newspapers will reveal an approach we can use when we write year-book copy. This feature-writing formula is a sure-fire way to write copy that students can't help but read.

What? No Byline? (E) Banquet Room 8

Richard Epps, presentation editor, The Detroit News

Take a look at some great designs and learn more about the many exciting directions this career can take. Grab some advice on how to make it happen for you as well.

Sports Writing (E) Governor's Room

Lynn Henning, reporter, The Detroit News

Hey Dude, You Got a Lead? (N) Hall B

Jim Streisel, adviser, Carmel HS (Ind.)

Grab your reader's attention and then learn how to keep it. A discussion of both narrative style and inverted pyramid leads and more.

Grading Newspaper Students (Newspaper Advisers) Board Room 1

Jeff Salisbury, adviser, Wayland Union HS

Grading's pretty straightforward in English or math class. But publication grading is different. This is a general help session for newer advisers with an emphasis on grading.

Grading Yearbook Students (Yearbook Advisers) Board Room 2

Brian Wilson, adviser, Waterford Kettering HS

How do you grade your yearbook students? If you're a new adviser, you may be asking this question, but lots of advisers who have been at it awhile wonder about this topic from time to time as well. Let's talk about the different ways . . .

SESSION FOUR (1:00-1:45 P.M.)

Editors Unite (N, Y) Room 101

Cheryl Pell, faculty, MSU School of Journalism

What does it take to be a leader? What do you bring to the table that makes managing a staff an enjoyable task? Let's talk together about leadership and what it takes to be not just a good one, but a great one.

Tips on How to Prepare for Your Career—NOW (E) Room 102

Renee Hampton, director of projects, Booth Newspapers

Tips on how to build a journalism portfolio and how to handle yourself in interviews.

New Changes in MIPA Contests—Advanced Music and Audio Creation and Manipulation..... Room 103

Diane Herder, adviser, Laingsburg HS

This session will discuss the changes in the video contests, present and future. There will be information on royalty-free music, Soundtrack, Garage Band, Fruity Loops, Finale, Audacity. Learn how to use sound that is legal and new. Improve your contest entries and features for school.

It's Not Over 'Til the Fat Lady Edits (N,Y) Room 104

Lydia Cadena, adviser, Novi HS

Every writer needs to self-edit. This session will help you on your way to earning praise from editors and your adviser when you turn in error-free work.

Writing Stuff They'll Actually Read (E)..... Room 201

C.E. Sikkenga, adviser, Grand Haven HS

We all write, but how much of our stuff actually gets read? Walk away with 10 great tips to ensure that your stuff does get read.

The Morrow Road Horror Film Update (E) Room 202

Dan Shafer, adviser, Algonac HS, & Fran Sampier, film producer

Last year students saw the trailer and met an actor in this independent horror film. This year meet the film's producer and screen-writer who will explain the steps of film production and show some clips.

Spanning the World (N)..... Room 203

Julie Price, adviser, Haslett HS

Amazing stuff is happening all over the world, and all of it is fodder for a story in your newspaper. How do you take international and national news and localize it so that it's interesting to your readers? This session will teach you how it's done.

An Unflinching Look at Newspaper Coverage of Race (E) Room 204

Federico Martinez, staff writer, Muskegon Chronicle

In this interactive workshop, students will participate in a variety of exercises and discussions designed to help them identify and avoid issues and situations that frequently lead to real and perceived views that the media is racially biased.

How to Make the Big Bucks (Y) Room 205

Nora Guiney, yearbook consultant

Learn the right attitude for raising money. Double or triple your dollars for all the extras in your yearbook.

THINGS TO KNOW

Today's schedule

Session One

9:00 – 9:45

Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

Session Four

1:00 – 1:45

Session key

Y–Yearbook

N–Newspaper

VJ–Video Journalism

P–Photography

E–Everyone

Upon arrival

Please be sure to go immediately to Hall C to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

New! Vendor displays

Visit the displays in Hall C!

Lunch: 11:35-1:00

Speakers and advisers will have lunch in Hall C, which is where registration, critiques and vendors are. Students may eat at area restaurants. (See map)

Room locations

Rooms 201-205, the Governor's Room and the Board Rooms are on the second floor. To get to them, take the stairs in the middle of the concourse or take the elevator near the registration area. All other rooms are on the first floor.

Critiques

If you signed up for a yearbook or newspaper critique, please go at your allotted time to Hall C. You will be assigned a table and a person to meet with.

Looking for your workshop buddies?

Meet near the front doors of the Lansing Center after the third session and go to lunch together!

(Session 4, cont.)

Photoshop Imaging Ethics or How I Kicked My Nasty Clone Stamp Habit..... Banquet Room 1 Chad Sanders, adviser, Everett HS

You can make just about anything look real using Photoshop. The problem is, when journalists play with photos, they sometimes get fired. And sued. And end up working for the Weekly World News. Recently, some professionals have gotten busted altering reality. We'll look at some of the things they got in trouble for, and talk about what you can and can't do with Photoshop.

Behind the Scenes in a TV Newsroom (VJ) Banquet Room 2 Bob Gould, faculty, MSU School of Journalism

Formerly from WZZM in Grand Rapids, Bob is now teaching broadcast journalism at MSU. Come hear some stories about life in the trenches and how a story comes together for the evening broadcast.

It's A Mod, Mod World (Y) Banquet Room 3 Lynn Strause, consultant, East Lansing HS

Advanced yearbook design techniques geared toward those who have a basic understanding of mods. Take a look at award-winning yearbooks who understand this contemporary way to design yearbooks.

Writing for Broadcast (VJ)..... Banquet Hall 4 Kate Salvadore, advisers, South Lyon East HS

This session will cover the process of writing a story for broadcast and for scripting an entire production, how to plan and write for mixed media (involving audio and video) and the writing that is behind every good movie, newscast, TV show, etc.

The Art of Illustrating (E) Banquet Room 5 Milt Klingensmith, illustrator/designer, The Grand Rapids Press

You'll be amazed at the work this illustrator does! A look at the process or illustration, start to finish, as well as the role of illustration in a newspaper.

Photo Composition: What's the Key? (P) Banquet Room 6 Paula Turner, owner, PT Images

Don't know much about photography, but would like to? Here's a great session that centers on capturing great photos.

The Reese's Thesis—Achieving the Perfect Coverage (Y) Banquet Room 7 Brenda Gorsuch, adviser, West Henderson HS

The key to telling the complete story of your school year is using layers and layers of coverage that supports your theme. Believe it or not, enjoying the great tastes of chocolate and peanut butter in a Reese's Peanut Butter Cup can help you improve your yearbook coverage.

Covering Tragedy When It Occurs in Your Backyard (E) Banquet Room 8 Betsy Rau, adviser, H.H. Dow HS

Covering tragedy when it occurs in your front yard. After a school shooting last year that left one dead and one seriously injured, the Update staff moved in for the story. What writers and photographers, editors and adviser didn't anticipate though was the impact their coverage would have on their readers. Listen while the staff and adviser recount the phone calls, invasions by broadcast journalists and professional media and steps they took to be pro-active and responsible in their coverage.

Standards, Curriculum and Mentorship Program (All Advisers) Governor's Room Rod Satterthwaite, adviser, Dexter HS, & Jeff Salisbury, adviser, Wayland Union HS

Talk about the new standards that MIPA helped to develop for journalism AND If you are a new adviser looking to connect with an experienced advisor or an experienced adviser looking to help a newbie, come to this session and learn about the opportunities offered by the MIPA mentoring program. Previous mentors and writers are also encouraged to attend.

Interviewing 101 (N) Hall B Jim Streisel, adviser, Carmel HS (Ind.)

The key to a good story lies in the good reporting, which relies on good interviewing. Whom should you talk to and what do you ask them? And what, in the end, are you looking for them to say?

THINGS TO KNOW

Today's schedule

Session One

9:00 – 9:45

Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

Session Four

1:00 – 1:45

Session key

Y–Yearbook
N–Newspaper
VJ–Video Journalism
P–Photography
E–Everyone

Upon arrival

Please be sure to go immediately to Hall C to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

New! Vendor displays

Visit the displays in Hall C!

Lunch: 11:35-1:00

Speakers and advisers will have lunch in Hall C, which is where registration, critiques and vendors are. Students may eat at area restaurants. (See map)

Room locations

Rooms 201-205, the Governor's Room and the Board Rooms are on the second floor. To get to them, take the stairs in the middle of the concourse or take the elevator near the registration area. All other rooms are on the first floor.

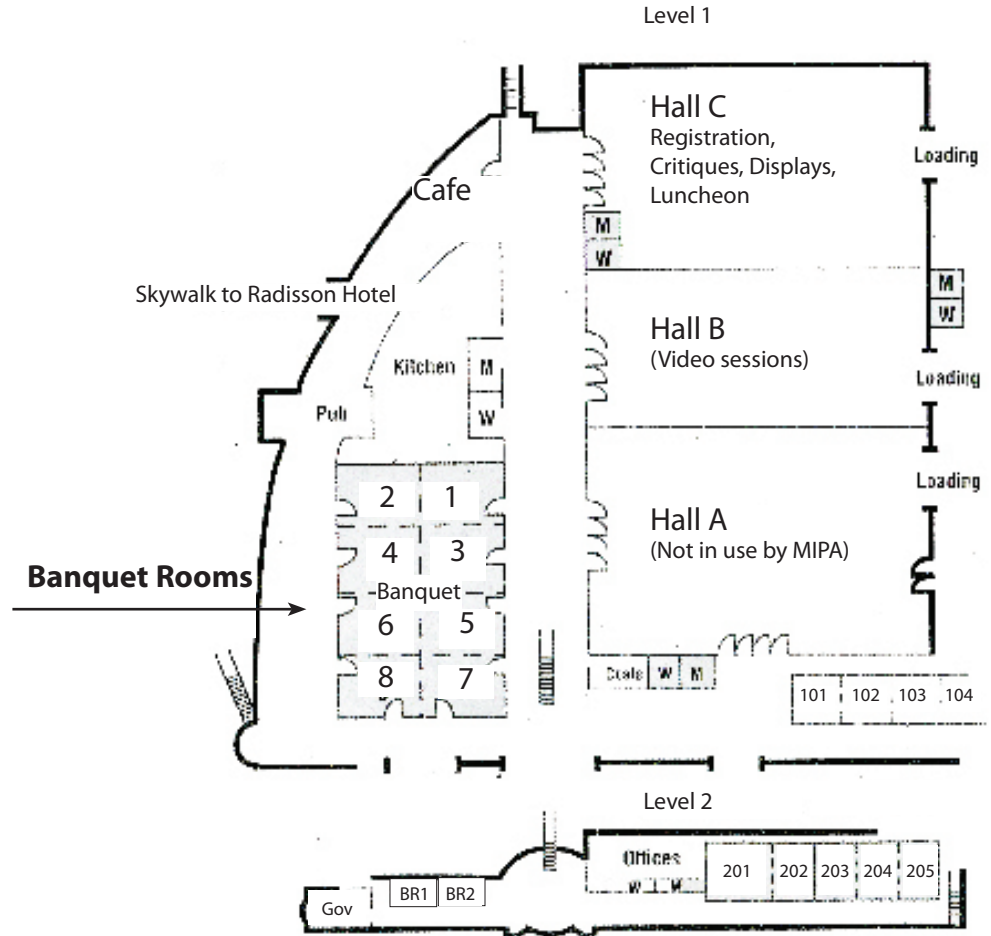
Critiques

If you signed up for a yearbook or newspaper critique, please go at your allotted time to Hall C. You will be assigned a table and a person to meet with.

Looking for your workshop buddies?

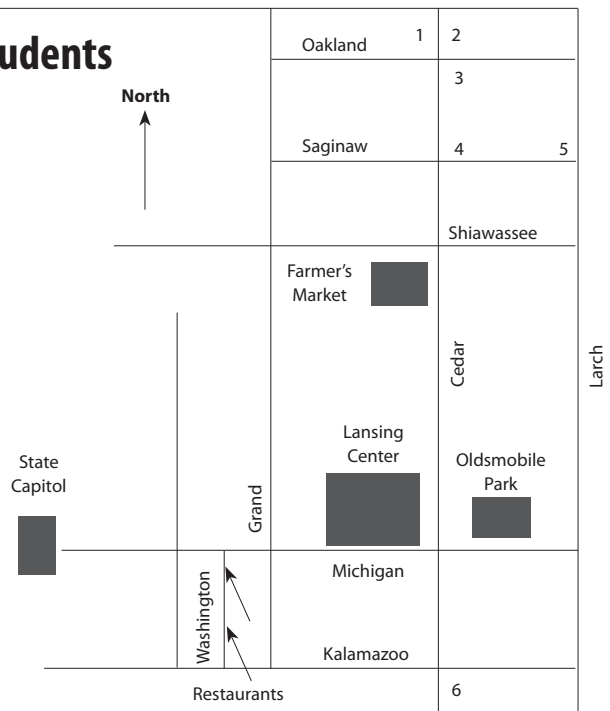
Meet near the front doors of the Lansing Center after the third session and go to lunch together!

Lansing Center



Restaurants* for Students

- Lansing Center
Cafe
Washington Avenue
Subway
Sara's Lunchbox Express
Jalapeno's
Blimpies
Daily Bagel
Frizbee's
Downtown Deli
Skyline Chili
and more
North on Cedar
1. A & W
2. Rally's
3. Arby's
4. Burger King
5. McDonald's
South on Cedar
6. Wendy's



*Subject to change

THINGS TO KNOW

Today's schedule

Session One

9:00 – 9:45

Session Two

9:55 – 10:40

Session Three

10:50 – 11:35

Lunch

11:35 – 1:00

Session Four

1:00 – 1:45

Session key

Y–Yearbook
N–Newspaper
VJ–Video Journalism
P–Photography
E–Everyone

Upon arrival

Please be sure to go immediately to Hall C to register. Students may also visit the displays while they are waiting for their adviser to register. Also, check the registration desk for changes, cancellations, messages, etc.

New! Vendor displays

Visit the displays in Hall C!

Lunch: 11:35-1:00

Speakers and advisers will have lunch in Hall C, which is where registration, critiques and vendors are. Students may eat at area restaurants. (See map)

Room locations

Rooms 201-205, the Governor's Room and the Board Rooms are on the second floor. To get to them, take the stairs in the middle of the concourse or take the elevator near the registration area. All other rooms are on the first floor.

Critiques

If you signed up for a yearbook or newspaper critique, please go at your allotted time to Hall C. You will be assigned a table and a person to meet with.

Looking for your workshop buddies?

Meet near the front doors of the Lansing Center after the third session and go to lunch together!

CONFERENCE NOTES

Critiques

Please see page one of this program.

Displays

Take time to talk with representatives from the following companies. We welcome them and thank them for their participation today!

Adobe
Apple
Crooks Advertising Alliance
Herff Jones
Jostens
Michigan Fund Raising
MSU College of Communication Arts & Sciences
MSU Honors College
Taylor Publishing
Tel Systems
The State News
Walsworth Publishing Company

Lunch

Lunch is at 11:35 until 1:00. Advisers and speakers will be having lunch in Hall C, which is where the registration, critiques and displays are.

Coffee

Coffee and tea (for advisers and speakers only) is available in Hall C.

Newspaper exchange

Students and Advisers: Please place newspapers for exchange on the table in the registration area in Hall C.

Thanks so much

- to Brenda Gorsuch, Jim Streisel and Angela Thomas, our out-of-state speakers.
- to all of our terrific speakers for giving up work time to talk with us today.
- to all of the wonderful folks who volunteered to critique yearbooks and newspapers.
- to Paula Pantano for coordinating the critique sessions.
- to Amy Brandt and Jonathan Vereecke, MIPA office staff, for all of their help making this day possible.
- to Diane Herder and her staffs from Laingsburg High School for their help today.
- to Jane Briggs-Bunting, director of the MSU School of Journalism, and the faculty/staff for supporting MIPA.
- to all of you who are here today!

2007-2008 MIPA Executive Board

Rod Satterthwaite, President
Jeremy Van Hof, 1st Vice President
C.E. Sikkenga, 2nd Vice President
Kimberly Kozian, Secretary
Brian Wilson, Treasurer
Paula Pantano, Trustee
Tim Morley, Trustee
Sue Spalding, Trustee
Lynn Strause, Yearbook Chair
Julie Price, Newspaper Chair
Diane Herder, Broadcast Chair
Gloria Olman, Legislative Chair
Jeff Nardone, Hall of Fame Chair
Betsy Pollard Rau, Summer Workshop Director
Cheryl Pell, Executive Director
Jane Briggs-Bunting, School of Journalism Director

NOTES

Visit the MIPA Web site at
www.mipa.jrn.msu.edu.

Session One (9:00-9:45 a.m.)

1. What is the name of the session you are attending?
2. What is the correct spelling of the speaker's first and last name?
3. Make a point to ask the speaker at least one question. Write the question you asked and the response the speaker gave in the space provided below.

Q:

A:

Session Two (9:55-10:40 a.m.)

1. What is the name of the session you are attending?
2. What is the correct spelling of the speaker's first and last name?
3. What are three pieces of information you will take away from this session?

a.

b.

c.

Session Three (10:50-11:35 a.m.)

1. What is the name of the session you are attending?
2. What is the correct spelling of the speaker's first and last name?
3. Do a quick interview with someone else from another school that attended this session. Find out if they learned something new or plan on using any of the ideas suggested. Make sure to note their name, grade and school.

Q:

A:

Name:

Grade:

School:

Session Four (1:00-1:45 a.m.)

1. What is the name of the session you are attending?
2. What is the correct spelling of the speaker's first and last name?
3. How will attending this session help you as a journalist?

**Please make sure to visit the displays in Hall C.

**Also, please attach all handouts given out during the sessions you attended to the back of this sheet.

MICHIGAN SENATE BILL 352 AND HOUSE BILL 5214

Why we think these bills makes sense for public schools

Michigan Interscholastic Press Association • mipa.jrn.msu.edu

CORNERSTONE FOR A RESPONSIBLE STUDENT PRESS

The First Amendment guarantees citizens freedom of speech, press, religion, the right to peaceably assemble, and to petition the government. Michigan has the opportunity to assure those freedoms for all citizens.

Our schools are charged with providing quality education, including critical thinking and responsible citizenship. Students cannot develop responsible citizenship if they have no freedom from which to operate and bear no responsibility because final decisions are taken from them. They cannot develop critical thinking skills if society dictates what they may or may not say. Students must have an opportunity to practice what they are taught if they are to be prepared for responsible adulthood.

SENATE BILL 352 AND HOUSE BILL 5214 HIGHLIGHTS

- Student publications may not be subjected to prior review or prior restraint by school board, administrators or school employees except under specific circumstances.
- Schools shall appoint a faculty adviser to supervise publications and to teach professional standards of English and journalism. This ensures quality outcomes.
- Neither the adviser nor any school official is liable in any civil or criminal action for any expression by a pupil unless the content has been altered or interfered with by such persons.
- A pupil or faculty adviser may bring action in circuit court to enforce a publication policy consistent with this legislation.
- A student editor or pupil who has attained age of majority may be found liable in civil or criminal action for content expressed to the extent of his or her responsibility for and involvement in preparation and publication of the content. Under current state law, this already exists.

STUDENT RIGHTS SUBJECT TO INTERPRETATION

The right of high school students to exercise rights given to all citizens under the First Amendment has been the subject of two Supreme Court decisions.

TINKER V. DES MOINES INDEPENDENT COMMUNITY SCHOOL DISTRICT, 393 U.S. 503 (1969)

“Students (do not) shed their Constitutional rights to freedom of speech or expression at the schoolhouse gate” and have the right to express their opinions; however school officials may intervene if the expression substantially and materially interferes with the work of the school or impinges on the rights of others. The desire to avoid unpleasantness is not sufficient.

HAZELWOOD V. KUHLMIEER, 86-836 U.S. (1988)

School officials may censor the style and content of student speech in a school-sponsored expressive activities so long as their actions are “reasonably related to legitimate pedagogical concerns.” Administrators cannot censor something just because they do not like it.

Three lower court decisions have clarified the role of student publications as a public forum.

GAMBINO V. FAIRFAX COUNTY SCHOOL BOARD, 429 F. SUPP. 731 (E.D. VA.), AFF'D 564 F.2d 157 (4TH CIR. 1977)

Although the school paper was funded by the district and class time used, it was a publicly owned forum for free expression in a nondisruptive manner.

ZUCKER V. PANITZ (1969)

The free speech forum must not be closed to a specific idea presented by students in a nondisruptive manner.

DEAN V. UTICA COMMUNITY SCHOOLS, No. 03-CCV-71367DT (Nov. 17, 2004)

Student journalists “must be allowed to publish viewpoints contrary to those of state authorities without intervention or censorship by the authorities themselves.” The Arrow is a limited public forum; thus Hazelwood standards do not apply.

QUESTIONS & ANSWERS

• WHY SHOULD STUDENTS HAVE FREEDOM OF EXPRESSION?

If students do not practice what the Constitution guarantees, they will not believe it is real now or in later life.

Censorship prevents development of crucial critical thinking skills. A censor promotes cloning and “thought control.” Developing critical thinking skills sometimes involves “messy” learning—and teaching—situations.

If we don’t help students defend the Constitutional guarantees, we are not completing our obligations as teachers.

• ISN'T THE SCHOOL THE PUBLISHER OF STUDENT PUBLICATIONS?

The school is a government agency, operating with public funds. Its “journalists” are students and not employees. The school is expected to accurately inform its citizens and not censor them. Student journalists should not be censored by the administration. That would be like the governor telling The Detroit News what it can and can’t print.

• WOULD'N'T THIS GIVE STUDENTS UNLIMITED FREEDOM?

No. This legislation provides for freedom of expression as long as students do not become involved with four areas of unprotected speech. Schools must hire qualified teachers to supervise production and establish professional standards.

• WHAT IS THE DIFFERENCE BETWEEN CENSORING AND EDITING?

Journalism educators teach the editing process to communicate better and to more clearly state information, not to change the message itself, delete information and to prevent publication of diverse ideas and opinions.

• AREN'T SCHOOL OFFICIALS RESPONSIBLE FOR THE CONTENT OF STUDENT EXPRESSION?

Under the proposed law, school officials are not liable in any civil or criminal action unless they have altered or interfered with the content. Once they do exercise prior review or editorial control, they ARE responsible.

• DOES HAZELWOOD SAY ADMINISTRATORS MUST CENSOR?

Hazelwood gives administrators the means to censor, based on the school’s educational mission, not blanket authority.

• HOW CAN THE PUBLIC BE ASSURED OF RESPONSIBLE STUDENT JOURNALISM?

By establishing sound editorial policies and guidelines, problems can be anticipated and limited before they become severe. Advisers, students and administrators working together in a positive relationship can prevent problems.

Today's Schedule

KEY: N—Newspaper Y—Yearbook P—Photography VJ—Video Journalism E—Everyone

Room	Session 1/9—9:45	Session 2/9:55—10:40	Session 3/10:50—11:35	Session 4/1:00—1:45
101	Seizing Freelance Opportunities (N) Eric Freedman, MSU School of Journalism	The New Media Journalist (E) Stephanie Angel, Lansing State Journal	The New Media Journalist (E) Stephanie Angel, Lansing State Journal	Editors Unite! (N, Y) Cheryl Pell, MSU School of Journalism
102	Reporting on Nature and the Environment (E) Jim DeJen, MSU School of Journalism	Attribution Solutions (N, Y) Kim Kozian, L'Anse Creuse North HS	Tips on How to Prepare for Your Career—NOW (E) Renee Hampton, Booth Newspapers	Tips on How to Prepare for Your Career—NOW (E) Renee Hampton, Booth Newspapers
103	Coloring Newspapers (E) Sandra L. Combs, MSU School of Journalism	The Best of Leads, The Worst of Leads (N) Jim Weehrie, Midland HS	Readers, Wikis and Feeds (N) Dave Poulson, MSU School of Journalism	Music for Your Videos (VJ) Diane Herder, Laingsburg HS
104	Caption Writing 101 (N, Y) Jeff Salisbury, Wayland Union HS	It's Hip To Be Square (N) Lydia Cadena, Novi HS	How to Make \$35,000 (Y) Lydia Cadena, Novi HS	It's Not Over 'Til the Fat Lady Edits (N, Y) Lydia Cadena, Novi HS
201	Not the Same Old Story: Alternative Story Forms (N) Emiliana Sandoval, Detroit Free Press	Shooting Great Sports Photos (P) Tim Morley, Inland Lakes HS	Spicing Up Your Entertainment Section (N) CE Sikkenka, Grand Haven HS	Writing Stuff They'll Actually Read (N, Y) CE Sikkenka, Grand Haven HS
202	The Morrow Road Horror Film Update (E) Dan Shafer, Algonac HS & Fran Sampier, film producer	Sports Talk Radio (E) Earle Robinson, WTKR	The Fundamentals of Sports Broadcasting (VJ) John Johnson, MHSAA	The Morrow Road Horror Film Update (E) Dan Shafer, Algonac HS & Fran Sampier, film producer
203	Don't Forget Your Briefs (N) Julie Price, Haslett HS	Going Global (E) Tisha Pankop, Loy Norrix HS	The Best Stories So Far (N) Tom Campbell, The Argus-Press	Spanning the World (N) Julie Price, Haslett HS
204	Covering the Education Beat (N) Chad Livengood, Jackson Citizen Patriot	Blogging for Newspapers (N) Chad Livengood, Jackson Citizen Patriot	An Unflinching Look at Newspaper Coverage of Race (N) Federico Martinez, The Muskegon Chronicle	An Unflinching Look at Newspaper Coverage of Race (N) Federico Martinez, The Muskegon Chronicle
205	Trends in Photography and Photoshop (Y, P) Craig Talsma, Taylor Publishing	How to Improve Advertising Sales (Y) Richard S. Maurer, Jostens	Leading the Way (Y) Pam Beitzel, Dave Loney, Sally Manke, Herff Jones	How to Make the Big Bucks (Y) Nora Guiney, Walsworth
Banquet 1	Plagiarism and Copyright (E) Rod Satterthwaite, Dexter HS	The Interview: From Hollywood to Lansing (E) Mike Hughes, Lansing State Journal	How to Write Columns That Don't Suck (N) Neal Rubin, The Detroit News	Photographing Ethics (E) Chad Sanders, Everett HS
Banquet 2	Microphone Magic (VJ) David Legg, Novi HS	Camera Handling: Just Say No to Shaky Video (VJ) Linda Martino, Cedar Springs HS	How to Have a Career in Broadcast (VJ) Katherine Jones, WLNS-TV6	Behind the Scenes in a TV Newsroom (VJ) Bob Gould, MSU School of Journalism
Banquet 3	Confessions of a Font Fanatic (Y) Lynn Strause, East Lansing HS	Basic Design for Yearbooks (Y) Sandra Strall, Carlson HS	Designing for Coverage (Y) Sandra Strall, Carlson HS	It's a Mod, Mod World (Y) Lynn Strause, East Lansing HS
Banquet 4	Preparation and Final Draft (VJ) Dave Droski, Mona Shores HS	Final Cut Pro—Part One (VJ) Brian Town, Haslett HS	Final Cut Pro—Part Two (VJ) Brian Town, Haslett HS	Putting Together a News Package (VJ) Kate Salvadore, South Lyon East HS
Banquet 5	InDesign Tips and Tricks (N, Y) Brian Wilson, Waterford Kettering HS	The Art of Illustrating (E) Milt Klingsmith, The Grand Rapids Press	Information Graphics at Newsweek Magazine (E) Karl Gude, MSU School of Journalism	The Art of Illustrating (E) Milt Klingsmith, The Grand Rapids Press
Banquet 6	Photo Whiz Bang Wow—Cool Tips and Tricks (P) Ike Lea & Brian Roberts	Getting the Most Out of Your Digital Camera (P) Ike Lea & Brian Roberts	Digital Imaging Workflow: Get Organized! (P) Ike Lea & Brian Roberts	Photo Composition: What's the Key? (P) Paula Turner, PT Images
Banquet 7	Through the Readers' Eyes (Y) Brenda Gorsuch, West Henderson HS (N.C.)	Headlines — the Missing Link (Y) Brenda Gorsuch, West Henderson HS (N.C.)	Take It from the Pros — Copy Writing (Y) Brenda Gorsuch, West Henderson HS (N.C.)	The News's Thesis—Achieving the Perfect Coverage Mix (Y) Brenda Gorsuch, West Henderson HS (N.C.)
Banquet 8	What Do You Mean It Has to be 300 Words? (N) Betsy Rau, H.H. Dow HS	Mama Knows Best—Or Does She? (N) Betsy Rau, H.H. Dow HS, and Tyler Rau, The Detroit News	What? No Byline? (N) Rick Epps, The Detroit News	Covering Tragedy When It Occurs in Your Front Yard (E) Betsy Rau and staff members, H.H. Dow HS
Governor's Room	Legislation Panel (E) (9 a.m. to 10:15) Dave Barry, Henry Gaudle, Mike McConnell, Mike Murray, Gloria Olman, Angela Thomas			Standards, Curriculum and Mentorship Program (all advisers) Rod Satterthwaite, Dexter HS & Jeff Salisbury, Wayland Union HS
Exhibit Hall B	Gold Coins: Keeping Readers Interested (N) Jim Streisel, Carmel HS (Ind.)	Journalism's Ten Deadly Style Sins (N) Jim Streisel, Carmel HS (Ind.)	Hey, Dude: You Got a Lead? (N) Jim Streisel, Carmel HS (Ind.)	Interviewing 101 (N) Jim Streisel, Carmel HS (Ind.)
Board Room 1 <small>Newspaper Advisers</small>	Newspaper Adviser 505 Mary Lou Nagy, Plymouth Salem HS	Stuff I Wish I'd Known When I Started Out Advising Jeff Nardone, Grosse Pointe South HS	Grading Newspaper Students Jeff Salisbury, Wayland Union HS	
Board Room 2 <small>Yearbook Advisers</small>	Got Questions? Here Are Some Answers Jeremy Van Hof, DeWitt HS	Help! I'm the New Yearbook Adviser Lynn Strause, East Lansing HS	Grading Yearbook Students Brian Wilson, Waterford Kettering	
Exhibit Hall C	Critiques 9—9:20 Registration, Displays	Critiques 9:55—10:15 Registration, Displays	Critiques 10:50—11:10 Registration, Displays	