

DRAFT SCHEDULE MIPA FALL CONFERENCE | Monday, Oct. 16, 2017 | Lansing Center | GET OUR EVENT APP! #FALLMIPA

Room	Session 1/9-9:45	Session 2/9:55-10:40	Session 3/10:50-11:35
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
Ex. Hall B	FEATURED SPEAKER: Building a Journalism Culture (E) Mitch Eden, Kirkwood HS (Missouri)	FEATURED SPEAKER: Handling Controversy (E) Mitch Eden, Kirkwood HS (Missouri)	FEATURED SPEAKER: Heart of Storytelling (E) Mitch Eden, Kirkwood HS (Missouri)
Banquet 1	Mapping Data in Google Maps (E) Brendan Watson, MSU School of Journalism	Trello for Advisers & Editors (E) Elizabeth Cyr, Stockbridge HS	Beyond the Story (E) Kaitlin Edgerton, Grosse Pointe South HS
Banquet 2	Taking a Knee & Other Sports Stories in 2017 (E) Brian Calloway, Lansing State Journal	Print to Online: It Changed Everything for the Better! (O) Ken George, Forest Hills Central HS	Red, Yellow, Green: An Ethics Game (E) Joe Grimm, MSU School of Journalism
Banquet 3	Making MODS Easy (Y) Dave Loney, Herff Jones	Designing with Type (Y) Dave Loney, Herff Jones	The Library: It Ain't Just for Books (N,Y) Lydia Cadena, Novi HS
Banquet 4	Writing and Designing Headlines (N,Y) Pam Bunka, Fenton HS	Design Like a Pro (D) Rick Epps, MSU School of Journalism	Tell the Story With Infographics (D) Rick Epps, MSU School of Journalism
Banquet 5	Balancing Act: Building a Theme Verbally, Visually (Y) Jeff Moffitt, Jostens	Breaking the Mold (Y) Jeff Moffitt, Jostens	Icing the Cake: Details Complete the Book (Y) Jeff Moffitt, Jostens
Banquet 6	Don't be a Phony Photographer (P) Julie Price, Haslett HS	No Trees Please: Environmental Portraits (P) Julie Price, Haslett HS	Sports & Social Media (O) C.E. Sikkenga, Grand Haven HS
Banquet 7	Creating 'Killer Graphics' (V) Nathan Bush, Saline HS	Tell Me a Story (V) Bob Gould, MSU School of Journalism	Phoning It In (V,O) Mike Castellucci, MSU School of Journalism
Banquet 8	Be a Watchdog: Holding Anyone & Everyone Accountable (E) Justin Hinkley, Lansing State Journal	Covering Politics in the Time of Trump (E) Lauren Gibbons & Emily Lawler, MLive Media Group	Uncovering the Truth When No One Wants You To (E) Sydney Smith, The Holland Sentinel
River Street	Fix Your Broken Creative (E) Karl Gude, MSU School of Journalism & Media Sandbox	Grammar, Journalism, the SAT and You (E) Tracy Anderson, Ann Arbor Community HS	Working the Interview and Crafting the Lead (N,Y) Tracy Anderson, Ann Arbor Community HS
101	Covering Science in Your School (E) Eric Freedman, MSU Knight Center for Environmental Journalism	Giving Them the ADvantage (N,Y) Pam Bunka, Fenton HS	Producing For TV News (V) Alexis Howell, WILX News 10
102	The First Amendment Protects You, Too (E) Nancy Costello, MSU First Amendment Law Clinic	Are You a Copyright Infringer? (E) Nancy Costello, MSU First Amendment Law Clinic	Covering the Police (E) L.A. Dickerson, MSU School of Journalism
103	Getting Out There (E) Matt Hund, Lansing State Journal	All About the Hashtags (O) Jamie Flanagan, Fraser HS	Here's Lookin' at You: iPhone Videography (O,V) Jamie Flanagan, Fraser HS
104	The Best of Leads, The Words of Leads (N,Y) Jim Woehrl, Midland HS	Copy Editing Your Peers Without Making Enemies (N) Steven Fox, Ferris State University	I Am Brand New...What Do I Do? (E) Bob Berschback, Jostens
201	Photography for the Non-Photographer (N,Y,O) Tara Mesyn, MSU School of Journalism	Flint Water Crisis Photography (P) Jake May, The Flint Journal	Flint Water Crisis Photography (P) Jake May, The Flint Journal
202	Anatomy of a Yearbook Spread (Y) Stephanie Orth, Lake Orion HS	The Impact of the Right Color (Y) Stephanie Orth, Lake Orion HS	Making the Big Bucks for Your Publication (E) Nora Guiney, Walsworth Publishing Co.
203	Lighting Lessons (V) Bruce Holladay, Genesee Career Institute	Lighting Lessons (V) Bruce Holladay, Genesee Career Institute	Say What? Interviewing Tips (E) Joy Visconti, Crain MSU Detroit HS Journalism
204	Audio for Video (V) Michael Kaufman, Federick V. Pankow Center	Script Writing Tips for a School Newscast (V) Jennie Holladay, Lapeer Education & Technology Center	Best Practices for Shooting Football (V) John Johnson, MHSAA
205	Interview Under Pressure (E) Beth LeBlanc, Lansing State Journal	I'm Brand New, Now What Do I Do? (E) Bob Berschback, Jostens	Editors: It's Lonely at the Top (E) Ava Butzu, Grand Blanc HS
Gov.'s Room	Doc-Style Storytelling (V) Jesse Sutherland & Tim Whalen, Big Foot Media	Shooting Sports Highlights (V) Randy Scott, Davison HS	Got the Creative Shots? (V) Jesse Sutherland & Tim Whalen, Big Foot Media
Board Rm 1	Photo Organization & Sales with Smug Mug (E,P) Jeremy Whiting, Ovid-Elsie HS	Critiques: More Than a Score (Advisers Only) Ava Butzu, Grand Blanc HS, & CE Sikkenga, Grand Haven HS	Advisers: It's Lonely at the Top (Advisers Only) Shari Adwers, Grosse Pointe North HS
Board Rm 2	Hi, I'm New Here (Advisers Only) Kaitlin Edgerton, Grosse Pointe South HS	Congratulations...You Have a Publication! (Advisers Only) Kaitlin Edgerton, Grosse Pointe South HS	Yearbook Distribution Organization (Advisers Only) Stephanie Orth, Lake Orion HS

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

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FEATURED SPEAKER: Socialnomics (E)
Mitch Eden, Kirkwood HS (Missouri)

Storytelling & U: College Applications (E)
Stephanie Cepak & Bess German, MSU Honors Colleg

It's Not Over Until the Fat Lady Edits (N,Y,O)
Lydia Cadena, Novi HS

20-ish Ways to Get Faster in InDesign (D,Y)
Cody Harrell, East Lansing HS

Writing Stuff They'll Actually Read (N,Y,O)
C.E. Sikkenga, Grand Haven HS

Getting Good Audio (V,O)
Jon Whiting, Michigan State University

Shooting Interviews for Video & Web (V,O)
Roger Smith, Lake Orion HS

Opinions That Matter (N,O)
Christina Hammitt, Bloomfield Hills HS

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The Argus-Press



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

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

SESSION SKILLS:

Skills represent our best suggestions. Explore sessions that interest you!

E = Everyone
A = Advisers
D = News Design
N = News Writing
P = Photography
O = Online/Digital Media
V = Video
Y = Yearbook

ALL SESSIONS ARE FIRST-COME, FIRST-SERVE.

Video Advisers Meetup in North Point Cafe