



OSMA Region 5 – October 17, 2023

Mount Vernon Nazarene University, Jetter Hall

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

8:45-9:15 a.m. – Registration

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 (*pre-registered schools only*)

*Students can purchase a lunch ticket for \$6 at the registration desk and will be led to the Hyson Campus Center Dining Commons by MVNU student volunteers

** The Adviser & Speaker Lunch will be held in **Jetter Hall 142**

First Session – 9:15-10:00 a.m.

Jetter Hall 106 • Amy Tolbert, OSMA Secretary, Granville High School Adviser

Tech Tools for Yearbook (Y)

This session will explore various tech tools to make yearbook production faster and easier. We'll explore apps (Instagram, Canva, Adobe Express, Google Drive, and even Chat GPT) and discuss the pros and cons of each one.

Jetter Hall 108 • Karen Allen, Centerburg High School, Trojan Crier Adviser, OSMA Board

Let's Share! (E, N, Y, B)

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 and be prepared to share your online work.

Jetter Hall 132 • Julieanne McClain, MJE; OSMA President, JEA State Director, RB Hayes High School Adviser

Advisor 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.

Jetter Hall 133 • Mizell Stewart, Professional-in-Residence, Kent State University

Practical Journalism Ethics (E, N)

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.

Jetter Hall 142 • Jayme McMillan, Assistant Professor of Communication, MVNU

Active Writing (B)

When writing for broadcast news, grabbing the viewer's attention and holding it is key. Join screenwriter Jayme McMillan as he shares some tips from the movie-making industry on writing news stories for broadcast.

Jetter Hall 143 • Ella Neighborgall, OSMA Student Board, and and Cameron Arter, Design Editor - Centerburg High School

Building Connections (E)

Complete exercises to create stronger bonds between you and your fellow staff members.

Founders Hall 208 • Trevor Ivan, Youngstown State University, Instructor, OSMA Board

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.

Second Session – 10:15-11:00 a.m.

Jetter Hall 106 • 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.

Jetter Hall 108 • 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.

Jetter Hall 132 • 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.

Jetter Hall 133 • Trevor Ivan, Youngstown State University, Instructor, OSMA Board

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

Jetter Hall 142 • Janie Saunders, Dublin Coffman High School Adviser

Only Type Will Tell (Y)

This veteran yearbook adviser guides you through a look at trends in type.

Jetter Hall 143 • Ella Neighborgall, OSMA Student Board and Maddie Donabauer, Media Editor - Centerburg High School

Angle Game: A Fresh Perspective (E, N, Y, B)

Find a way to revive old and repeated stories.

Third Session – 12:30-1:15 p.m.

Jetter Hall 106 • Trevor Ivan, Youngstown State University, Instructor , OSMA Board

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.

Jetter Hall 108 • Julieanne McClain, MJE; OSMA President, JEA State Director, RB Hayes High School Adviser

Up Your Interview Game (E, N, Y, B)

If you're on your publications staff, chances are you're going to have to talk to people. This session will show you how to go beyond your comfort zone to prepare and execute interviews like a pro.

Jetter Hall 132 • 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.

Jetter Hall 133 • Karen Allen, Centerburg High School, Trojan Crier Adviser, OSMA Board

Sharpen Your Interviewing! (E, N, Y, B)

Whether you're a natural at asking strangers questions or too shy to interview your mother, you can always take your interviewing skills up a notch. Learn how to ask meaningful questions and come away with great stuff for stories. Practice by interviewing **MVNU basketball player Carter Jones**.

Jetter Hall 142 • Joe Rinehart, MVNU/Department Chair for Communication and Director of Broadcasting

Show Prep is Everything (B)

Professor Rinehart has worked in the broadcast industry for 36 years, starting with his first sportscast as a college freshman in 1987. He will give practical, time-tested show preparation tips for anything from sports to news, PA or hosting duties, to podcasts, to interviews, and live radio shows.

Jetter Hall 143 • Janie Saunders, Dublin Coffman High School Adviser

Only Type Will Tell (Y)

This veteran yearbook adviser guides you through a look at trends in type.

Fourth Session – 1:30-2:15 p.m.

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

Jetter Hall @ Registration Desk • MVNU Student Media

Student Media Tour

- Westerville South High School
- Centerburg High School

Jetter Hall 106 • Trevor Ivan, Youngstown State University, Instructor, OSMA Board

1:1 Publication Critique

- Westerville North High School

Jetter Hall 132 • Maggie Cogar, Ph.D., MJE, OSMA Contest & Convention Coordinator

1:1 Publication Critique

- Granville High School