

Welcome to the 17th annual MIPA Middle School Journalism Conference

Wednesday, Nov. 13, 2019 • The Union Building • Michigan State University

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9-9:30	Rooms	9:40-10:15	10:25-11	11:10-11:45	AWARDS! 11:50 a.m. in the Ballroom (2nd floor)
OPENING SESSION Ballroom 2nd floor Keynote Speaker: PAM BUNKA MIPA Yearbook Chair and Retired Yearbook & Newspaper Adviser, Fenton HS	MSU Room 3rd floor 5 Leads Every Writer Should Know Where do you start writing a story? At the lead, of course! Get tips on how to - and how NOT to - begin your story. Joe Grimm, MSU School of Journalism	How to Talk to People Interviewing is crucial to getting a good story. Learn to ask the right questions! Joe Grimm, MSU School of Journalism	Red, Yellow, Green: A Game Play this fun journalism ethics game and learn how to handle situations that come up in your school. Joe Grimm, MSU School of Journalism		
	Lake Huron 3rd floor Captions That Rock Everybody reads captions. So take care to write them well. What's the secret? This session will show you. By the time you leave, you'll be writing strong, story-telling captions. Pam Bunka, MIPA Yearbook Chair	Writing and Designing Headlines Headlines should attract your readers to the copy and be the largest piece of type on the spread/page. This session will help you learn how to not only writing interesting feature headlines, but also give you pointers on design. Pam Bunka, MIPA Yearbook Chair	TBA		
	Lake Ontario 3rd floor Design Like a Pro! An introduction to a variety of graphic elements by the former design editor of The Detroit News. Rick Epps, MSU School of Journalism	Make Good Font Choices! Fonts are more than just letters. They're an important part of the design of your publication. Rick Epps, MSU School of Journalism	Photo 101 What makes a great photo? Learn what it takes to take a great photo for your newspaper or yearbook. Tara Meysn, MSU School of Journalism		
	Lake Superior 3rd floor Covering What Your Students Want to See Get tips about ways to find interesting content to fill your publication. Rianne Price, Jostens Yearbook Rep.	Building Up Your Theme Learn how a great theme can help you develop a great yearbook! Rianne Price, Jostens Yearbook Rep.	Getting More People Into Your Publication! Learn how to get every student in your school into your yearbook 3 times each. Rianne Price, Jostens Yearbook Rep.		
					

Key: E=Everyone N=News Writing & Design Y=Yearbook P=Photography V=Video

The Ballroom is on the second floor. Other session rooms are on the third floor. **Awards ceremony is at 11:50 to noon in the Ballroom.**

Students: Please treat the speakers and your fellow audience members with respect by not talking during the sessions.

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Spend five days at Michigan State University learning about journalism at the **MIPA Summer Journalism Workshop at MSU: July 20-26, 2020!**

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