



## OSMA State Convention – April 19-20, 2024

### **Kent State University, Franklin Hall & Student Center Ballroom**

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

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### **Friday, April 19**

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

**12-12:45 p.m.** – First Session

**1-1:45 p.m.** – Second Session

**2-2:45 p.m.** – Third Session

**3-3:45 p.m.** – Fourth Session

**4-4:45 p.m.** – Fifth Session

**5:30-8:30 p.m.** – 2024 OSMA Awards Banquet (*in Student Center Ballroom*)

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### **First Session – 12-12:45 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. ***Bring copies of your publication to exchange.***

Franklin Hall 213 • Angela Spano, OSMA Vice President & Adviser, GlenOak High School with Julieanne McClain, OSMA President & Adviser, R.B. Hayes High School

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

Join other advisers from around the state. Discuss how your year went, your goals for next year, and make connections with other media advisers.

Franklin Hall 214 • Angie Jameson, Adviser, Chagrin Falls Exempted Village Schools

### **Beyond Bylines: Badging Your Way to a Stronger Newsroom Community (A, N, Y)**

Come learn how to implement a badging program to increase excitement for your publication's content and celebrate success.

Franklin Hall 312/314 • Peter Bobkowski, Professor, Kent State University

### **Become Your School's News Daddy (E)**

Learn how to prepare, record and edit your school news for YouTube Shorts, Instagram Stories or TikTok. This is a hands-on session. Bring your phone and have access to one of your recent news stories.

Franklin Hall 313 • Kelsey Jackson-Owens, MJE, OSMA Executive Board Member & Adviser, Oakwood High School

### **Putting the Fun in Colophon (Y)**

At the end of the year, you've got one more job: how do you show your staff's personality and meet the expectations of the colophon, the spread that showcases your style choices, acknowledges support and historically describes the book's concept? Come and learn how to add personality on a dime. Time will be given to brainstorm with your team.

Franklin Hall 317 • Dean Hume, OSMA Executive Board Member & Adviser, Lakota East High School

### **Comprehensive Sports Writing: The Key to Every Publication (E)**

Sportswriting is the key element to developing interest in your publication. Learn how to include Sports Columns alongside sports news coverage and reporting. Learn how to find the most interesting stories and how to angle them to a wide audience. Learn news gathering methods across the sports landscape at all levels. Gain time-tested strategies to bring top-notch sports elements to your readers.

Franklin Hall 321 • 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 339 • 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, PhD., 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 340 - First Energy Auditorium • Michael A. Jackson,  
Professional-in-Residence, Kent State University

### **Navigating the Future: Emerging Topics Impacting Advertising, Marketing, and Media Students in 2024 and Beyond (E)**

Dive into the dynamic realm of marketing, advertising, and media careers. Learn to navigate abundant opportunities amidst evolving trends and technological advancements. Discover the essential skills of creativity and adaptability, equipping you for a fulfilling journey in these thriving industries.

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### **Second Session – 1-1:45 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. ***Bring copies of your publication to exchange.***

Franklin Hall 117 • Trevor Ivan, OSMA Executive Board Member & Instructor, Youngstown State University

#### **Sources Make the Story (E)**

Stories are about people. In order to tell a good story, you need to talk to real people. This session will explore how to find the right people who can add depth and insight to your reporting. Many of them might be beyond the walls of your school building.

Franklin Hall 213 • 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 214 • Jenna Bates, OSMA Executive Board Member, & Logan Cook,  
Bio-Med Science Academy

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

Having trouble with your publishing process? Finding that your current process is inefficient and things are sometimes falling through the cracks? This session can help by offering a clear and streamlined editing process that puts the power in the hands of the students.

Franklin Hall 312/314 • OSMA Student Board

#### **OSMA Student Board: Editorial Leadership (E)**

Join the OSMA Student Board to dive into leadership, whether you're already an editor or want to be one in the future! Learn about conflict resolution, building staff relationships, general editing, and welcoming new members!

Franklin Hall 313 • Sheena Zadai, OSMA Executive Board Member & Adviser, Gilmour Academy, with Alex Intihar, Jostens Yearbook Representative

### **Theme = Story (Y)**

Your theme starts on the cover, but it doesn't stop there. Keep telling your STORY throughout the entire book! Learn how to use the theme to unify your book from cover to cover, show the personality of your school and create a vibe both verbally and visually.

Franklin Hall 317 • Angela Spano, OSMA Vice President & Adviser, GlenOak High School

### **Covering Death (E)**

Covering a student or staff members' death may be the hardest topic a news and yearbook staff has to do. It can also be the most important story your staff covers for that year. Over the past 15 years, students at GlenOak High School have covered both staff and student deaths. During this session, we will share with you our death policy, how to work with your school on formulating a death policy everyone is comfortable with, discuss the importance of covering death and lessons we have learned.

Franklin Hall 321 • 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 339 • David Foster, Photojournalism Professor, Kent State University

### **From Clicks to Critiques: Elevating Your Photography (E, V)**

Join our photography critique session, a collaborative space for high school photographers to share images, gain insights, and receive constructive feedback. Enhance your skills, explore creative visions, and connect with peers in this supportive, open-format Q&A. Perfect for those looking to refine their photographic journey.

Franklin Hall 340 - First Energy Auditorium • Shannon Smith, Morning Anchor at 19 News

### **Keep it Cute: Writing for the Eye and Ear (E, B)**

When you're telling a story to a friend about how you tripped and fell in your room, do you ever say you wounded yourself? Or do you build up the anticipation in your story, or do you get straight the point and then explain how it happened? In this session, we're uncovering how writing for TV is easier than figuring out your Instagram caption. We'll share the best practices for clear, energetic, intentional broadcast writing and how to transfer your social media skills into your journalism career.

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## Third Session – 2-2:45 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. ***Bring copies of your publication to exchange.***

Franklin Hall 213 • 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 214 • John Bowen, MJE, OSMA Executive Board Member

### **Building a Firm Foundation (A, E)**

Now is a good time to apply what you learned this year for a better publication next year. Most important: Take a look at your mission, editorial policy and ethical guidelines.

Franklin Hall 312/314 • Noah Weiskopf, Cleveland Browns Insider for TheOBR/247 Sports & Sports Editor for The Lantern at Ohio State

### **Sports Reporting at the College and Professional Level (E)**

Learn how to cover a college sport and how it differs from a professional team. Also learn the importance of good interviewing skills and relationship building in sports as a whole.

Franklin Hall 313 • Alex Intihar, Jostens Yearbook Representative

### **InDesign Q&A (N, Y)**

If you're new to this powerful design program, learn some tips and tricks and then get answers to questions that may have been troubling you.

Franklin Hall 317 • Peter Bobkowski, Professor, Kent State University

### **Become Your School's News Daddy (E)**

Learn how to prepare, record and edit your school news for YouTube Shorts, Instagram Stories or TikTok. This is a hands-on session. Bring your phone and have access to one of your recent news stories.

Franklin Hall 321 • 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 339 • David Foster, Photojournalism Professor, Kent State University

### **Focus on Feedback: A Collaborative Photography Critique (E, V)**

Join our photography critique session, a collaborative space for high school photographers to share images, gain insights, and receive constructive feedback. Enhance your skills, explore creative visions, and connect with peers in this supportive, open-format Q&A. Perfect for those looking to refine their photographic journey.

Franklin Hall 340 - First Energy Auditorium • Mark Ackerman , News 5 Cleveland, Executive Producer of Special Projects & Investigations

### **Launching an Investigation (E)**

How do you take your reporting deeper? Learn how to launch an investigation using public records, data and documents!

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## **Fourth Session – 3-3:45 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. ***Bring copies of your publication to exchange.***

Franklin Hall 117 • Trevor Ivan, OSMA Executive 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 213 • Josh Davis, OSMA Executive Board Member & Adviser, Beachwood High School

### **Interviewing for Depth (E)**

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 for accuracy.

Franklin Hall 214 • Kevin O'Donnell, Adviser, Meadowdale Career Technology Center

### **Deep Dives: Tracing Tough Truths to the Root (E)**

We used peer surveys and interviews with people in power to uncover a scandal in our school busing. This session shares how we investigated the problem and traced it back to its roots in the state government. We'll also share how our reporting led to advocacy.

Franklin Hall 312/314 • Angela Gartner, Editor Northeast Ohio Parent Magazine and Adjunct Professor at Cleveland State University & Maggie Cogar, Ph.D., OSMA Executive Board Member & Convention Coordinator

### **Make Room for Freelancing (A, E)**

Freelancing has emerged as a viable and increasingly popular professional avenue for journalists. In this session, learn more about the field of freelance journalism and digital content production. We'll discuss the growth of remote freelance opportunities and how to work freelancing into the high school journalism curriculum.

Franklin Hall 313 • Amy Tolbert, OSMA Secretary & Adviser, Granville High School

### **Engage Readers with Zines (E)**

Originally used as a means for subcultures to communicate, Zines have recently gained online traction and have entered the realm of journalism. In this session, we will examine samples, learn how to make them, and brainstorm ways you can use them to tell stories at your school.

Franklin Hall 317 • Dean Hume, OSMA Executive Board Member & Adviser, Lakota East High School

### **Building a Tradition (E)**

This session will reveal tried-and-true strategies and plans that can allow any media organization a path to growth and sustained success. Learn how to build a focused mindset toward developing a brand and using it to foster increased financial and coverage goals. Establish a voice in coverage and a position in the community.

Franklin Hall 321 • 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 339 • Candace Perkins Bowen, MJE, Emeritus Professor, Kent State University & OSMA Executive Board Member

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

You CAN – and SHOULD – write about topics beyond your schoolhouse gate, but there are good ways and bad ways to do that. Getting expert sources is one of the clues. Here's how to do that and other tips to localize.

Franklin Hall 340 - First Energy Auditorium • Clay LePard, Special Projects Reporter, & Randy Ziemnik, Sports Producer, at News 5 Cleveland

### **The Future for Local News & Sports Journalism (E, N, B)**

As the media landscape continues to change, versatile Browns/Cavaliers/Guardians sports producer Randy Ziemnik and 6-time Emmy-winning news reporter Clay LePard examine what we can expect and how the next generation of reporters can best prepare and hone their skills accordingly.

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## **Fifth Session – 4-4:45 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. ***Bring copies of your publication to exchange.***

Franklin Hall 117 • Trevor Ivan, OSMA Executive Board Member & Instructor, Youngstown State University

### **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.

Franklin Hall 213 • Josh Davis, OSMA Executive Board Member & Adviser, Beachwood High School

### **Localizing National Stories (E)**

It can be difficult deciding what stories to write and what angle to take when writing them, especially when it comes to covering national news. Come learn how to take the “big stories” and localize them to your school community.



Franklin Hall 214 • Kevin O'Donnell, Adviser, Meadowdale Career Technology Center

### **Using Templates to Guide Student Writing (A, N, Y)**

In the last two years, more than 80 students have written testimonies and opinion pieces using templates that help them break down the process sentence by sentence. These templates make it easy for students to organize their thoughts and share their voices.

Franklin Hall 312/314 • Noah Weiskopf, Cleveland Browns Insider for TheOBR/247 Sports & Sports Editor for The Lantern at Ohio State

### **Social Media in Sports (E, S)**

Learn about the importance of social media in sports and how to use it to your advantage.

Franklin Hall 313 • Kelsey Jackson-Owens, MJE, OSMA Executive Board Member & Adviser, Oakwood High School

### **Coverall Coverage (Y)**

How do you get those final faces in the book before the end of the year deadlines? Pop-ins! See how to use last year's index to create a "Most Wanted" list and explore how to tackle covering students who are camera shy! We will explore what makes a great pop in and explore design possibilities.

Franklin Hall 317 • Dean Hume, OSMA Executive Board Member & Adviser, Lakota East High School

### **The Coaching Approach to Coverage, Writing, & Editing: The keys to a successful media landscape (A, E)**

Take your media platform to the next level by learning how to "coach" writers, designers, editors, artists, and photographers. The session will discuss topic choice plans, thoughtful writing strategies, staff organization, the ethical role of opinion, and methods to include discussion on all fronts. Students will learn management strategies designed to allow all members of the staff to feel encouraged and supported as they grow, which will allow the program to grow.

Franklin Hall 321 • Daniel Alenquer, Director, School of Visual Communication Design at Kent State University

### **Generating Images with AI (E, V)**

Discover the basics of generative models and how to use Artificial Intelligence (AI) to create images and apply them to your own projects. Learn how to evaluate the quality and diversity of the generated images, and discuss the ethics behind AI generated images.

Franklin Hall 339 • Dean Skinner, Adjunct Professor, Kent State University

### **How to Create Creative Work that Works (E)**

Former 20 year advertising agency creative veteran, Chief Creative & Marketing Officer of a global audiobook leader, Creative Director at Spotify, and now Adjunct Professor here at Kent State University,

will discuss his proven “lessons learned” in developing successful advertising campaigns, product launches, guerrilla marketing initiatives, and so on for some of the industry’s most coveted brands.

Franklin Hall 340 - 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.

## **2024 OSMA Awards Banquet – 5:30-8:30 p.m.**

### **Kent State Student Center Ballroom • All who pre-registered**

Join us in the Student Center Ballroom to celebrate your awesome journalistic achievements this year.

## **Saturday, April 20**

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**9-9:45 a.m.** – First Session

**10-10:45 a.m.** – Second Session

**11-11:45 a.m.** – Third Session

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### **First Session – 9-9:45 a.m.**

Franklin Hall 340 - First Energy Auditorium • Group Discussion led by OSMA Student Board Members & Advisers

#### **Let’s Connect: Team Building, Collaboration, and Staff Issues (E)**

Does your staff have issues collaborating? Does the publication process seem disorganized, or like it could simply run smoother? Come ask questions and share ways to team build, collaborate, and just get more done on your publication staff.

### **Second Session – 10-10:45 a.m.**

Franklin Hall 340 - First Energy Auditorium • Group Discussion led by OSMA Student Board Members & Advisers

#### **Let’s Connect: Funding & Administrative Issues (E)**

Is your staff having problems raising money to produce news or attend conferences? Or are you facing censorship from the administration? Bring your problems, issues, and even successes to this session so students and advisers can bounce ideas off of each other and leave feeling like you have some new ways to address old issues.

### **Third Session – 11-11:45 a.m.**

Franklin Hall 340 - First Energy Auditorium • Group Discussion led by OSMA Student Board Members & Advisers

#### **Let's Connect: Story Ideas, Brainstorming, & Localizing News (E)**

When it's time to brainstorm ideas for the next issue, does your staff struggle to find new stories to cover? Does it feel like you're covering the same thing every month? Come learn what stories have worked (and not worked) and leave with a list of ideas to take to your next brainstorming sesh.



## **THANK YOU for joining us for the 2024 OSMA State Convention!**

### ***A special thanks to:***

**Kent State University** for providing the financial support to keep OSMA operating. We appreciate your commitment to scholastic journalism in the state of Ohio!

**Our Speakers** for generously giving their time to share their passion for journalism with high school students from across the state. A big thank you to the professionals from News 5 Cleveland, 19 News, TheOBR/247 Sports, and the Kent State University faculty for your time and support.

**Members of the OSMA Student Board** for helping lead the organization throughout the year. Your efforts and insights are appreciated.

- Ella Neighborgall, Co-President, Centerburg High School
- Ava Huening, Co-President, Lakota East High School
- Gracelyn Stoller, Secretary, Antwerp Local School
- Maddie Donabauer, Board Member, Centerburg High School

- Rachel Gortney, Board Member, GlenOak High School
- Allie Haucke, Board Member, Lakota East High School
- Ria Malhi, Board Member, Lakota East High School
- Taia Menefee, Board Member, Beachwood High School
- Taylor Noe, Board Member, GlenOak High School
- Alex Schwind, Board Member, Lakota East High School

**Members of the OSMA Executive Board** for your efforts throughout the year to support scholastic journalism in the state of Ohio.

- Julieanne McClain, OSMA Board President, Region 5, Rutherford B. Hayes Hayes High School
- Angela Spano, Vice President, Region 1, GlenOak High School
- Amy Tolbert, Secretary, Region 5, Granville High School
- Karen Allen, OSMA Student Board Adviser, Region 5, retired journalism educator
- Dr. Maggie Cogar, Convention Coordinator, Region 1, former journalism educator
- Jenna Bates, Region 1, Bio-Med Science Academy
- Candace Bowen, Region 1, Emeritus professor, Kent State University
- John Bowen, Region 1, retired journalism educator
- Josh Davis, Region 1, Beachwood High School
- Trevor Ivan, Region 1, Youngstown State University
- Sheena Zadai, Region 1, Gilmour Academy
- Samantha Gerwe-Perkins, Region 3, Walnut Hills High School
- Dean Hume, Region 3, Lakota East High School
- Kelsey Jackson-Owens, Region 3, Oakwood High School
- Beth Stacy, Region 3, Wayne High School
- Amy Sorrell, Region 4, Antwerp Local School

Be sure to ***check the website and your email*** in the coming months for dates for our **fall regional workshops** at:

- Kent State University
- Bowling Green University
- University of Cincinnati
- Mt. Vernon Nazarene University

**Thanks to our 2023-2024 Sponsor!**

