

# Stet

Michigan Interscholastic Press Association

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## About the Cover PHOTO

The eyes just say it all :  
A boy watches as  
dancers perform for a  
class at the Michigan  
State University Field-  
house. This photo was  
taken by Penni Davis of  
Jackson HS at the Sum-  
mer Advisers' Work-  
shop. Davis enrolled in  
Dave Stedwell's  
Beginning Photography  
class.



## New members top priority of MIPA



Kirk Weber

**A**lways striving for perfection. That's the nature of the business. As an adviser you're attending conferences, workshops, getting critiqued, taking classes and seeking advice so you (and your staff) can get better. In the same vein, we as an organization are striving for perfection. As we embark on the 21st century, our organization faces some interesting challenges that will determine our future effectiveness. Scholastic journalism isn't just about newspapers and yearbooks anymore. Now the scope of MIPA comprises areas in video, broadcast, web, and multimedia. We need to keep up with the needs of our membership.

With that in mind, if you asked the MIPA board our number one goal I'd bet you'd hear membership. Yet the face of our membership is changing. Advisers are coming and going all the time. It's true. There have always been a lot of personnel changes in scholastic journalism over the years. (Unfortunately, most schools don't have the benefit of long-term leadership.) However, when more than 35 new advisers came front and center during our latest fall conference luncheon, a message was sent. We have a lot of young advisers in Michigan. We need to make sure we're there for them, helping them

(along with the vets) reach perfection.

Why is this important to you? Well, we need your help. We feel it is our obligation to provide our services to as many schools as we can. So, we divided the state into regions and each board member took one. It's going to be a grass-roots membership campaign. So please talk us up. Let those neighboring non-members know what MIPA's about and encourage them to join us. We'd love to have them. MIPA is a great organization. What makes it great are the people associated with it.

I'm proud to be a part of MIPA. I'm also proud to be a publications adviser from Michigan. Around the state in Detroit, Lansing, Grand Rapids, Traverse City, Midland, Saginaw, or the UP we have some great publications. Many of them will be honored this spring when MIPA enshrines its first members into the MIPA Publications Hall of Fame. How do you get inducted? Publications who've earned a Spartan Award nine times in a ten-year period will gain induction. Not only will this hall of fame be a wonderful way of rewarding long-term excellence, but also provide a resource for those people who want to know who the best in the state are. Hey, they may not be perfect, but they're always trying. Just like us.

## Stet

*Stet* is the official newsletter of the Michigan Interscholastic Press Association, an agency of the School of Journalism, Michigan State University, East Lansing, MI 48824-1212. *Stet* is published in September, November, February and May by the MIPA executive director and MSU students.

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# Pied Grafts

The first time I saw Erik was September, 1999. I was on my way to class when I passed him—standing with two other boys. All three had on long coats, the trenchcoat style that will never go unnoticed after Columbine. Erik had blond hair spiked to form little teepees all over his head. He had on a black and silver dog collar with little studs sticking out of it, and from what I could see, his fingernails were painted either navy blue or black. He frightened me, and I made an immediate judgement of him. Low grades, drug user, renegade, no normal friends and destined for jail.

The second time I saw him was mid-January, alone, in my classroom. I was getting ready for first hour when he burst through the door. I didn't even have time to panic because he started talking as he was walking toward me with an outstretched hand.

"Good morning! Are you Mrs. Rau? I'm Erik, and I wanted to introduce myself. I'm adding journalism at semester and I can't wait." As he shook my hand, I remember thinking what a firm, professional handshake he had, and feeling relieved he hadn't done anything violent.

Those were the last negative thoughts I ever had about Erik. He turned out to be the complete opposite of what I had imagined, and is now one of my top editors. He went to MIPA journalism camp this summer and won third place in opinion writing. His writing is

insightful, intelligent and enjoyable. So is he!

It's kids like Erik who remind me how important it is that schools provide a good journalism curriculum. Our subject is one place where diversity is a required element, divergent thinking is the norm and different drummers are pounding out new beats by the minute. I'm glad my school has a strong journalism program, as do many in Michigan. If you're new to advising, or trying to add a little life to your program, here are some quick tips for building a program saving some great kids!

- Take anyone who wants to sign up. Don't make grade point a requirement to get in. If you're afraid of who you'll get, ask for a writing sample, a book of clips (art, photos, writing) or have them sign a contract promising to work. My most successful journalists have often had an "E" somewhere in their high school career—quite often English!

- Provide a variety of choices within your program—and get kids to try a little of everything. Scanning, working up a photo, shooting a picture, designing a page, writing all types of stories, conducting a survey, reviewing, column writing, managing people, selling ads—and the list goes on and on and on. A kid who kicks his heels because he's out of school in the middle of the day selling ads, just may discover he's really good at it. Ok, he also may get brought back

by the police! Ha.

- Enter as many contests as you can. If you win ANYTHING, make a huge deal of it. Send the winner's parents a congratulation note, put it in the paper, have it read on the announcements, and hang it on the wall in your room. Twenty-four years ago, my yearbook won an honorable mention on its sports section. (My yearbook and 50 others from around the state.) I will never forget the joy in my classroom when we hung the award, had cake and pop, and began to discuss how we were going to win again the next year.

- Make your students feel like they're part of a family. Get t-shirts, celebrate birthdays, have wacky Fridays after deadline, do white elephant exchanges at Christmas, honor staffer of the month and break dance down the halls late at night.

- Expect the best. Require excellence. When you don't get it—sit down and figure out how you can help the journalist improve. When you do get it—high five the kid, tell him/her how proud you are, and CALL parents.

- Encourage your staff to attend workshops. Of course I am going to promote our workshop at MSU in early August. I



Betsy Pollard Rau teaches at H.H. Dow H.S. and advises the **Update** newspaper there. She's also the MIPA Summer Journalism Workshop director.

**Cont. on page 12**

# Reader-Viewer-Friendly Design



Randy Stano

Randy Stano is the Knight Chair Professor at the University of Miami. He is a past president of the Society for News Design. He's had design positions at award-winning newspapers all over the country. Recently he has been working on a redesign at the Prague Post. Many years ago, Stano taught high school journalism.

1. **Content vs. Design.** Remember that you must have good reader- and viewer-friendly content to make a design. The design should be invisible so that the content stands out. Never decorate. The design adds to the content and does not distract.
2. **Focal point.** Do you have a focal point, center of visual impact or dominant element? Something on the page should immediately catch the reader's attention. To really stand out on the page, this element should be 2 1/2 times larger than anything else.
3. **Eye flow.** Where does the reader/viewer start on the page? What is the second element the reader/viewer sees? Are you designing a single page or two facing pages? When designing a single page, you should be concerned about what is happening on the facing page. You do not need a centerspread or doubletruck to take advantage of two pages.
4. **Unity and Harmony.** This can easily be achieved through the use of white space, type faces, rules, and images. Are you consistent?
5. **Proportion .** Learn how to work with different sizes and shapes. If two elements need to be the same size, work with texture, cropping and content.
6. **Contrast .** Remember that you need to work with big/small and dark/light. This holds true for type, art and white space.
7. **Consistency.** Is the distance between elements consistent? Do you keep to the same typefaces? Use the same color palette?
8. **Content.** Remember, no matter how good the design, you need to have the right content to sell the page.
9. **Use.** Is your design easy to consume?
10. **Friendliness.** Is the page reader/viewer friendly? Do you need pullouts? Factoids? Decks? Read-ins? Subheads? Good cutlines/captions? Visuals that are eye-catching?
11. **Kiss me!** Remember the KISS principle. "Keep It Simple Stupid."
12. **Stanoism .** You do this by making white space your friend, having a dominant element and remembering that less is more.

Advisers, here's an opportunity for your students:



iHigh.com, the High School Internet Network, is seeking students to write for stories. iHigh.com is a start-up internet company based in Lexington, KY and is affiliated with the National Federation of

High Schools and several of their state associations. iHigh.com is building Web sites for high schools across the country that would link to all of their state sites and their national site.

## MPA provides matching scholarships

The Michigan Press Association Foundation is offering a college scholarship program that rewards promising young journalists and encourages them to consider the field of community journalism.

The MPA Foundation's new high school Matching Scholarship Program is aimed at high school students and local MPA member newspapers. Here's how it works:

The newspaper and Foundation award the student at least \$2,000 (or more) to help pay tuition for the first year of college. Also included is an internship at the newspaper.

Application forms for the 2000-2001 school year are available at the Michigan Press Association office in Lansing. Deadline for applications is June 1.

Three students are enrolled in college with newspaper-foundation grants for the 2000-2001 school year.

For more information, contact Mindy or Colleen by calling (517) 372-2424.

MPA contributes to MIPA

The Michigan Press Association recently contributed \$1,500 to the Michigan Interscholastic Press Association to help publish the Sparty Press at the workshop this summer.

The MPA Foundation said that it is interested in developing closer ties with talented young journalists, urging them to consider the newspaper field as a career. "Maybe helping them learn more about us through your MIPA workshops will help," said Richard L. Milliman, president of the MPA Foundation.

Michigan publications win big

The *Update* from Dow HS in Midland has won the Pacemaker Award from the National Scholastic Press Association. Betsy Rau is the adviser. This is the second year in a row they've received the Pacemaker.

The award, known as the Pulitzer Prize of scholastic journalism, is given to the top 1% of the newspapers and yearbooks in the nation.

The 1999 *Ceniad* from East Lansing HS also won an NSPA Pacemaker Award. Lynn Strause is the adviser.

In addition, the *Tower* from Grosse Pointe South was a Pacemaker finalist. Jeff Nardone advises the newspaper there.

In Best of Show onsite contest, which categorizes papers by number of pages, the October 2000 issue of the *Update* won first place in its category (9-12 pages).

The *Tower* won second place in the 1-8 pages category, and *Focus* from Midland HS won eighth place in 17 or more pages. The adviser of *Focus* is Jim Woehrle.

Yearbook Best of Show winners include the *Mystique*, Bronson HS, in the 1-224 pages category. Their yearbook was eighth. Marisa Wagner advises the *Mystique*.

The *Ceniad* won first place in Best of Show in the 225-324 pages category.

All publications received their awards at the JEA/NSPA convention last month in Kansas City.

Utica wins Gallup

The *Utica Arrow* is excited about winning its first Gallup award. The *Arrow*, advised by Gloria Olman, has been a CSPA Gold Medalist and NSPA Five Star All-American.

2001 workshop receives scholarship funds

The family of Virginia Baird, longtime Lansing resident and journalist, presented MIPA with scholarship money for the workshop in her memory.

Four students will be able to attend the 2001 MIPA Summer Journalism Workshop, which will be held July 29-Aug. 2.

JEA logo contest needs contestants

JEA's Scholastic Press Rights Commission is sponsoring a design contest for students. The goal is to develop a logo for the national First Amendment Schools award. The winning student will receive \$100.

The art can be designed in color or black and white, in file format or hard copy. Art should be at least 5 X 7 in size. The logo has to have a section with the date (2001, 2000, etc.). That section should be designed so the date can be easily interchangeable from year to year. Artwork should be sent to JEA headquarters before Jan. 1, 2001.

The logo will be used on First Amendment Schools literature and by schools that receive the award. The logo should reflect how the award encompasses the total concept of the amendment, including speech, press, assembly, petition and religion.

## NOTES & NEWS

If you have news, let us know. We'll mention it in the next issue of *Stet* E-mail mipa@msu.edu.

# COACHING other writers and YOURSELF



Although written for a professional audience, Stasiowski's article applies in many ways to scholastic journalists.

By Jim Stasiowski

**Y**ou are an editor, and you advertise for a reporter, entry-level is OK. A dozen letters come in, more if you're lucky. And at least 20 percent of the applicants misspell your name.

The fact is, newsrooms across the country are having a terrible time finding people who are even marginally qualified to report and write the stories of our communities.

Either you hire one of the marginally qualified, or you hire no one at all. Go ahead, hire, but have a plan to educate swiftly those whose clips didn't thrill you. Here is a lesson plan, a list of solutions for the reporting and writing problems I see most often.

1. Before you go out, reporter, have a plan. Some genius once

told every reporter, "When you go out on a story, you must not have a thought in your head." The fear was that if we started with an idea, we were biased, and we would force a story the facts didn't support.

That fear is much more hype than reality. If you don't have a plan for the story you want to get, you'll come back with 387 pages of notes, and no idea what to write.

Start with a plan, be flexible enough to change, but as soon as you can, zero in.

2. As you're taking notes, think. Most bad stories I see are lists of notes.

We take notes and think that when we're ready to write, those notes will make sense. But most notebooks are wild, haphazard mixtures of truth, lies, trash and, occasionally, items of value. If the story is to make sense, it will

make sense not in the notebook, but in the reporter's brain.

As you take notes, think, "Is this stuff helping my story? How am I going to use this? What more do I need for my story?" As you take notes, see the story taking shape.

3. Turn off the radio. You go to a game, a meeting, a speech, an interview. You hop in your car to drive back to the newsroom. You try to think of a lead. You get one! Yessssssssss!

You turn on the radio.

Do you know how much space a lead takes up? This much. (Hold thumb and forefinger 3/4 of an inch apart. Good. Now resume normal activities with thumb and forefinger.)

You have a whole story to write. Turn off that radio and mentally review your notes. By the time you park at the newspaper, you should have the whole story organized.

4. Before you type, talk. Walk over to a newsroom colleague you're comfortable with. Don't take your notebook, don't rehearse what you're going to say, don't ask for advice.

Just tell the story to your colleague. As you're telling it, do two things. First, watch your colleague's body language. Is he smiling? Nodding? Widening his eyes? Frowning? Nodding off? Checking his watch? Tying his shoes? And he's wearing loafers?

If the story is working, he will pay attention. Otherwise, go make more phone calls. You're not ready to write.

Second, listen to yourself. If you stutter and stammer, go make more phone calls.

5. Don't fool around with the news. Resist the urge to use every lead to enhance your reputation as creative genius.

An anecdotal lead can be the right approach, but so can a direct lead. Flippancy has its place, but not in every story. News doesn't happen just so you can show off how brilliant or witty or sensitive or profound you are.

Creativity is fine, I'm in favor of it. But writing directly is never wrong. Showing off your creativity is not a good reason to bury the news, or to state it softly.

6. Leave out anything marginal. The great quotation isn't great if it doesn't fit precisely the story you're working on. I don't care if the mayor told you a very meaningful anecdote about Philippine monkeys, it will not fit the story about repairs to the sewage-treatment plant.

7. The first step in self-editing is to go word-by-word. When an editor wants a story cut, most writers start by hacking away full paragraphs. When they have hacked out paragraphs, if writers still need to cut, they go through the story word-by-word.

That's putting things in the wrong order.

Start by going word-by-word. You will get rid of 20 percent of what you've written, and you will do something really important: You will have made each sentence as lean as possible.

8. Read stories aloud before you turn them in. You will hear problems you won't see. If a colleague asks you to stop mumbling, tell him you forgot to take your medication.

9. Read your stories in the newspaper. Look for things you did well and things you did poorly. Never really finish with a story. Like a savvy recycler, find a new use for it, as a lesson.

10. If these ideas work, write me a letter. My name is J-I-M. Don't even try Stasiowski.

THE FINAL WORD: You'll see this usage in any government story: "The state will fund the bridge repairs."

Why "fund?" Why not simply "pay for?"

The answer is simple: Some government bureaucrat or politician, unhappy with the same language the rest of us speak, decided that when government pays for something, government must have its own special verb.

Look up "to fund" in the dictionary. It has some legitimate uses, but they are all specialized uses. None means simply "to pay for." Stop writing the way bureaucrats talk. Start writing the way real people talk.

Jim Stasiowski, writing coach, welcomes your questions or comments. Write to him at 5812 Heron Drive, Baltimore, MD 21227, or call (401) 247-4600.

# 2000-2001 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 \_\_\_\_\_

Yearbook Adviser's Name \_\_\_\_\_

Home Address \_\_\_\_\_

Home Phone ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

Lit. Magazine Adviser's Name \_\_\_\_\_

Home Address \_\_\_\_\_

Home Phone ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

TV Production Adviser's Name \_\_\_\_\_

Home Address \_\_\_\_\_

Home Phone ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

**Deadline: Schools must join MIPA by Jan. 31, 2001, to participate in contests for that calendar year.**

**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.**

Newspaper name \_\_\_\_\_

Yearbook name \_\_\_\_\_

Literary Magazine name \_\_\_\_\_

TV Production name \_\_\_\_\_

## Membership Fees

\$37.50 for one publication or production

\$10 for each publication or production after that

## Payment enclosed:

\$ \_\_\_\_\_ 1 publication or production

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

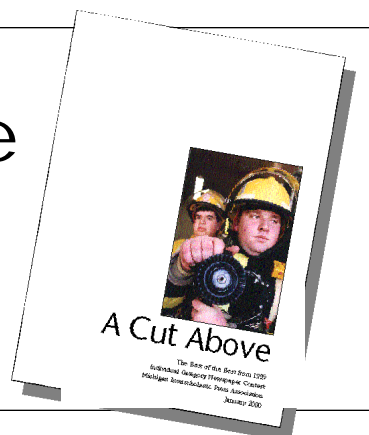
\$ \_\_\_\_\_ Add \$5 if you would like a copy  
of *A Cut Above*

\$ \_\_\_\_\_ Total enclosed

\_\_\_\_\_  
Adviser's name

## Reserve your copy of A Cut Above

*A Cut Above* is a booklet full of winning entries from the 2000 Newspaper Individual Category contest. It will be available in early 2001 just in time to help you choose entries for the 2001 contest. Cost: \$5 (includes postage)



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

For office use only please: ck # \_\_\_\_\_ amt \_\_\_\_\_

po invoice date \_\_\_\_\_

# Literary Magazine Contest Information

Postmark Deadline: December 31, 2000

**Deadline:** Please note the earlier deadline date this year. Several of you have said you want your feedback earlier. We will send the literary magazines out to judges soon after we get them from you. Entries postmarked after Dec. 31, 2000, will not be accepted into the Spartan competition, but can still be evaluated.

**Directions:** This form is your Literary Magazine entry only. Attach your check or money order for \$10 (payable to MIPA) to this form. Magazines must have been published after the spring conference last year, which was April 10, 2000.

**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 2001 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. Be sure to include the \$10 entry fee.
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 \_\_\_\_\_ 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 \_\_\_\_\_

# MIPA board members to canvas state

**M**IPA is about to get a lot closer to you. For several years, the board has been working on a plan that would make MIPA accessible to its advisers on a more personal level. Well, we finally completed it.

Here's what it means for you. The state has been divided into eight different regions (this will sound familiar to you veterans). Each region has at least one board member who will be your personal liaison. These will be the people that you can call if you have questions, concerns or even some good news to share. They will be contacting you shortly to introduce themselves and give you information about how to reach them and maybe some of their plans. They'll probably be asking for some information on how to best contact you, too.

In general, here's who you can expect to hear from soon.

In lower Michigan, if you're in the southwest corner of the state, it's Marisa Wagner from Bronson HS.

The southeastern corner will hear from either Gloria Olman from Utica HS, Kim Kozian from L'Anse Creuse North or Jeff Nardone from Grosse Pointe South HS.

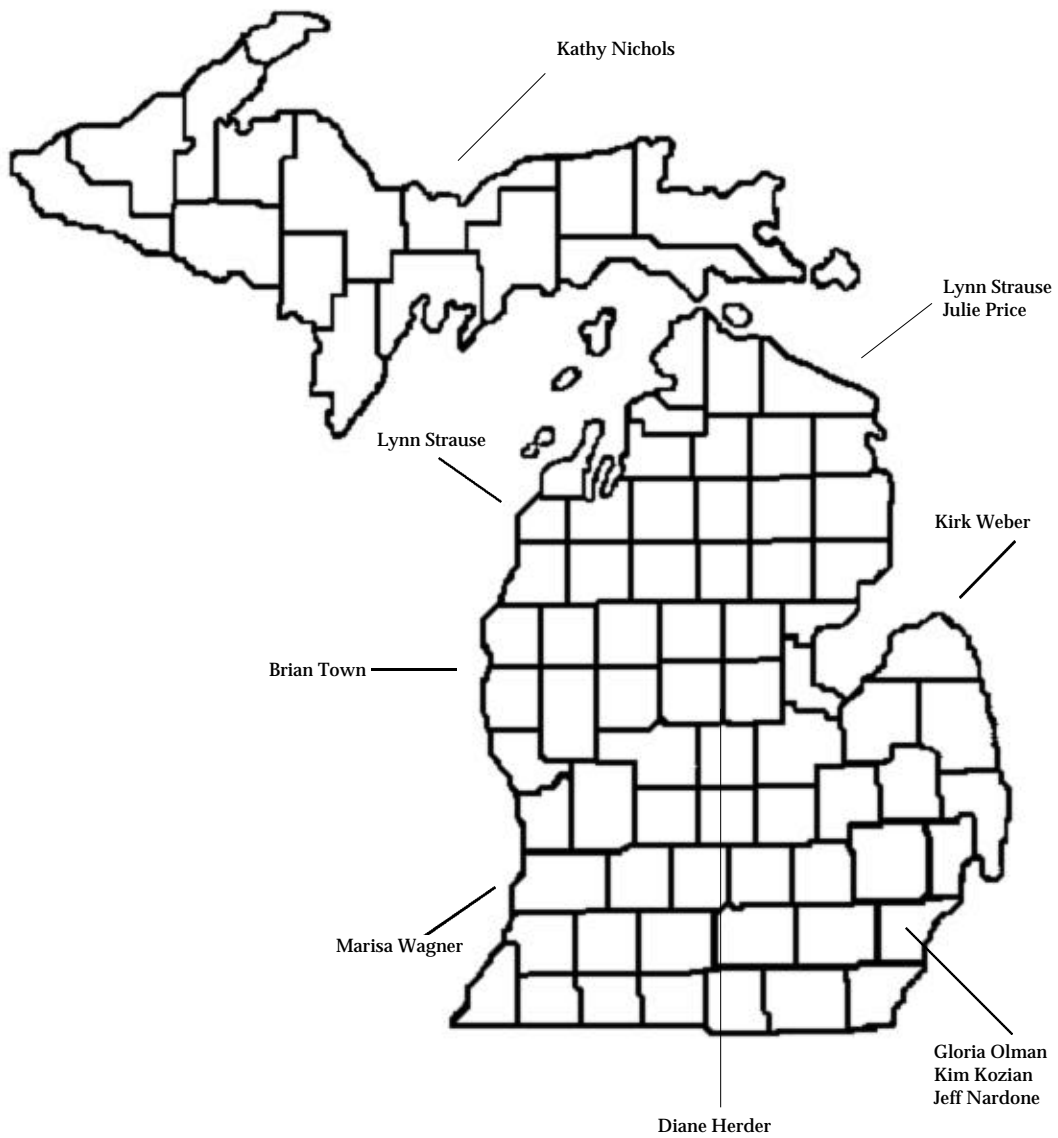
The central-western part of the state can expect information from Brian Town from Haslett HS.

Diane Herder from Laingsburg HS will serve the central part of the state and Kirk Weber from Lake Orion HS has the thumb.

Lynn Strause from East Lansing HS has the northwestern counties. The northeastern counties will hear from either Lynn or Julie Price from Haslett HS.

You lucky people in the Upper Peninsula will be hearing from Kathy Nichols, East Grand Rapids HS.

So watch your mail! You'll be hearing from us soon!



# JEA has new state leadership

The Journalism Education Association has some new leadership in the state. Lynn Strause from East Lansing High School has become your new state director. She and Marisa Wagner from Bronson High School will oversee JEA matters for Michigan.

Exactly what does that mean? It means you'll be hearing from one of them if you are not a current member of JEA. Membership costs \$45 annually. You get great services like an instant hotline for help and advice, special prices on all the items in the JEA Bookstore, publications like C:JET and

NewsWire, information about adviser and student awards as well as certification and early information about national conventions.

If you are a current member, we'll be contacting you with information about upcoming contests. One you need to be aware of is the National High School Journalist of the year. The deadline for submitting student entries is February 15, 2001. Another student contest, the 2001 Student Journalist Impact Award has a deadline of March 1, 2001. Both award winners will be announced at the JEA/NSPA National Conven-

tion in San Francisco in April.

Contact Lynn for more complete information and entry forms. The JEA/NSPA Fall National Convention was November 16-19, 2000. Though it is too late to attend that one, you might want to set your sights for San Francisco and the spring convention. It will be held April 5-8, 2001. This will be your next opportunity to take the CJE or MJE certification test. The deadline for applications to take the test is March 1, 2001.

Anything you want to know? Contact either Lynn or Marisa and we'll give you answers.

Lynn Strause  
East Lansing HS  
509 Burcham Drive  
East Lansing, MI 48823  
517.333.7563 (school) or  
517.333.8386 (home)  
strause@elps.k12.mi.us

Marisa Wagner  
Bronson Jr./Sr HS  
450 E. Grant St.  
Bronson MI 49028  
517.369.3230 (school) or  
616.659.4989 (home)  
marisawagner@yahoo.co

## Pied Grafts, continued

had 30 kids there this summer, and they loved it. Parents are often dying to find an inexpensive but educational experience for their kids. Don't assume they won't be able to afford it. Plan early. Videos of past MIPA workshops are one way to let kids see what the week is like. Call the MIPA office at 517-353-6761 if you want to check one out to view.

■ Attend workshops yourself. MIPA offers a one week adviser course in late July. Newspaper advising, Yearbook advising, Photography, Law, Writing—are just a few of the excellent offerings. There is nothing like a week of intense journalism with people just like you to get you fired up to improve your program.

■ Set three modest goals each year and revisit them monthly. You will be surprised how quickly you move ahead if you keep your expectations realistic—but have expecta-

tions.

■ Love what you do. If you don't love it; they're not going to. If stress is because you are in over your head, need someone to help you and feel like you just don't know where to begin—see 6, 7 and 8 above. If you're doing it because you wanted the job, they said they needed an adviser, and you hate every minute of it—do yourself and your kids a favor and coach the water polo team. Ya gotta love it! Sometimes the hardest thing an adviser has to do is realize he/she no longer loves it, and give it up. That's not failure; that's wisdom.

■ Look for the good in every kid in your program. It's been said that "All children can learn." Lots of kids are easy to teach, eager to learn and willing to do what we tell them. They're not the ones I'm worried about. I'm worried about the tough kids. Those who have never found success at

anything they do. I believe the greatest success WE can have as teachers is helping the tough kids find their niche. I'm not telling you to help all of them—Why not help just one kid. Just one kid at a time.

Erik was my "one kid" last year. His mother told the assistant principal at parent teacher conferences this fall that journalism has changed his -life. Because he now wants to go to college and major in journalism, he is pulling As in every class. I may have opened a door, but you can be sure I had NOTHING to do with him passing trigonometry! Besides the fact that I know zilch about math—that is a math class, isn't it?—I am busy now working with Jason. Did I mention Jason has blue hair—this month—and he wears a little too much eye liner. But boy can he do miracles in Photo-shop!

It's time for

# a new look

Are you an aspiring artist or graphic designer looking for a project?  
We've got one!

MIPA  
wants to  
update  
its  
logo

old ►  MIPA

If you have an idea for a new look, enter our logo design contest.

You don't have to be an artist. You just need to follow a few guidelines:

- Designs must be all-inclusive of MIPA's programs.
- Designs can be computer generated or hand drawn.
- Finished designs should be submitted on white 8 1/2 by 11-inch paper and on 3.5" floppy disk or Zip disk.
- Deadline for entries is December 31, 2000.
- Winning entry will be chosen by the MIPA Executive Board at their January meeting.
- Winner will receive \$100.

Send entries to:  
MIPA  
305 Communication Arts  
Michigan State University  
East Lansing, MI  
48824-1212

## MIPA Calendar

Nov. 15, 2000  
Fall delivery yearbook postmark deadline for 2000 yearbook

Dec. 31, 2000  
Deadline for submission of MIPA logo contest

Jan. 31, 2001  
Deadline to join MIPA for publications/ productions to be judged in 2000-2001

Feb. 16, 2001  
Newspaper (Spartan and Individual Category) and Web Site/Video Production postmark deadline for 2000-2001 entries

March 3, 2001  
MIPA Individual Newspaper Category judging at MSU

April 10, 2001  
MIPA Spring Conference at the Lansing Center, downtown Lansing

July 16-20, 2001  
Photoshop Workshop through the MSU School of Journalism

July 23-27, 2001  
Publication Advisers Workshops through the MSU School of Journalism: newspaper advising, yearbook advising, photography, publication design and writing

July 29-Aug. 2, 2001  
MIPA Summer Journalism Workshop for Students

Oct. 10, 2001  
MIPA Fall Conference at the Lansing Center, downtown Lansing

## Stet

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