

**MIPA FALL CONFERENCE QUICK LOOK | Thursday, Oct. 31, 2019 | Lansing Center | #FALLMIPA DRAFT!** GET A NEW COPY UPON ARRIVAL. UPDATED 10/30

	Room	Session 1/9-9:45	Session 2/9:55-10:40	Session 3/10:50-11:35
1ST FLOOR	Ex. Hall A	Registration/Check-in/Help Desk Newspaper & Yearbook Exchange On-Site Critiques Adviser Hospitality, sponsored by Herff Jones	Registration/Check-in/Help Desk Newspaper & Yearbook Exchange On-Site Critiques Adviser Hospitality, sponsored by Herff Jones	Registration/Check-in/Help Desk Newspaper & Yearbook Exchange On-Site Critiques Adviser Hospitality, sponsored by Herff Jones
	Ex. Hall A	✓ College Journalism & Media Fair	✓ College Journalism & Media Fair	✓ College Journalism & Media Fair
1ST FLOOR	Ex. Hall B	FEATURED SPEAKER: You Be Oprah ... Matthew LaPorte, Southwest Career & Tech. Academy, Las Vegas	FEATURED SPEAKER: But Our School is So Boring ... Matthew LaPorte, Southwest Career & Tech. Academy, Las Vegas	ADVISERS: English Teacher/Adviser Conundrum Matthew LaPorte, Southwest Career & Tech. Academy, Las Vegas
	Banquet 1	How to Get Fans to Read Your Work Kirkland Crawford, Detroit Free Press	Covering Sports at Your School Joanne Gerstner, Michigan State University School of Journalism	Writing Stuff They'll Actually Read C.E. Sikkenga, Grand Haven HS
	Banquet 2	Watchdog Story Ideas You Can Use Craig Lyons, Lansing State Journal	Getting the Quote Megan Banta, Lansing State Journal	10 Habits of a Successful Reporter Matt Miller, Lansing State Journal
	Banquet 3	Make Your Yearbook Permanent Dave Loney, Herff Jones Yearbooks	How to Wow Visually Dave Loney, Herff Jones Yearbooks	Impact Leadership for Editors Elizabeth Cyr, Stockbridge HS
	Banquet 4	Design Like a Pro Rick Epps, Michigan State University School of Journalism	It's Not Over Until the Fat Lady Edits Lydia Cadena, Novi HS	Design Smarter, Not Harder Lydia Cadena, Novi HS
	Banquet 5	Outstanding Yearbook Page Design Bob Berschback, Jostens	The Icing on the Cake Pam Bunka, MIPA Yearbook Chair	A Preposition for Photo Coverage Pam Bunka, MIPA Yearbook Chair
	Banquet 6	Take Care of Your Voice: Tips for Reporters & Anchors Linda White, Michigan State University School of Journalism	Broadcast Stories That Matter ... Bob Gould, Michigan State University School of Journalism	Documentary Filmmaking Troy Hale, Michigan State University School of Journalism
	Banquet 7	Don't be a Phony Photographer Julie Price, Haslett HS	Secondary Coverage is our GOALLLLLLL! Lindsay Fulton & Casey Johnson, Lifetouch	Advanced Photo Shooting for Sports Dana Stiefel, Lifetouch
	Banquet 8	Telling Stories with Photos Judy Walgren, Michigan State University School of Journalism	Shoot Sports Like the Pros Tim Morley, Inland Lakes HS	What Makes a Great Photo? Tim Morley, Inland Lakes HS
		River St	Fix Your Broken Creative Karl Gude, MSU School of Journalism & Media Sandbox	Boosting Personal Profiles! Cody Harrell, East Lansing HS
1ST FLOOR	101	Covering Politics Lauren Gibbons & Malachi Barrett, MLive	Entertainment Coverage Jamie Flanagan, Fraser HS	Working with Your Administrators Sara-Beth Badalamente & Steve Gabriel
	102	If a Tweet Falls in a Forest Chad Sanders, Lansing Everett HS	Open Forum on Press Rights Moderator: Kaitlin Edgerton, Grosse Pointe South HS	The Best (And Worst) of Leads Jim Woehrl, Midland HS
	103	Red, Yellow, Green: An Ethics Game Joe Grimm, Michigan State University School of Journalism	How to Use Technology to Advance Your Reporting Mila Murray, The State News	Headlines that Pop Joe Grimm, Michigan State University School of Journalism
	104	Advertising 101 Chris Richert, The State News	Student Media Leadership & Peer Management Chris Richert, The State News	Sell Like a 6-Year-Old Kris Hemry, Walsworth Yearbooks
	2ND FLOOR	201	Photoshop Tips & Tricks Ike Lea, Lansing Community College	Life at 30 Frames ...Video With Your DLSR Ike Lea & Jeff Hamlin, Lansing Community College
202		How Not to be a Afraid of Math Tanya Gadzik, MediaPost	Don't Call Me Honey: On Being a Female Journalist Tanya Gadzik, MediaPost	Trick or Tweet: Finding (and Fighting!) Fake News Sarah Ashman, Holt HS
203		Meeting Deadlines for a Stronger Staff & Publication Ava Butzu, Grand Blanc HS; Tracy Anderson, Community HS	Building Portfolios for Awards Season Ava Butzu, Grand Blanc HS	Let Photography Shine on Your Pages Ava Butzu, Grand Blanc HS
204		Sound Capture for Podcasts Jon Whiting, Michigan State University	Editing/Production of Podcasts Jon Whiting, Michigan State University	Sports Storytelling Nick Baker, Michigan State University Athletics
205		Fashion Reporting VIM magazine	Insta-Journalism Tracy Anderson, Ann Arbor Community HS	Publish Profiles with Personality! Tracy Anderson, Ann Arbor Community HS
2ND FLOOR	Gov.'s Rm	The Future of TV News James Ford, Grand Valley State University	Professional Lighting on the Cheap James Ford, Grand Valley State University	Podcasting on the Go Eric Harvey, Grand Valley State University
	BoardRm 1	ADVISERS: MIPA ... Cohort Can Help Your Students Elizabeth Cyr, Stockbridge HS	ADVISERS: Yearbook Advising 101 John Alwardt, Herff Jones Yearbooks	ADVISERS: Using Portfolios & Rubrics for Grading Kaitlin Edgerton, Grosse Pointe South HS
	BoardRm 2	Yearbook Advisers Roundtable (Advisers Only) Troubleshoot problems and share tips!	Newspaper/mag Advisers Roundtable (Advisers Only) Troubleshoot problems and share tips!	Video Advisers Roundtable (Advisers Only) Troubleshoot problems and share tips!

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

**READ SESSION DESCRIPTIONS AND GET THE MIPA GUIDEBOOK APP**  
Save your schedule, get maps, view session descriptions and more from our mobile device app or view in your computer Web browser.  
<https://guidebook.com/g/2019-20mipaguide/>

**Telling the REALLY BIG STORY Through Team Coverage**  
C.E. Sikkenga, Grand Haven HS

**Opinions That Matter**  
Christina Hammitt, Charyl Stockwell Preparatory Academy

**FEATURED SPEAKER: I'll Just Buy It My Senior Year...**  
Matthew LaPorte, Southwest Career & Tech. Academy, Las Vegas

**20+ InDesign Hacks**  
Cody Harrell, East Lansing HS

**Break Into TV News**  
Sheri Jones & Dana Whyte, WLNS-TV

**Podcast Kickstart**  
Jeremy Whiting, Impact 89FM

**One Light Portraits On Location**  
Erik Smith, HSP Imaging Inc.

**Sports Storytelling**  
Nick Baker, Michigan State University Athletics

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MICHIGAN STATE UNIVERSITY

**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.