



OSMA Region 4 – October 9, 2023

Bowling Green State University, Kuhlin Hall

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

8:45-9:15 a.m. – Registration (Kuhlin Center Lobby)

9:15-10:00 a.m. – First Session

10:15-11:00 a.m. – Second Session

11:15-12:15 p.m. – Lunch

12:30-1:15 p.m. – Third Session

1:30-2:15 p.m. – Fourth Session

*At registration, students will receive a free swipe card provided by the BGSU School of Media & Communication to use in one of the university dining halls for lunch.

** The Adviser Luncheon will be held in 201 Kuhlin.

First Session – 9:15-10:00 a.m.

Kuhlin Hall 201 • Open

Advisor 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.

Kuhlin Hall 203 • Kayla Bagley, Antwerp High School Broadcast Journalism Teacher

Conducting Broadcast Interviews (B)

In this session we will walk through seven steps to help students capture award-winning broadcast interviews. We will cover topics like preparation, location, framing, lighting, positioning, focus, questions, and more.

Kuhlin Hall 204 • Dr. Bailey Dick, Assistant Professor at Bowling Green State University

The Hidden Fun of AP Style (E, N, Y, B)

AP Style doesn't have to be boring! Learn why we use AP Style, how using it well impacts your work, and a few fun tricks to remember all of those crazy rules.

Kuhlin Hall 206 • Karl Smith, Falcon Media Director at Bowling Green State University

Design Fundamentals (V)

A fast-moving session on tips and tricks to stunning designs for yearbooks, newspapers, magazines, and newsletters.

Kuhlin Hall 208 • Gracelyn Stoller, OSMA Student Board, Cami McAlexander, CJ Eaton - Antwerp Local Schools

Small Staff Big Results: How to Lead a Small Staff (Y)

Learn how to adapt to changes, prioritize events, and how to design a book without a large staff.

Kuhlin Hall Video Studio (Ground floor) • Jason Hibbs, Teaching Professor at Bowling Green State University

Going Live With Video Like a Pro (E, S, V)

Students will be exposed to professional tips and tricks for delivering an extemporaneous-looking live shot, outside of a controlled environment. Students are invited to deliver a mock live shot on camera and may have their video sent to them after the event.

Kuhlin Hall Radio Studio (Ground floor) • Phil Beskid Phil Beskid, Associate Teaching Professor / Faculty Advisor - Radio at Bowling Green State University

Radio Primer (B, N, E)

Demystify the broadcast studio, learn essential industry terminology, and gain skills to be an effective on-air talent.

Second Session – 10:15-11:00 a.m.

Kuhlin Hall 201 • Open

Advisor 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.

Kuhlin Hall 203 • Phil Beskid Phil Beskid, Associate Teaching Professor / Faculty Advisor - Radio at Bowling Green State University

Podcasting Basics (E, S)

Learn how to build your own studio, select the right equipment, and distribute your content.

Kuhlin Hall 204 • Dr. Bailey Dick, Assistant Professor at Bowling Green State University

Basic Writing (E, N, Y, B)

AP Style doesn't have to be boring! Learn why we use AP Style, how using it well impacts your work, and a few fun tricks to remember all of those crazy rules.

Kuhlin Hall 206 • Karl Smith, Falcon Media Director at Bowling Green State University

Digital and Website (E)

How to make our website the go-to place for news and information.

Kuhlin Hall Video Studio (Ground floor) • Jason Hibbs, Teaching Professor at Bowling Green State University

Video Packages: Attracting the Target Demo (E, S, V)

Ever wonder who the news is written for? Everyone, right? You might be surprised. This session introduces students to the traditional target demo for commercial TV newsrooms, and how to use social media to attract a specified audience.

Kuhlin Hall 410 • 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.

Kuhlin Hall Convergence Lab (Ground floor) • Amy Sorrell, OSMA Board Member, Antwerp Local Schools Adviser

InDesign Basics (V, N, 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.

Third Session – 12:30-1:15 p.m.

Kuhlin Hall 201 • Open

Advisor 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.

Kuhlin Hall 203 • Phil Beskid Phil Beskid, Associate Teaching Professor / Faculty Advisor - Radio at Bowling Green State University

Audio Editing (B)

Become an efficient editor by learning tips and tricks that will make you a valuable team member.

Kuhlin Hall 204 • Dr. Bailey Dick, Assistant Professor at Bowling Green State University

Basic Interviewing (E, N, Y, B)

AP Style doesn't have to be boring! Learn why we use AP Style, how using it well impacts your work, and a few fun tricks to remember all of those crazy rules.

Kuhlin Hall 206 • Karl Smith, Falcon Media Director at Bowling Green State University

Social Media (S)

Let's answer a few key questions to help make the most out of social media and get your content in front of more people.

Kuhlin Hall 208 • 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.

Kuhlin Hall Video Studio (Ground floor) • Jason Hibbs, Teaching Professor at Bowling Green State University

TV Newscasts (N, B)

Anchoring basics. Interested in hosting or anchoring your own news, sports, or entertainment show? Students will be introduced to the basics of performing under the lights and "on air" in a live studio setting. Students are invited to sit in the big chair and anchor a pre-produced segment. They may have their video sent to them after the event.

Kuhlin Hall 410 • 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.

Kuhlin Hall Convergence Lab (Ground floor) • Brandon Loe & Steve Iwanek

Sports Broadcasting (B)

Do you see yourself in the booth for Monday Night Football? Maybe behind the desk on SportsCenter? Learn the fundamentals of sports broadcasting and what it takes to get on the path that leads to prime time.

Fourth Session – 1:30-2:15 p.m.

***Pre-registered schools only**

Kuhlin Hall Lobby/Registration • Karl Smith, BGSU Student Media Director

Student Media Tour

- Perrysburg High School