

Stet

Michigan Interscholastic Press Association

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ABOUT THE COVER PHOTO

Hardships revealed:

This portrait was taken by **Jeanette Warner** from Genesee Area Skills Center in Flint. The girl pictured, Emily, a senior, told of hardships she faced recovering from a drug addiction. The photo took first place honors for Carry In Photo at the 2002 MIPA Spring Conference.

MIPA helps adviser with a good start



JULIE PRICE ■ HASLETT HS

In my earlier life as a writer, editor and copy editor at various daily newspapers, I always had people to talk to about things—any things.

I could randomly ask, “Hey, let me read this headline to you. Is it any good?” “How does this sentence sound? Is it saying what I want it to say?” I always got an answer. I always got input. My colleagues were in the same room with me and, usually, seated right next to me.

Seven years ago I walked into my very first, very own classroom to teach journalism and photography. The door banged behind me and panic hit. I was completely alone. I would be seeing about 120 kids a day, but where was another adult to help make sure I didn’t ruin any of these children’s lives? Where was another journalist to help me make sure we didn’t get sued for libel? Who could I talk to?

One of the biggest pitfalls I’ve found in teaching is the lack of communication opportunities with colleagues. It’s hard to find somebody to bounce things off. This is doubly true when you are a publications adviser and the lone person in your school dealing with all the ups and downs of the position. Shoot, on days the newspaper comes out it’s sometimes hard to get other school staff to look you in the eyes.

Thankfully, seven years ago I also got involved with the Michigan Interscholastic Press

Association. While MIPA members don’t literally walk into the classroom with me or sit right next to me, figuratively the organization and its members are always right there and available.

In all honesty, MIPA has helped me survive this wild trip into teaching and being a publications adviser. I don’t know if I would have lasted if it weren’t for the advice, support and continuing education I am able to access through MIPA. It has also offered my students tremendous opportunities with contests and conferences where they get to see they are not the only teens caught up in this journalism stuff.

And now, here I am, the (gulp) president of MIPA. I am truly honored to take on this task for the next two years because I believe so strongly in the First Amendment, the importance of student voice and the role strong journalism teachers can play for young people. I believe in what MIPA can do for publications advisers and student journalists.

So what are my goals (I suppose I’m supposed to have some)? My biggest goal is to help MIPA continue doing what it has been doing so well, for so long.

One area I see room for improvement in is what we offer to our video production people. An increasing number of schools are adding

Please see president’s column, page 14

Stet

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2002-2003 MIPA Membership Application Form

Please list school as you want it to be used on membership certificate and other MIPA documentation. **Please type or print. Check made payable to MIPA must accompany the form.**

PLEASE fill out form completely.

School Classification: A B C D
(Check with your principal or athletic director if you are not sure.)

Today's date _____

Renewal New (School has not been a member in 5 years)

School _____

Phone () _____ Fax Number () _____

Address _____

City _____ State _____ ZIP _____ County _____

Newspaper Adviser's Name _____

Home Address _____

Home Phone () _____ E-mail _____
Write very clearly, please!

Yearbook Adviser's Name _____

Home Address _____

Home Phone () _____ E-mail _____
Write very clearly, please!

Lit. Magazine Adviser's Name _____

Home Address _____

Home Phone () _____ E-mail _____
Write very clearly, please!

TV Production Adviser's Name _____

Home Address _____

Home Phone () _____ E-mail _____
Write very clearly, please!

Join MIPA on or before Oct. 14, 2002. After Oct. 14, add \$5 to your membership fee.

Important: Please write the name of each publication and/or production you are entering into membership. **Only publications whose names appear here will be eligible for competition (except for Web).**

Newspaper name _____

Yearbook name _____

Literary Magazine name _____

Video Production name _____

Membership Fees

\$37.50 for one publication or production

\$10 for each publication or production after that

Deadline: Schools must join MIPA by Jan. 31, 2003, to participate in contests for that calendar year.

Payment enclosed

\$ _____ 1 publication or production

\$ _____ other publications or productions (\$10 for each beyond the first one)

\$ _____ Add \$5 if this is being mailed after Oct. 14, 2002

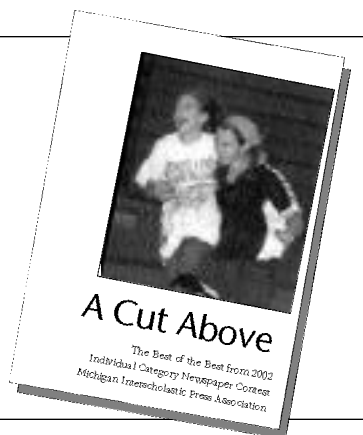
\$ _____ Add \$5 if you would like a copy of *A Cut Above*
Send to _____
Adviser's name

\$ _____ Total enclosed

Send this form and payment to:
MIPA, School of Journalism
305 Communication Arts Bldg
Michigan State University
East Lansing, MI 48824-1212

Reserve your copy of **A Cut Above**

A Cut Above is a booklet full of winning entries from the 2002 Newspaper Individual Category Contest. It will be available in early 2003 just in time to help you choose entries for the 2003 contest. Cost: \$5 (includes postage)



For office use only please: ck # _____ amt _____
po invoice date _____

One town's reaction to a yearbook, one adviser's fight for her students

“My editors returned from college and tried to apologize for the fuss. I wouldn't let them.”

—DIANE LONG

BY DIANE LONG
MARSHALL HS

What were we thinking? Year 2000. Ending of the 90s. That is pretty much it. Who knew that it was going to stir up so much venom, anger and madness.

So, what was all the fuss about? Hitler. Plain and simple. That little name, little picture, little man pretty much divided our small town for about two months.

The 2000 Dial, Marshall High School's yearbook, had been out for about three weeks. Our newspaper, Smoke Signals, ran an opinion by one of the newspaper students who complained about Hitler being on the cover. She didn't like looking at him. She found him offensive.

She found the 2000 cover offensive.

Good enough.

She is within her rights to feel that way and to

express it. The paper ran a partial picture of the cover to illustrate that, indeed,

Hitler did appear on the cover.

The phone calls to various school board members and the superintendent's office began at 10 a.m. Friday—right after the paper ran. I had gone out of town for the weekend. Where? I don't remember. When I returned, I found more than 50 calls to my home during my absence from various journalists

and pseudo-journalists, board members, faculty members, students, strangers.

The principal came to my room right after I arrived Monday morning.

“Diane, did you know that there have been quite a few calls to the superintendent and board members over this ‘Hitler’ article?” he asked.

“I only know that I had a lot of calls to my house over the weekend.”

I replied. “What are they saying?”

“The superintendent and the board members would like a written statement from you explaining what you were thinking,” he said.

“Could you get that to me as soon as you can?”

What was I thinking? I sat down at my computer and began composing what I hoped would be an intelligent defense of my students, my publications, myself.

The year 2000 represents an end. And end of an era. It was an era of incredible advances and horrific reminders of how far humans have yet to evolve. The 2000 Dial cover portrayed in AP file photos 20 of the people and the events that shaped who we, as literate-intelligent-driven Americans, are today.

Some of the images represent technological advances: the television, the car, the airplane, Neil Armstrong taking his first step on the moon, Dolly the cloned sheep. Some represent religion: Pope John Paul, Mother Teresa.

Some of the images represent popular entertainment: Elvis, Marilyn Monroe.

Some represent sports: Babe Ruth, Mohammed Ali.

Some of the images represent

lost icons: Lady Diana. Some represent peace: Martin Luther King, Jr.

Some represent war: raising the flag at Iwo Jima, the A-bomb mushroom cloud, Hitler.

The images collectively represent history, good and bad, a history that the state had mandated that my three yearbook editors learned while in high school. And they learned it.

My three editors showed through their imagination their amalgamation that history isn't always pretty. I defend their right to represent that history. I defend my newspaper student's right to say that she doesn't care for it. Isn't that what journalism and education are all about?

The principal read my statement and eloquently defended me for 30 minutes at an emergency board meeting. I can't begin to thank Ron Behrenwald enough for his unfailing support. He didn't have to go beyond reading my statement. But he did. He used research data to defend my position as well.

The story doesn't end here. It would be nice if it did.

The calls and letters flooded the newspaper, school, home. I became the “Nazi teacher.” “Hitler lover.” The channel 41 news descended on our school.

My editor and I went on camera explaining that if we don't remind people who Hitler was and what he did, the Nuremberg laws, World War II, the Holocaust my happen again. (Can you say Milosevic?)

We were portrayed by the evening news as blonde-haired, blue-eyed Aryan women who were too dumb to understand

Please see Yearbook, page 5



The Hitler photo on the cover of Marshall High School's yearbook.

Advertising survey results tabulated

BY BOB HOLZHEI
ST. JOHNS HS

With a total of 28 surveys returned, the majority of newspaper and yearbook publications in Michigan do not receive any funding from their school districts. Figures from three schools that did provide money from the school budget were cited at \$3,000, \$6,700 and \$27,000 per year. A couple of schools only budgeted three to four hundred dollars, or provided a camera and computer discs in order to operate.

The majority of high school publications sell advertisements in order to generate money to operate. Most advertising prices are determined by the amount of money that is needed to offset publication costs. Prices for ads ranged from \$10 for a business sized ad up to \$400 for a full page ad.

Four schools in the state combine efforts in advertising sales selling packages that include both newspaper and yearbook ads for the year. The advertiser is billed once and as the money is paid, the publications divide the funds. The majority of publications sell advertisements separately.

Fund raisers continue to be a vital source of income in order to publish. Pizza sales, discount

cards, food and candy sales account for extra revenues.

The majority of schools provide an English elective credit for taking either newspaper or yearbook class as part of the curriculum. One school awarded an English credit the first year a student took the class and an elective credit each following year.

A growing trend among Michigan schools is to pay advisers an additional stipend for advising the publication offered as a class during the school day. Advising a publication does demand additional time. Some schools offer a percentage of the base pay the first year and as experience is gained, they move up on the salary scale most like athletic coaches. Percentage figures included, 3.5 percent, 4 percent, 5 percent, 7 percent, and 8 percent. A few schools pay a flat rate for advising a publication and included the following figures: \$175, \$985, \$1,400, \$3,700, and \$4,500. Progress is being made in paying publication advisers additional stipends and in most cases becomes part of the negotiated agreement between the local Michigan Education Association affiliate and the respective school boards.

Ed. note: Thanks, Bob for doing this. This sort of info is always interesting for our members.

Bob Holzhei created a survey that he sent out to MIPA advisers via e-mail. If you did not get a chance to respond and would still like to, please e-mail Holzhei at Holzhei_B@stjohns.edzone.net.

Yearbook, continued from page 4

why people were so upset.

We got a 20 second sound bite.

The wire service picked it up and ran the story in stations across southern Michigan.

The calls, the letters, the editorials flowed in from across the state, Illinois, Indiana.

Local businesses pulled their ads from our yearbook. Students were cured, and doors were slammed in their faces.

The Battle Creek Enquirer ran a page one banner story on the uproar and an editorial, supporting the yearbook's position.

Supportive cards, calls, personal visits began. I still have those letters. I carry those hugs in my heart. My editors returned from college and tried to

apologize for the fuss. I wouldn't let them.

"We're so sorry about all of this mess," they said.

"You? Why are you sorry?" I asked.

"Well, you are taking the heat for a decision we made," they said.

"Maybe we shouldn't . . ."

"Don't even say it. You didn't do anything wrong," I said.

"Well, is there anything we can do to help," they asked. I smiled.

"You already have," I said.

About a week later the TV crews descended again.

They invaded my classroom, without permission or invitation. They wanted to know which advertisers had pulled out of the book. I wouldn't tell them. They wanted to know why someone

would pull out of a yearbook?

"Do you think they want to stifle your First Amendment rights?" an earnest young woman with a microphone asked.

"I don't know," I replied. "I don't care. It is your job to find out, not mine. Besides, for me to try to tell you what someone else may be thinking is editorializing. I don't do that."

Finally, they left. They said in their report that I refused to talk with them. They lied.

Things have calmed down. I am able to answer my phone without checking the caller ID first.

I can go back to being the newspaper/yearbook adviser. Diane Long—plain old English teacher.

So, what were we thinking?

Ulcers, stealing and bombs



LYNN STRAUSE ■
EAST LANSING HS

Students ignite passion in JEA Adviser of the Year

Before anybody drifts off, I want to recognize my mother and my sister and tell them, in front of all of you, how much it means to me that they could join me for this special time. I also want to recognize and thank Sandy Strall from Carlson High School who engineered by portfolio but couldn't join us. And thank you to all my friends who I have admired and emulated for so many years.

I've been watching a lot of the award shows that have been on lately to study what makes a successful acceptance speech.

That's the same way I learned how to do a yearbook.

Yes, I am an English teacher pretending to be a yearbook adviser. Over the years I've become a very good actor. But, as Stephen Crane said, I feel that I'm an intruder in the land of fine deeds.

I've never had to defend my kid's decisions to an administrator. I've never been fired for taking a stand. I never worked on a publication in school unless you count the month on the yearbook staff in my senior year before the new adviser named two juniors as editors and I quit. Heck, I've never had a journalism course.

Well, that's not exactly true. When I was in college, I took a course called "The History of Journalism" to fulfill a requirement. It was a snoozer. The professor gave the same lecture three class periods in a row. None of us bothered to tell him. I'm not sure anyone but me noticed.

So how did I get to here, sharing space with people I have admired for years?

Like many of you veterans,

my first job came with the yearbook. Oh, and cheerleading, something my dear friend Terry Nelson has never forgiven me for. But at least there I had had some experience.

My first book was extracurricular. We were on half days because of overcrowding and went to school from seven to noon, then had to clear out of the building. So we went over to a staffer's house. She was a bright, mature sophomore who had made a mistake and ended up married with a baby. We worked on her kitchen table. I thought that's how everyone did a yearbook.

Our first book came complete with a company cover and no copy. But we gained confidence and went out on our own the second year. Remember, it was the early seventies. Our theme was oneness. It had a silver foil cover with a neat graphic of grass growing through snow and the word oneness set small in lower case on the cover.

We had an artsy shot of a girl backlit with raised arms on the title page. We got creative with underclassmen, doing away with those pesky mug shots and shooting students in groups instead. To save room, we only used first initials and last names to identify them. We all knew each other, right? We were so proud-until we distributed the books and people started asking what oneness meant. A learning lesson.

Then I started to get out a little and found out about things like workshops and evaluations. Now see, Terry, that's where that cheerleading background paid off. I'm pretty competitive. So I set out to learn all I could. That saved

me.

That's why part of me has always felt like I've been acting a part. So I'm always examining how I can be worthy of being a part of this noble profession? The conclusion I've come to is that I've always been able to help others. Why? Because my experiences have been so bizarre or catastrophic that it makes everyone else feel better by comparison. It's sort of the same feeling you get watching Jerry Springer.

Having trouble selling ads? My business manager quit because she said I gave her an ulcer.

Got an editor who isn't carrying the weight? I've got one who carried off a gold necklace after selling an ad to a jeweler. P.S.: she didn't pay for it.

Got a photographer who's running behind? I've got one who set off a bomb in the darkroom so we'd all be behind. Our fall book didn't deliver until the following June.

So for years I feel my purpose has been to be the person who makes you feel better by saying, "You think you've got it bad. Well, let me tell you..."

Now you're probably wondering why I stuck with it all these years. After all, the average life expectancy of yearbook advisers is three years.

The answer is simple. I love my kids.

I've tried to leave this job twice, the second time to work for a yearbook company. I thought it would be the best of both worlds. I'd still be able to work with kids on yearbooks, but I wouldn't actually have to do a yearbook.

It didn't work. They weren't

Please see Adviser, page 15

Lynn K. Strause's Speech accepting JEA National Yearbook Adviser of the Year. Awarded at JEA/NSPA Spring Convention in Phoenix, AZ April 6, 2002.

New evaluation booklet to be used for 2002 yearbooks

Important notice for yearbook advisers!

As we told you at the spring convention luncheon—and have been promising for a while—we are going to be using a new evaluation booklet beginning with this year's evaluations (the 2002 books).

The new booklet is broken into six categories: unifying concept (theme), coverage, writing, design/graphics/typography, photography and reader services. Each category will be evaluated using a list of criteria, and points will be awarded holistically rather than for each criterion. We think this will foster more comments by the judge and less counting up points. We are preparing our final draft of the booklet. You can view a copy on the MIPA website (mipa.jrn.msu.edu) within the next month or so.

Because we'd like to give more recognition to individual yearbook staffers, much like the individual recognition for newspaper staffers, we are creating an individual yearbook award contest. This will replace our monthly contests, which have not had the success we anticipated.

These individual awards will be much the same as CSPA's Gold Circle awards. We are finalizing the list of award categories right now. Entry deadline will be Nov. 15. There will be a limit of two entries per category, and entries will cost \$1.00 each. All entries must be from the 2002 yearbook.

For more information on the individual awards contest, check the MIPA website later this summer and watch for complete information in your first fall mailing.

MPA senior scholarship lookout

Do you have any graduating seniors looking for newspaper internship opportunities? If yes, the Michigan Press Association Foundation will help them find a paid internship—in or near their community—that includes a scholarship award.

This matching scholarship program was set up to encourage high school students "to go into the important and satisfying world of community newspapers," according to Richard Milliman, president of the MPA Foundation.

The Foundation directors, he says, believe that "the sooner we connect with young people to encourage them to consider newspapering as a career, the more effective our appeal can be."

The program is a cooperative arrangement with a Michigan newspaper and the MPA Foundation. High school officials—that's you—select a graduating senior who plans to study journalism. You forward the student's resume and appropriate clips to me, and I'll try to make a match. The newspaper (daily or weekly, but in any case, the paper must be a member of the Michigan Press Association) hires the student as a paid intern during the summer between high school graduation and the start of college.

The paper awards the student a \$1,000 scholarship, in addition to paying the student. Once

he or she is enrolled either in a four-year college or university or in a community college, the MPA Foundation matches the newspaper's \$1,000 and reimburses the newspaper for its scholarship award.

In other words, your student receives a paid summer job and \$2,000.

"The combination of the locally provided scholarship, the Foundation award and the salary the student receives from the newspaper should pay most of a year's tuition at a community college or state-supported university," says Milliman.

If the student and newspaper agree, the internship and scholarships may continue for a second year.

Is there a catch? A couple. The number of scholarships statewide is limited to 10, and only one intern per newspaper. For several reasons, your local newspaper may choose not to participate (but I'll make every effort to make a match for your journalist!).

So, if you have a graduating senior interested in a career in journalism, please contact Janet Mendler at the Michigan Press Association Foundation, P.O. Box 230, Howell, MI 48844-0230; 517-552-2811; jmendler@ht.homecomm.net for application information.

Digital illumination with a little help from an old friend



BY DAVID STEDWELL
MOUNT ST. CLARE
COLLEGE

It's time to shed a little more light on one of the more challenging problems facing digital photographers. Tiny, in-camera flash units are losing the battle against overwhelming darkness and murky fluorescent

cord, most of the digital cameras in use by student publications rely solely on the in-camera flash unit. Getting around this challenge requires a little ingenuity and a trip to the photo and office supply stores.

Adding a flash when the camera doesn't provide for one requires the addition of a bracket

to hold the second flash and a device to trigger it when the in-camera flash fires. The best type of auxiliary flash to use is one with a tilting head and automatic settings. Complete instructions for putting this rig together are included in this article.

Using an auxiliary flash with a tilting head is helpful because it can provide light to areas not already illuminated by the smaller in-camera flash. Bouncing the larger flash off a ceiling, for example, can eliminate the pea-green color that often surrounds subjects photographed in fluorescent light. Bounce flash also provides a more even lighting around subjects targeted by the narrow beam of an in-camera flash.

When the situation calls for lighting subjects beyond the range of the in-camera flash, the auxiliary unit can be pointed straight out to illuminate background areas. The powerful beam of a second flash is especially helpful when subjects of a photo are spread over a large area.

Whatever the lighting challenge, the goal should be to produce flash images that are properly exposed and evenly lit. Adding a second flash to the digital camera is a way to improve image quality and to successfully tackle a wide range of low-light photography assignments.

To give that digital camera a fighting chance, take the auxiliary flash down off the shelf



Adding a second flash to your digital camera

BY DAVID STEDWELL
MOUNT ST. CLARE
COLLEGE

The Bracket

The first piece of equipment required is a small, inexpensive flash bracket. Avoid the pricey, heavy brackets designed for full-sized 35mm and medium format cameras. Those dwarf the smaller digital camera and make for awkward handling.

Sima Corp. makes a great, lightweight bracket designed for small video cameras. Most photo stores carry some type of small bracket, and some great bracket buys can also be found in the photo depart-

ments of discount stores or through a discount photo catalog. The bracket screws on to the bottom of the camera in the threaded port normally used to attach a tripod. The auxiliary flash can now be attached to the bracket.

The Photo-Electric Trigger

The next piece of equipment is the key to getting the two flash units to fire at the same time. A small, photo-electric flash trigger, available in most photo stores, can do the job. Most of these trigger devices can either be attached to the bottom of the auxiliary flash or connected to its sync cord. Once it is connected, the light from the in-camera flash will automatically trigger the auxiliary unit.

Positioning The Trigger

A self-adhesive Velcro

patch, available at most office supply and discount stores, is a good way to secure a sync-cord flash trigger in a position on the bracket where it can be illuminated by the in-camera flash.

Making Adjustments

If the auxiliary flash unit has automatic settings, a little experimentation with the different settings may be needed to get just the right balance of light to match the automatic flash exposure settings of the digital camera. Try the two flashes at different subject distances and keep track of settings that provide the best exposure. If the auxiliary flash has a tilting head, work with different angles of bounce flash to provide a subtle fill light to compliment the direct, in-camera flash.

Cynecki 'leads several lives' as Michigan JEA Journalist of the Year

BY LYNN STRAUSE
EAST LANSING HS

As JEA State Director it is with great pleasure that I recognize Kelli Cynecki from H.H. Dow High School in Midland as Michigan's winner of the JEA National High School Journalist of the year. Kelli's portfolio has been submitted for entry into the national competition, and the national winner will be announced at the award ceremony of the JEA/NSPA spring convention in Phoenix on April 6.

Kelli, who has been a member of the Update staff for three years, likened her role as a journalist to walking in someone else's shoes.

"I get to walk in these shoes because I

am a journalist," she wrote in her self-analytical evaluation.

"It gives me a special lease on life; in fact, it gives me the opportunity to lead several lives."

The lives she has led include a girl who had half her cerebellum removed because of a blood clot, a teenager who became a mother at 15 and a junior who raises turkeys for Thanksgiving. She has viewed life through the eyes of athletic referees and of Muslim students in the wake of September 11.

"I love being able to share someone else's story in hopes that I can make a difference," she wrote.

In her three years on staff, Kelli has

been a staff writer, feature editor and editor-in-chief.

"You will see from her portfolio that she has won national and state awards in writing and designing," Update Adviser Betsy Pollard Rau said. "However, in this adviser's opinion, her greatest triumph is in the classroom, where she is a working role model to over 100 journalists."

Kelli hopes to keep making a difference by pursuing a career in journalism. "I want people to read my stories and cry. I want to share the lives of the common people, the experiences that keep our world turning and make life challenging and worth living."

2002 MIPA Spartan Literary Magazine Contest

Please read:

The MIPA Board of Directors has been studying the contests that MIPA sponsors in order to improve them. Several changes will be taking place over the next two years that we believe will strengthen the contests and benefit your students. Changes will be made in increments. The first measure voted on by the Board at its March 2001 meeting was to allow a literary magazine to still be judged if it misses the **official postmark deadline**. The **late postmark deadline** will always be one month from the **official postmark deadline**. When you use the **late postmark deadline**, your publication may not be back in time for the Spring Conference awards. There will also be an added fee for this service. All Spartan contests will have the same opportunity to use this procedure.

Deadline:

From now on, literary magazines must meet the **official postmark deadline** of July 15, no matter what year. Unfortunately, this deadline has changed several times. Now it will not. We will send the literary magazines out to judges soon after we get them from you. The **late postmark deadline** is Aug. 15. No entries should be sent in after that date.

Directions:

This form is your Literary Magazine entry only. If you choose to use the **official postmark deadline**, the fee is \$15 (payable to MIPA). Staple the form below to the back of your magazine. Magazines must have been published after the spring conference this year, which was April 18, 2002. If you choose to use the **late postmark deadline**, the fee is \$30.

Criteria:

One entry per school. A literary magazine emphasizes fiction, poetry, essays, drama, art and photography for its content. Feature articles and reviews may be included occasionally. The subject matter should be original material created by students and within their world of experience. First-hand experiences, situations occurring to friends and family and observations within the writer's environment are potential topics for fiction. Quality of all forms of material should be the first consideration. A mixture of serious and light writing may serve the magazine's purpose better than concentration on one topic. The standards for evaluating this entry will be graphic design, layout, photography, writing, headlines, consistency of content, artwork and typography.

Awards:

Magazines will earn Spartan awards or certificates based on their scores. Awards will be presented at the 2003 spring conference in April. The judges will fill out evaluation forms, which will be returned to the editor and adviser.

Literary Magazine Contest Entry Blank

1. Glue or staple this entry form to the back of your literary magazine. Do not use paper clips or tape.

2. Include the \$15 entry fee if you are using the **official postmark deadline**. (July 15)

OR Include the \$30 entry fee if you are using the **late postmark deadline**. (Aug. 15)

3. Mail in an envelope of its own to: Literary Magazine, MIPA office, 305 Communication Arts Building, Michigan State University, East Lansing, MI 48824-1212.

Name of literary magazine _____

School, city, ZIP _____ Date of publication _____

Editor's name _____

Adviser name _____

I understand that all material submitted by our school represents students' work. If non-student work or alteration has affected the printed product, notations have been made to indicate those changes.

Adviser signature _____ E-mail this summer _____

2002 MIPA Spartan Yearbook Contest Form

Please read:

The MIPA Board of Directors has been studying the contests that MIPA sponsors in order to improve them. Several changes will be taking place over the next two years that we believe will strengthen the contests and benefit your students. Changes will be made in increments. The first measure voted on by the Board at its March meeting was to allow a yearbook to still be judged if it misses the **official postmark deadline**. The **late postmark deadline** will always be one month from the **official postmark deadline**. When you use the **late postmark deadline**, your publication may not be back in time for the Spring Conference awards. There will also be an added fee for this service. All Spartan contests will have the same opportunity to use this procedure.

1 Please check one.

- Spring-delivery yearbook. Mail to MIPA office postmarked on or before July 15, 2002 \$40.00
- *Late Spring-delivery yearbook. Mail to MIPA office postmarked on or before Aug. 15, 2002 \$80.00
- Fall-delivery yearbook. Mail to MIPA office postmarked on or before Nov. 15, 2002. \$40.00
- *Late Fall-delivery yearbook. Mail to MIPA office postmarked on or before Dec. 15, 2002. \$80.00

***late postmark deadline**

2 Please fill out this part completely.

School _____
 Address _____
 City _____ State _____ ZIP _____
 School phone () _____
 Adviser's name _____
 Adviser's summer e-mail _____
 Name of yearbook _____
 Theme _____
 Printing company _____
 Number of yearbooks sold _____ Price _____

3 Advisers, please estimate the percent of work done.

| | Adviser | Students | Other | |
|--------------------|---------|----------|-------|-------|
| Writing | _____ | _____ | _____ | =100% |
| Editing | _____ | _____ | _____ | =100% |
| Design | _____ | _____ | _____ | =100% |
| Photography | _____ | _____ | _____ | =100% |
| Pasteup/Pagination | _____ | _____ | _____ | =100% |
| Graphic Effects* | _____ | _____ | _____ | =100% |
| Total Production | _____ | _____ | _____ | =100% |

4 Important stuff! Please read!

- Since only student photographs are considered for awards, include in the front of the book or on a separate sheet the system for which student photos are marked. For example, "Student photos are highlighted with *."
- Write a memo to the judge. In it list any special school situations, concerns or problems with this yearbook's production on a separate sheet. Judges need this information.
- Keep a copy of this form for your files. You might include a self-addressed stamped postcard that we will return to you when we get your book so that you know it arrived safely in the MIPA office.
- Do you want your yearbook returned? Then send a postage-paid, self-addressed mailer with your yearbook. Your yearbook will be returned by the judge. If you do not want your yearbook back, the judge will have the option to keep it or discard it.
- Please mail your yearbook along with your check for \$40 (or \$80) payable to MIPA. Send to:
 MIPA, School of Journalism,
 305 Communication Arts Bldg.,
 Michigan State University,
 East Lansing, MI 48824-1212.

5 Final Check. Please mark.

- | | | |
|--------------------------|--------------------------|--|
| Yes | No | |
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Did you mark student photos? |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. Did you include a check for \$40? |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Did you include a self-addressed, stamped mailer if you want book returned? |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. Are you meeting the official postmark deadline ? |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Are you meeting the late postmark deadline ? |

6 Advisers, please sign.

Please read & sign the following: I have read this form. I understand only student work is to be judged for awards by MIPA. All materials submitted represent student work or is designated as not being student work.

Adviser's signature: _____

 For office use only: judge _____
 official postmark deadline: ck. # _____ amt pd _____
 secondary postmark deadline: ck. # _____ amt pd _____

NOTES & NEWS

NSPA Contests 2002

NSPA announces contests for the year 2002. All entries must be received by Aug. 30, 2002.

All entries must have been published in an NSPA member publication between Aug. 16, 2001 and June 15, 2002.

All winners will be announced at the JEA/NSPA Fall National Journalism Convention in Dallas, Nov. 21-24.

Send entries to: NSPA Contests, 2221 University Ave. SE, Suite 121, Minneapolis, MN 55414. Questions can be directed to: (612) 625-8335 Ext. 2, info@studentpress.org, or www.studentpress.org/nspa.

For questions, go to www.studentpress.org/nspa.

Here are the three categories.

Design: 2002 NSPA Design of the Year entries—The categories are Newspaper Page One, Magazine Page/Spread(s), Yearbook Page/Spread(s), News Page/Spread(s) and Infographic/ Illustration. There is a limit of one entry per category for each member publication.

Picture: 2002 NSPA Picture of the Year —The four categories are News, Feature, Sports and Fine Arts. There is a limit of two entries per category per publication.

Story: 2002 NSPA Story of the Year entries—The five categories are News Story, Feature Story, Diversity/Multiculturalism, Sports Story, and Editorial. News Story, Sports

Story and Editorial can be from newspapers and magazines only. There is a limit of one entry per category per publication, and single articles only are permitted.

Principal's Guide to Scholastic Journalism published

This spring Quill and Scroll Society published the fourth edition of the Principal's Guide to Scholastic Journalism to help make a difference in the support and perception of journalism programs in the nation's high schools.

Included in the booklet is information about maintaining a high school journalism program, differences between law and ethics, qualities of a good adviser, using the Internet to publish and research news, sensitive topics and school safety and much more.

Richard Johns, Quill and Scroll executive director, and Linda Puntney, JEA executive director, presented a seminar for high school principals April 19 at the Ball State University Journalism Day, using the booklet. Similar seminars are being planned for other areas.

Copies of the booklet can be purchased from Quill and Scroll for \$3 each plus \$2 shipping and handling. For orders of 10 or more copies, each is \$2.50 plus shipping and handling.

JEA Update
Start making plans now to attend the JEA/NSPA Fall National Convention in Dallas, Nov. 21-24, 2002. The convention is an opportunity to network with other advisers. There are hundreds of helpful sessions on every subject dealing with journalism.

Students may also attend, and can gain from seeing what other schools are doing and by listening and interacting with the top advisers in the country.

Consider presenting a session; although the May 1 proposal deadline has passed, JEA will continue to accept proposals until the program is filled.

For more information about the convention or speaking, visit the JEA website: www.jea.org

Gloria Olman can mail or fax a form that enables advisers to get their hotel room taxes reduced during the convention. Contact her at go1mucs@ucs.misd.net.

Call for entries
The Newseum, the Student Press Law Center and the National Scholastic Press Association are calling for entries for the 2002 Courage in Student Journalism Awards. Two \$5,000 awards will be presented to a middle school or high school journalist and a school administrator who have supported the First Amendment.

Entrants should submit a written description, 600 words or less, of how their cases meet the entry criteria, along with any relevant supporting materials or clips, and two letters

of support. Entries must be post-marked by Monday, July 1, 2002, and sent to Barbara McCormack, NEW-SEUM, 1101 Wilson Blvd., Arlington, VA 22209.

Search under way for First Amendment high schools

The First Amendment Center, JEA, NSPA, Quill and Scroll Society and CSPA are searching for nominees for the 2002 "Let Freedom Ring: America's First Amendment High Schools."

First-round questionnaires were sent to nearly 30,000 schools; these must be returned by June 30, 2002, for schools to be eligible. The first-round questionnaire is also available online at www.jea.org. Schools must also complete another round of questions and submit supporting documentation. Schools that meet the criteria for the second round will be notified in mid-August.

For information about applying to become a Let Freedom Ring 2002 school, contact John Bowen, chair of the Scholastic Press Rights Commission for the JEA, at (216) 221-3263 (e-mail at JBowen1007@aol.com), or Linda Puntney, executive director of JEA, at (785) 532-5532 (e-mail at lin-darp@ksu.edu).

SPLC membership

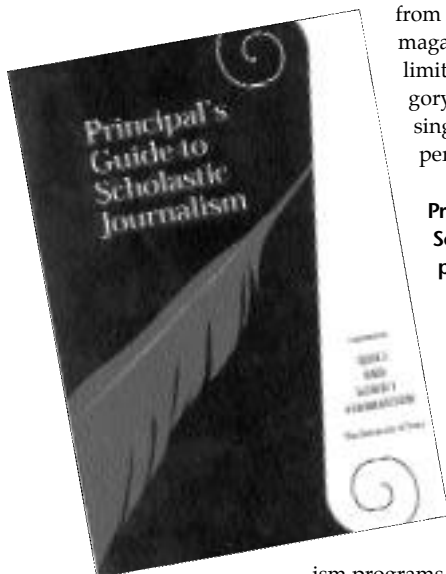
The Student Press Law Center is the only national, nonprofit resource center that educates and assists student journalists and their advisers on media law, censorship and other free-expression, and now offers annual memberships.

Membership benefits include a subscription to the SPLC Report, a three-times-yearly magazine that informs of changes in student media law; Legal Alert, a members-only monthly bulletin that is e-mailed; a discount of 10 percent on copies of Law of the Student Press, an up-to-date guide to laws, policies and court decisions relating to student media in the United States; and much more.

Memberships are tax deductible and range from \$25 for individual students and advisers to \$250 for organizations and non-student media.

MIPA encourages you to help support the SPLC with a donation from your publication.

For more information, see the SPLC website: www.splc.org.



Included in the booklet is information about maintaining a high school journalism program, differences between law and ethics, qualities of a good adviser, using the Internet to publish and research news, sensitive topics and school safety and much more.

2002 Spring Conference Wrap-up

Congrats to on-site winners

Yearbook Student Life Layout

First Place: Liz Steffler, Heather Anne Leavitt, **South Haven**
Second Place: Tame Argento, Jennie Swartz, **Sterling**

Heights

Third Place: Adrienne Crawford, Maggie Sliwte, **Bedford**
HM: Alex Raphael, Claire Gibbons, **Traverse City East JH**
 Melinda Burtan, Taylor Hadarek, **Charlotte**

Yearbook Copy/Caption

First Place: Jason Bowler, **Mona Shores**
Second Place: Kelly Conlan, **South Lake**
Third Place: Brandi Coulonmbe, **South Haven**
HM: Kristina Adair, **Traverse City East JH**
 Lindsay Keling, **Novi**

Feature Writing

First Place: Dustin W. Miller, **Jackson**
Second Place: Emmy Parsons, **Traverse City East JH**
Third Place: Rachel Latham, **South Haven**
HM: Alex Moschina, **South Lake**

Editorial Writing

First Place: Melissa Lemorie, Erik Raymond, **Pinckney**
Second Place: Jenna Stelzer, Eve Porcello, **Bedford**
Third Place: Dana Dougherty, Bonnie Halberg,
L'Anse Creuse North
HM: Sara Brockman, **West Bloomfield**

News Writing

First Place: Kevin McCullough, **L'Anse Creuse North**
Second Place: Melissa Corwin, **Mona Shores**
Third Place: Allison Krusky, **Northwest**
HM: Darcy Downing, **South Lake**

Special Projects

First Place: Kristen Lee Hodson, **South Haven**
Second Place: Aaron Olson, **Fenton**
Third Place: Nancy Shapardanis, **Clarenceville**
HM: Katie Illig, **Gladwin**

Carry In Photo

First Place: Jeanette Warner, **Genessee Area Skills Center**
Second Place: Karrie Mackey, **Northwestern**
Third Place: Alex Bryan, **Laingsburg**
HM: Emily Kimball, **Mona Shores**

Broadcast Feature

First Place: **Davison**
Second Place: **Kearsley**
Third Place: **Dexter**

Broadcast News

First Place: **Davison**
Second Place: **Grosse Pointe North**
Third Place: **Kearsley**

Awards and new board members



Pat Tessmer, newspaper adviser from Pinckney HS, won the Golden Pen Award, which is given to an outstanding journalism adviser each year. Tessmer is retiring this year.



From H.H. Dow HS, **Kelli Cynecki** was named the All-MIPA Newspaper Student of the Year. Cynecki was also named Michigan's JEA National HS Journalist of the year.



Ashley Watkins from Stevenson HS was named the All-MIPA Yearbook Student of the Year.



Nikki Faricy, newspaper and yearbook adviser at Stevenson HS, won a spot as trustee on the MIPA board. The elections were held at the spring conference luncheon.



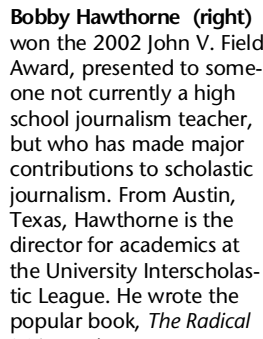
From Clarkston HS, newspaper adviser **Amber Gebrowsky** was also elected to a trustee position. Gebrowsky is staff member at the MIPA Summer Journalism Workshop.



Ricardo Martin, newspaper adviser at Birmingham Covington MS, is the new Middle School Chair on the MIPA board. He has come to the publication advisers workshop two summers.



Brian Wilson from Waterford Kettering HS was elected to the position of first vice president.



Bobby Hawthorne (right) won the 2002 John V. Field Award, presented to someone not currently a high school journalism teacher, but who has made major contributions to scholastic journalism. From Austin, Texas, Hawthorne is the director for academics at the University Interscholastic League. He wrote the popular book, *The Radical Write*. He's one great teacher and will teach at both the adviser and the student workshops this summer here at MSU.





Stretching out: This photo was taken by **Alex Bryan** from Laingsburg HS. He received third place for Carry In Photo at the 2002 MIPA Spring Conference.



The wink: The bottom photo was taken by **Karrie Mackey** from Northwest HS. It received second place for Carry In Photo at the 2002 MIPA Spring Conference.



Emotional hug: The top photo was taken by **Emily Kimball** from Mona Shores HS. It received Honorable Mention for Carry In Photo at the 2002 MIPA Spring Conference.

It used to be so simple.

Now there's so much to know. Let us help.

- Publication Advisers Workshop
- July 22–26 and July 29–Aug. 2.
- Credit courses in yearbook and newspaper advising, Photoshop, writing and publication design.
- Download a brochure at www.mipa.jrn.msu.edu. Join us!

Photoshop
for Advisers

July 22–26
JRN 490/890
2 credits

Design for
Non-Designers

July 29–Aug. 2
JRN 409/892
3 credits

Writing for
Student
Publications

July 29–Aug. 2
JRN 409/892
3 credits

Beginning
Photography

July 29–Aug. 2
JRN 409/892
3 credits

Newspaper
Advising

July 29–Aug. 2
JRN 409/892
3 credits

Yearbook
Advising

July 29–Aug. 2
JRN 409/892
3 credits

Adviser, continued from page 6

my kids. We didn't get to sit around with open bottles of rubber cement and get all giggly. I didn't get to discuss their boy troubles or girl troubles. I didn't get to share pizza or parental gripes. I didn't feel like I got to make a difference. There was no passion.

What keeps us going beyond that three-year life expectancy? I believe it's passion. That's what makes me just like those of you who are what I consider true journalists. I'm passionate. It's not just an act.

I'm passionate about giving my kids experiences that they can carry with them through their lives. Those experiences are both good and bad, although I put much more planning into the good ones. They learn flexibility and time management. They learn how to approach business professionals and how to work with someone who just broke their heart. They learn to prioritize and to commit to something more important than where to go on spring break. And I'm the one who gets to introduce them to all those learning experiences and life lessons.

I'm passionate about pushing them to produce a solid product of which they can be proud to develop their own passion. How many projects in high school do they get to say, "Look

what we did"? Yes, there are those paper and posters, but where are they now? The yearbook is tangible. It's a piece of history. How many of you have thrown your yearbooks in the dumpster?

I'm passionate about making them realize the power they have as responsible journalists. They control the memories of our school. They decide what we will remember and how we will remember it. When our students look back five, fifteen, thirty years from now, their memories will be colored by us. What tremendous power we wield! These kids determine whether students even exist by including or not including them in the book. I always begin the year with a Terry story about a young man who she got to know through her drama productions. He was a loner who helped her build sets. At the yearbook distribution dance he picked up his book and went across the room to sit and look at it. Some time later he came back to the table where she stood, tossed the book at her and said, "Thanks a lot, Nelson. I've been at this high school for four years and have never been in the yearbook." That story breaks my heart and I want my kids to feel passionate about preventing that heartbreak for any of

our students.

I'm passionate about being a model of an honest, open, hard-working adult who laughs, cries, eats too much under stress and is sometimes just a bitch. I don't lie about deadlines anymore than I lie about my feelings. They see me and my passion and hopefully learn that it's a good thing.

Most of all, I'm passionate about my kids. You want to take one of them on? You gotta go through me. They say I'm a coach, a friend, a mom. I play all those parts. I keep the food cupboard stocked, I bake great brownies, I write super letters of recommendation and I tell them I'll never ask any more from them than I'm willing to give myself. There isn't much I wouldn't do for my kids. When we're working late at night, they'll say, "Gosh, Strause, it's a good thing you don't have a life." They don't realize that they keep my passion alive and that keeps me young. That's what they give me.

My experiences with my kids over the years has made me the adviser I am. I couldn't be here without all those kids I've come in contact with, including the ulcer-ridden business manager, the shoplifting editor and the explosive photographer—who is now a priest.

On behalf of all my kids, thank you.

**President's column,
continued from
page 2**

video production to their curriculum. We need to find ways to provide students and teachers with worthwhile learning opportunities by offering topics that enhance their programs. Schools offer the basics of this craft; we need to provide more in-depth education in specific areas. And we need to make the video production aspects of our conferences stronger. This is something we've already started to work on.

I hope to see our membership continue growing. We need to reach out to more schools, students and advisers and help them know they are not alone. In the four years I've been on the board, we've been working on this task. It's been

an ongoing effort, a daunting effort.

And I want to see our fall and spring conferences continue to offer solid experiences to everyone in attendance. We'll stay up on the newest trends in design, writing and issues and bring in people who can help keep students and advisers fresh. Maybe there are other educational opportunities at other times of the year that we need to be considering, too. Let us know.

Finally, I'm looking forward to meeting more of our members and potential members. I know there is always lots to talk about. Remember, myself and other MIPA members are in the chair next to you. Talk to us about things—any things.

MIPA Calendar

July 15, 2002

Spring delivery yearbook contest postmark deadline

July 22-26, 2002

Photoshop/Digital Imaging course at MSU School of Journalism. Brochure on Web site: mipa.jrn.msu.edu

July 29-Aug. 2, 2002

Publication Adviser Workshop at MSU School of Journalism. Brochure on Web site: mipa.jrn.msu.edu

Aug. 4-8, 2002

MIPA Summer Journalism Workshop for students. Brochure on Web site: mipa.jrn.msu.edu

Oct. 14, 2002

MIPA Fall Conference

Nov. 15, 2002

Fall delivery yearbook contest postmark deadline

Dec. 15, 2002

Fall delivery yearbook late deadline

Feb. 22, 2003

Newspaper entry deadline: individual and partisan

March 8, 2003

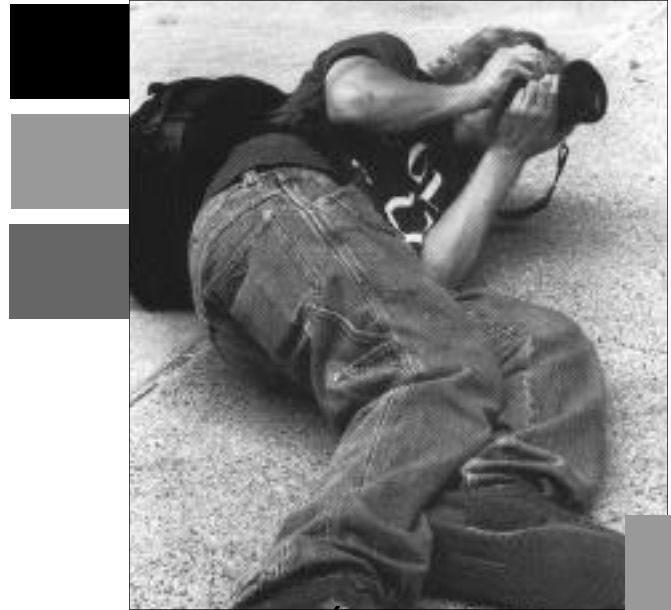
Newspaper judging

April 3, 2003

MIPA Spring Conference

Please note: MIPA will no longer sponsor the monthly contest as the number of entries has been insufficient. We regret inconveniencing any one.

Finding aFOCUS



Aug. 4-8, 2002

Summer Journalism Workshop at Michigan State University for high school journalists.

Request a workshop brochure with application form today at mipa@msu.edu or download the brochure at mipa.jrn.msu.edu.

Planning to attend? Sign up early because space is limited!

Stet

MIPA/School of Journalism
305 Communication Arts Building
Michigan State University
East Lansing, MI 48824-1212