



OSMA Region 3 – October 27, 2023

University of Cincinnati, Tangeman University Center (TUC)

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

9:00-9:30 a.m. – Registration (TUC Atrium)

9:30-10:15 a.m. – First Session

10:30-11:15 a.m. – Second Session

11:30-12:30 p.m. – Lunch

12:45-1:30 p.m. – Third Session

1:45-2:15 p.m. – Fourth Session (*pre-registered schools only*)

*Students have 2 options for lunch...

- **Student Lunch Option #1 - eat in TUC food court** (*students will only be able to mobile order lunch using the GrubHub app if they choose this option*)
- **Student Lunch Option #2 - eat in fast food restaurants** on Calhoun and McMillan streets

** The Adviser & Speaker Lunch will be held in **TUC 411**.

First Session – 9:30-10:15 a.m.

TUC 220 • Cameron Knight, Cincinnati Enquirer, Breaking News Reporter

Trauma Reporting (E, N)

Some of the most powerful stories are some of the most traumatic. We'll discuss how to approach stories that deal with a traumatic event, how to write those stories in a sensitive way and some ways to deal with secondary trauma you might experience during the reporting process.

TUC 411 • Julieanne McClain, MJE; OSMA President, JEA State Director, RB Hayes High School Adviser

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.

TUC 415 • Trevor Ivan, Youngstown State University Instructor, OSMA Board Member

What Does It Mean To Be News Literate? (E)

So much information swirls around us every day. From the latest meme that cites some random stats to the wild, viral claim that seems a little "out there." Learn how to tell fact from fiction online and to distinguish real journalism from fabrication and exaggeration.

TUC 417 • Dean Hume, Lakota East High School Adviser, OSMA Board Member

Interviewing: The Key to Every Story (E, N)

No matter the platform or venue, interviewing skill makes everything in journalism happen. Learn how to set up strong interviews that lead to excellent stories. Learn questioning and research strategies that elicit responses that can drive any type of story.

TUC 419 • Alex Schwind, Lakota East High School, OSMA Student Board

Graphics Legality (V, E)

This session will take a look into how to create graphics/visuals that do not cross any legal lines or break copyright laws.

TUC 425 • Jenny Wohlfarth, University of Cincinnati, Professor of Journalism

Humanizing Your Stories (E)

In this session, you'll learn how to use three tried-and-true techniques for humanizing your journalistic writing (especially for feature coverage): anecdotal sources, focus leads and tieback conclusions. These techniques help humanize your stories to make them more compelling reads and more relatable to your readers/listeners/viewers.

Second Session – 10:30-11:15 a.m.

TUC 220 • Cameron Knight, Cincinnati Enquirer Breaking News Reporter

Q&A: What is a Modern Newspaper Like? (N)

The reports of the death of newspapers are greatly exaggerated. Despite the name, modern newspapers are essentially online newsrooms. If you want to know how a modern newspaper operates, what reporters are expected to do or what has changed in the past 15-20 years, I can tell you. Ask me anything. I can give you the good, the bad and the ugly.

TUC 411

Adviser Retreat (A)

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

TUC 415 • Trevor Ivan, Youngstown State University Instructor, OSMA Board Member

Media Law (E, N, Y, B)

As a student journalist, knowing the law is crucial. Can you print that photo? Is that information

off-limits? In this session, you'll learn about five legal issues that all student journalists need to understand. These will keep you out of trouble and enable you to use your voice to craft impactful stories

TUC 417 • Dean Hume, Lakota East High School Adviser, OSMA Board Member

Sports Writing: The Key to Building Audience (E, N)

Readers care about sports. This session will demonstrate proven methods designed to advance your sports coverage to include a wide variety of in-school and out-of-school sports as well as sports opinion (columns). Sports isn't the "Toy Department" anymore. Learn how to use it to build a diverse audience.

TUC 419 • Samantha Gerwe-Perkins, Walnut Hills High School Adviser, OSMA Board Member

InDesign Crash Course: Teach Your Whole Staff the Basics in Under a Week (V, N, Y)

This session will provide a plan for getting your whole staff up to speed on using InDesign for newspapers or yearbooks. You will leave with a customizable lesson template and tips on file management, creating templates, using paragraph styles and some of the tips and tricks my staff have found most useful.

TUC 423 • Ravneet Malhi, Lakota East Spark Business Manager & Allie Haucke, OSMA Board Member

Business Basics: Funding Your Publication (E)

Interested in learning new ways to fund your publication? Join us to learn more about creative ways to market, advertise, and sell subscriptions.

TUC 425 • Sean Hughes, University of Cincinnati, Professor of Journalism

Visual Storytelling: Photojournalism in the Digital Era (E)

Explore the process of crafting a visual story from both the shooting and editing aspects of photojournalism. This would apply to most video work as well.

Third Session – 12:45-1:30 p.m.

TUC 220 • Dean Hume, Lakota East High School Adviser, OSMA Board Member

Editorial Leadership: Coaching Writing & Beyond (E, A)

Staff organization and communication are the keys to any media success. Learn how to "coach" success with writers, designers, art people, and editors via proven techniques that enhance member attitudes with positive tactics rather than snuff creative plans with antagonistic approaches. Deadline adherence will be discussed.

TUC 411

Adviser Retreat (A)

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TUC 415 • Trevor Ivan, Youngstown State University Instructor, OSMA Board Member

News Pieces (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.

TUC 417 • Leonard Penix, University of Cincinnati, Professor Educator

Media Law & Ethics (E)

The session will include the basics of media law and ethics and will seek to answer student and adviser questions.

TUC 419 • Julieanne McClain, MJE; OSMA President, JEA State Director, RB Hayes High School Adviser

10 Habits of a Highly Effective Editor (E, Y, N)

Whether you already have a leadership role, or you have your eye on a future position, come to this session for tips and tricks about how to lead a staff effectively.

TUC 423 • Kelsey Jackson-Owens, Oakwood High School Adviser, OSMA Board Member

DIY Colophon (Y)

Want to take your colophon to the next level? See how trends can be matched with themes for award-winning colophon pages without breaking the yearbook budget. This session will show a few examples that used what we had on hand that you can use for a starting point of your own.

TUC 425 • Brian Calfano, University of Cincinnati, Professor of Journalism

Better Video (E)

No video of an event or news story? No problem! MMJ and UC Journalism prof Brian Calfano shares some video editing tips to help you make the most of still images in video news packages.

Fourth Session – 1:45-2:15 p.m.

****Pre-registered schools only***

TUC Atrium/Registration Desk • UC Student Media

Student Media Tour

- Walnut Hills High School
- Wilmington High School
- Oylar Community Learning Center
- Loveland High School

TUC 417 • Trevor Ivan, Youngstown State University, Instructor, OSMA Board

1:1 Publication Critique – Lakota East High School