



## OSMA Region 1 – Friday September 29, 2023

### **Kent State University, Franklin Hall**

**A:** Adviser, **E:** Everyone, **N:** News, **S:** Social Media, **V:** Visual, **Y:** Yearbook, **B:** Broadcast

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**9:00-9:30 a.m.** – Registration (1st floor Franklin Hall)

**9:30-10:15 a.m.** – First Session

**10:30-11:15 a.m.** – Second Session

**11:30-12:15 p.m.** – Third Session

**12:30-1:15 p.m.** – Fourth Session

**1:30-2:15 p.m.** – Fifth Session

\*For those that paid for adviser lunch, the Adviser Luncheon will be during the Third Session.

\*\*Students can choose to eat during the **Third** or **Fourth** Session.

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### **First Session – 9:30-10:15 a.m.**

Franklin Hall 110 • Open

#### **Swap Shop (E)**

Meet new people and swap ideas! Learn what others are doing that's successful, as well as what problems they face, while sharing your own experiences. If possible, bring copies of your print publication to exchange or show.

Franklin Hall 117 • Open

#### **Adviser Roundtable (A)**

Join other advisers in this conference room for a cup of coffee and a pastry. Discuss how your year is going and make connections with other media advisers.

Franklin Hall 214 • Josh Davis, OSMA board member, Beachwood High School Adviser

#### **Interviewing for Depth (E, N, Y, B)**

In-depth interviews are key to finding surprising angles and writing high-quality stories. Yet too many student journalists are satisfied with softball questions and stale quotes. This session will focus on skills

for deep interviewing such as developing trust with sources, asking better questions and note-taking accuracy.

Franklin Hall 312 • Taia Menefee, OSMA Student Board, Beachwood High School

### **Unleashing the Pen: Newswriting in the Face of Censorship Challenges**

This session details how to write an in-depth news story, including tips on finding sources, conducting interviews, and developing story ideas. The workshop also describes obstacles that student reporters may face such as censorship and how to overcome them.

Franklin Hall 313 • Trevor Ivan, OSMA board member, Instructor, Youngstown State University

### **Making All the Pieces Fit (E, N)**

Writing a good news story is like putting a puzzle together. All of the right pieces need to be there. In this session, we'll explore ways to ensure you've gathered all the right pieces and examine how to weave them together to create a pleasing picture for readers in print, online and through social media.

Franklin Hall 314 • Michele Ewing, Professor, Kent State University

### **Careers in Digital Public Relations & Social Media (E, S)**

What's it like working with social media influencers? Planning communication campaigns across digital and social channels? Managing reputations and social media communities for brands? Join this conversation with a public relations professor and students to learn about public relations career paths involving digital and social media platforms. You'll also gain an inside scoop about studying and practicing public relations.

Franklin Hall 317 • Candace Perkins Bowen, MJE, Emeritus Professor, Kent State University

### **Covering News Beyond Your School (A, E)**

Don't just interview the first five clueless kids in the hall, asking what they think about Ukraine or banned books. And don't just rehash the pros. Learn ways to report national and international news with sources to put your audience's world in context.

Franklin Hall 321 • John Bowen, MJE, former professor, Kent State University

### **Law & Ethics Issues Journalism Teachers Will Face – And Help Students Handle (A, E)**

Get some background about law and ethics, then discuss how to apply this to your media. You may have more voice than you think if you also know your responsibilities.

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## **Second Session – 10:30-11:15 a.m.**

Franklin Hall 110 • Open

### **Swap Shop (E)**

Meet new people and swap ideas! Learn what others are doing that's successful, as well as what problems they face, while sharing your own experiences. If possible, bring copies of your print publication to exchange or show.

Franklin Hall 117 • Angela Spano, OSMA Vice President, GlenOak High School

### **Pick Your Theme (Y)**

Confused over how to pick the right theme? This session will give you a step-by-step guide of how to pick out a theme that fits your school and tips for developing the theme once you have found it.

Franklin Hall 214 • Cheryl Ann Lambert, Ph.D. & Luke Armour, Associate Professors, Kent State University

### **Diversify Your News Sources (E)**

This session will provide tips on how student journalists can diversify their news sources. Associate Professors Cheryl Ann Lambert, Ph.D., and Luke Armour will help students recognize why diverse populations are rich resources of information and will provide tips for how to incorporate diverse voices in their professions.

Franklin Hall 312 • Peter Bobkowski, Knight Chair in Scholastic Journalism, Kent State University

### **It's Not Creeping, It's Journalism! (E, N)**

Public records are a free and readily available primary source of information. Learn how professional journalists use county and state records to verify facts and generate story ideas, and how you could be using these powerful records to do the same in your publications.

Franklin Hall 313 • Trevor Ivan, OSMA board member, Instructor, Youngstown State University

### **InDesign Basics (E, V, Y)**

Need help figuring out that slug? Not sure how to make that text wrap work? This session focuses on the *basics* of InDesign so you can make your newspaper, newsmag, or yearbook shine.

Franklin Hall 314 • Jacqueline Marino, Professor, Kent State University

### **Writing Scenes: Bringing the Magic of the Stage to the Page (A, N, Y)**

Journalists often ask the question, What happened? For a news story, they include only the most important information. In feature writing, however, journalists must convey the emotion, too. Learn how to write scenes, both observed and reconstructed, in order to make your feature writing an experience for the reader.

Franklin Hall 317 • Kabir Bhatia, Senior Reporter, Ideastream Public Media

### **Interviewing for the Ear and the Eye (E)**

Interview skills and how to get the best information for a piece, whether it's a text news story, an audio podcast, or something else entirely!

Franklin Hall 321 • Candace Perkins Bowen, MJE, Emeritus Professor, Kent State University & John Bowen, MJE, former professor, Kent State University

### **Law & Ethics Open Forum (E)**

Get background about law and ethics, then discuss how to apply this to your media. You may have more voice than you think if you also know your responsibilities. John Bowen, MJE, and Candace Bowen, MJE, former high school and college journalism educators and former members of the SPLC Board.

Franklin Hall 339 • Jenna Bates, OSMA Board Member, & Logan Cook, Bio-Med Science Academy

### **Running Your Class Like a Newsroom (A, E)**

Advisers and journalism students may struggle with deciding on a process that gets them from article idea to publication. On the road to publication, who gets to see the articles and in what order? Running your newspaper class like a real newsroom can streamline the process, make it transparent and efficient, and puts the power in the hands of the students.

Franklin Hall 414/416 • Christopher Sledzik, Consumer Strategy, Sherwin-Williams

### **#WhatAboutMarketing? | Career Q & A (E)**

Marketing, public relations and advertising aren't the dark side of the media industry. And "brand journalism" has become an enriching career path for those who are good at storytelling, social media and content production. Q&A session with an industry leading professional.

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## **Third Session – 11:30-12:15 p.m.**

Franklin Hall 110 • Open

### **Swap Shop (E)**

Meet new people and swap ideas! Learn what others are doing that's successful, as well as what problems they face, while sharing your own experiences. If possible, bring copies of your print publication to exchange or show.

Franklin Hall 117

### **Advisor Luncheon (A)**

Advisers and OSMA Board Members join together for lunch and networking.

Franklin Hall 214 • Dave McCoy, Ph.D., Professor, Ashland University

### **Broadcast Journalism (B)**

Looking to better your broadcast journalism program? Interested in learning what it takes to be a broadcast journalist at the collegiate level? Come learn what it takes to be in FRONT of the camera from the adviser of AUTV-20, the award-winning, student-run TV station at Ashland University.

Franklin Hall 312 • Timothy Roberts, Senior Lecturer, Kent State University

### **Grammar Slammer: Tips for Better Writing (A, E)**

Did your team win THEIR game? Does a comma go before AND? KSU lecturer Tim Roberts points out common grammar errors journalists should avoid and shows you how to fix them. He's helped journalism majors learn what they must know to succeed, and he can help you.

Franklin Hall 313 • Andrea Lorenz, Ph.D., Assistant Professor, Kent State University

### **Using Your Voice: Writing an Effective Opinion Article (E)**

YOUR voice matters and needs to be heard. Bring your ideas, your passion and/or your anger to this workshop, and we will hone and harness them into a publishable opinion article.

Franklin Hall 314 • Chic Canfora, Ph.D., Assistant Professor, Kent State University

### **Advocacy and Political Journalism: Writing for Impact (E)**

A free press is vital in a democracy. There's no greater feeling than knowing, once your piece is published, that you've shed light on a critical issue, you've challenged authority, or you've amplified the voices of people who need to be heard by writing about things that matter or that will make a difference!

Franklin Hall 317 • Kabir Bhatia, Senior Reporter, Ideastream Public Media

### **Interviewing for the Ear and the Eye (E)**

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Franklin Hall 321 • Micah Beck, Freelance Videographer

### **Press Play: The Role of Video in Journalism**

Video and broadcasting can be powerful and captivating tools for distributing your digital content. But how can you effectively utilize them to share your stories? How do you showcase student perspectives in such a professional adult world? How can you make it matter and stand out? What works and what doesn't? Let's talk about it.

Franklin Hall 339 • Mizell Stewart, Professional-in-Residence, Kent State University

### **Practical Journalism Ethics (N, E)**

Participants will learn the practical application of ethical principles faced by student journalists, including accuracy, context, independence, identifying sources and distinguishing between news reporting and commentary.

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## **Fourth Session – 12:30-1:15 p.m.**

Franklin Hall 110 • Open

### **Swap Shop (E)**

Meet new people and swap ideas! Learn what others are doing that's successful, as well as what problems they face, while sharing your own experiences. If possible, bring copies of your print publication to exchange or show.

Franklin Hall 117 • Maggie Cogar, Ph.D., MJE, OSMA Contest & Convention Coordinator

### **Featuring the Feature (N, Y)**

New to feature writing? Want to learn how to make your feature stand out? Come learn the basics of feature structure so you can capture reader's attention – from your lead to your kicker.

Franklin Hall 214 • Dave McCoy, Ph.D., Professor, Ashland University

### **TV Production (B)**

Looking to better your broadcast journalism program? Interested in learning what it takes to be a broadcast journalist at the collegiate level? Come learn what it takes to be BEHIND the camera from the adviser of AUTV-20, the award-winning, student-run TV station at Ashland University.

Franklin Hall 312 • Josh Davis, OSMA board member, Beachwood High School Adviser

### **Localize It! (A, E, B)**

How do national news stories impact your school and community? We will explore examples in which high school students confronted the big stories.

Franklin Hall 313 • Andrea Lorenz, Ph.D., Assistant Professor, Kent State University

### **Using Your Voice: Writing an Effective Opinion Article (E)**

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Franklin Hall 321 • John Bowen, MJE, former professor, Kent State University

### **10 Reporting Techniques to Rebuild Community Trust in the News Media**

Studies and polls show significant increases in community mistrust of information from all news media. We'll take a look for possible solutions

Franklin Hall 339 • Mizell Stewart, Professional-in-Residence, Kent State University

### **Practical Journalism Ethics (N, E)**

Participants will learn the practical application of ethical principles faced by student journalists, including accuracy, context, independence, identifying sources and distinguishing between news reporting and commentary.

Franklin Hall 414/416 • Morgan Bricker, MJE, Weir High School

**Morale, Motivation & More (E)**

All work and no play means fewer memories and less fun (and possibly a staff that's less cohesive and productive than you'd like). Research hints that there is a link between employee happiness and productivity. Join us in this session to discuss strategies for building staff morale and maybe increase productivity in the process!

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**Fifth Session – 1:30-2:15 p.m.**

**\*Pre-registered schools only**

Franklin Hall 205 • Kent State Student Media

**Student Media Tour**

- Bio-Med Science Academy
- Theodore Roosevelt High School

Franklin Hall 214 • Trevor Ivan, OSMA board member, Instructor, Youngstown State University

**1:1 Publication Critique – Stow Monroe High School**

Franklin Hall 321 • Candace Bowen, Candace Perkins Bowen, MJE, Emeritus Professor, Kent State University

**1:1 Publication Critique – Boardman High School**