

EvoLve.

Transforming you into a better adviser

SUMMER ADVISER WORKSHOPS
@ MICHIGAN STATE UNIVERSITY

Journalism will never be the same.

The last year has seen papers close, delivery methods shift and an entire industry reexamine itself. You are the first line in training a new generation of journalists for a profession that is evolving. ¶ The **Publication Advisers Workshop** courses are designed to help you teach journalism and advise publications in your schools with the knowledge of these changes. ¶ These courses are designed to leave you feeling empowered to go back into the classroom. Some teachers come back year after year because they find the “immersion” experience just what they need to get revitalized for the fall. ¶ Everyone leaves happy, refreshed, confident, motivated . . . and a little tired, but ready to tackle the new school year. ¶ You can take classes to get the hours you need, you can work toward a journalism endorsement on your certificate, or you can start the **new Master of Arts Degree in Journalism Education.***

July 13-17, July 20-24 & July 27-31

You'll love it

Our classes are created with you in mind. That's where we start. We hire terrific instructors to teach—those who have been where you're at, know what you need and want to help you! We keep our classes small and personal. We teach practical techniques, ideas and tips you can use immediately when you get to school. We know you'll enjoy the casual, relaxed atmosphere and the camaraderie.

Yes, you'll have fun

Our philosophy at the workshop courses is that education and fun go together, and we like to think we have a handle on both. We have lots of fun things planned for week, including a closing luncheon. Visit our own “Teacher's Lounge” where you'll find plenty of coffee, snacks and treats (including some great brownies made right here on campus). Education has never been this exciting!

What's the cost?

Tuition rates vary according to your level and you pay online with a credit card or by check. If you want to stay on campus, we've reserved spots in the new, air conditioned University Village Apartments for \$48 a night per person. You can order your books online before the class starts if you wish. Prices vary from course to course. Click on the class you're interested in to read more about the books you'll need.

How do I register?

We know you're busy. So we've made registration as easy as possible. Registering for the class, parking and housing is done through the mail, fax or phone. Just go to **www.mipa.jrn.msu.edu** to find all of the forms. E-mail **pell@msu.edu** if you have questions.

You can see tuition rates and more by going to the MIPA Web site: www.mipa.jrn.msu.edu.

*pending final approval

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To register for any of these courses, visit www.mipa.jrn.msu.edu or e-mail Cheryl Pell at pell@msu.edu or call (517) 353-6761 for more information.

online june 22–july 17

Power Advising

with Betsy Rau

JRN 861

3 credits

Exciting class created for advisers who have had at least one year of advising, but want to feel more empowered in what they are doing. Unheard of in most educational settings, this course will be tailored to those who register for the course and will include an independent project, lots of discussion and a chance to concentrate on issues of concern. Good for both yearbook and newspaper teachers.

week one july 13–july 17

Emerging Technologies

with Sue Burzynski-Bullard

JRN 851

3 credits

This new course will provide advisers with the knowledge they need to teach their students new ways to tell stories. Journalism is changing every day, and teachers need to keep current. This summer, we'll concentrate on learning how to set up a blog, capture voice and video and put them on the Web, use Twitter as a teaching tool and explore the internet as a source. Prepare to learn lots of great new tools! Required for new Master's in Journalism Education.

week two july 20–july 24

Critical Issues

with Rod Satterthwaite

JRN 850

3 credits

Teachers in this class will study the role of the student press in the secondary school and grapple with questions that arise in the teaching of scholastic journalism. This is a discussion-based seminar class and a requirement in the new Master's in Journalism Education.

Digital Imaging

with Ike Lea

JRN 490 or JRN 860

3 credits

Photoshop has become the digital darkroom for preparing images for today's publications and here's your chance to learn more about using this powerful software. You'll learn how to use Photoshop to edit and improve digital images for prepress and how to use digital cameras and scanners to input your digital photos. This course will explore both the creative and production techniques of using Photoshop to manipulate and enhance digital images.

Student Media Law

with John Bowen

JRN 490 or JRN 859

3 credits

This may be one of the most important classes you'll ever take. Learn all about this fascinating subject and make sure you know your students's rights . . . and your own. You'll learn how to write a policy and study all the pertinent cases dealing with scholastic press law. You'll leave this class feeling empowered and with a great sense of what the First Amendment is all about.

week three july 27–july 31

Newspaper Advising

with Betsy Rau

JRN 409 or JRN 854

3 credits

Learn the craft of newspaper advising from an award-winning adviser. Explore the fundamentals of publication management, layout and design, photographic composition, printing and journalistic writing. Those who wish will also learn some desktop publishing.

Yearbook Advising

with Lynn Strause

JRN 409 or JRN 855

3 credits

New yearbook advisers or those with little experience will find this class invaluable. Taught by a national Yearbook Teacher of the Year, this class will teach you basics of yearbook management, layout and design, working with your yearbook representative, photographic management, journalistic writing.

Student Media Design

with TBA

JRN 409 or JRN 858

3 credits

Learn the fundamentals of design that will give you confidence when it comes to teaching your own students. Explore design for the first time or fine tune your design skills under the watchful eye of a top-notch designer. You'll learn InDesign and all its great features.

Photojournalism for Media Advisers

with Julie Price

JRN 409 or JRN 857

3 credits

Taking this photography class will help you get better results from your student photographers. You will practice using a camera with manual controls (35mm film SLR or digital), composing photographs and handling shooting assignments. The class will also touch on the basics of managing digital files and using Photoshop to make sure images look good when they are printed. You will need a camera with adjustable aperture, shutter speeds and other manual settings.

Creating Information Graphics

with Karl Gude

JRN 409 or JRN 862

3 credits

As alternative story forms become more popular, showing your students how to create information graphics becomes more important. But first, you need to learn how to create them. This will teach you to think more visually and find a new way to present information to audiences.

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FOUR EASY STEPS TO REGISTERING

1. Fill out this form and send it to the address below.
2. Enroll at MSU by filling out the Lifelong Education form [online](#).
3. [Activate your net ID](#) after you get a letter from the University.
4. Then go to [StuInfo](#) to see and pay your tuition bill.

Please fill out the form below.

Name _____

Address _____

City _____

State _____ ZIP _____

Phone () _____

School or business _____

PID (if known) _____

E-mail this summer _____

Are you a teacher or planning to be? Yes No

Do you advise a publication? Yes No

What kind? Yearbook Newspaper Video Online

Note: If you are already enrolled as an undergrad or graduate student at MSU, you do not need to fill out the online Lifelong Education form.

SEND THIS FORM TO

Cheryl Pell, Course Director
305 Comm Arts Building
Michigan State University
East Lansing, MI 48824-1212

Or fax this form to (517) 355-7710. Questions? Call (517) 353-6761. Better yet, e-mail pell@msu.edu. Visit the workshop site at mipa.jrn.msu.edu. Click on Evolve.

SELECT YOUR CLASS(ES)

Please put a check in the box next to the class/level you wish to take. Those who already hold bachelor degrees may wish to take 800-level classes. Undergrads should take 400-level classes. Each class is three credits.

online june 22-july 17

Power Advising JRN 861 Section 730

week one on campus july 13-july 17

Emerging Technologies* JRN 851 Section 301

week two on campus july 20-july 24

Critical Issues* JRN 850 Section 301

Digital Imaging JRN 860 Section 301
 JRN 409 Section 301

Student Media Law JRN 859 Section 301
 JRN 409 Section 302

week three on campus july 27-july 31

Newspaper Advising JRN 854 Section 301
 JRN 409 Section 303

Yearbook Advising JRN 855 Section 301
 JRN 409 Section 304

Student Media Design JRN 858 Section 301
 JRN 409 Section 305

Photojournalism JRN 857 Section 301
 JRN 409 Section 306

Creating Information Graphics JRN 862 Section 301
 JRN 490 Section 301

*These classes are required for the MA in Journalism Education.



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