

Kick off the 2009-2010 school year right!

Attend an OSMA Regional Event near you . . .

Thursday, Oct. 8

Region 4 @ University of Findlay

Wednesday, Oct. 21

Region 1 @ Kent State University

Friday, Dec. 4

Region 5 @ Otterbein College near Columbus

(Region 3 pending)

(Region 2 pending)

Watch <http://jmc.kent.edu/csj> for details!

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OSMA Regional Headquarters

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Region 2 - Ohio University

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Region 3 - New site pending

Region 4 - University of Findlay

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- OSMA Board members who presented sessions and offered suggestions
- JMC students who helped with contests and sessions: Beth Bloom, Katy Brown, Ken Brown, James Buechele, Emily Cosentino, Rami Daud, Taylor Daugherty, Danny Doherty, Kristina Deckert, Theresa Edwards, Hannah Flesch, Shelly Greenberg, Emily Horne, Dean Levstek, Julie Loeper, Tim Magaw, Laura McGuire, Marissa Mendel, Rebecca Odell, Kaylee Remington, Nicole Stempak, Kevin Stone, Laura Torchia, Sydney Trask, Jackie Valley and anyone else who volunteered.



on paper • on air • online

Friday, April 3

1 p.m.

OSMA State Convention Friday, April 3 & Saturday, April 4, 2009 Kent State University

Registration & Exhibits
Lower lobby, Franklin Hall

2-2:50 p.m.

Sessions, Franklin Hall
Franklin Hall Tour. Meet at registration

2-4 p.m.

Day-of Contests, Franklin Hall

3-3:50 p.m.

Sessions, Franklin Hall

4-4:50 p.m.

Sessions, Franklin Hall
Franklin Hall Tour. Meet at registration

5:30 p.m.

Banquet and Awards Ceremony
Ballroom, 2nd Floor, Student Center

Saturday, April 4

9-9:50 a.m.

Sessions, Franklin Hall

10-10:50 a.m.

Sessions, Franklin Hall
Franklin Hall Tour. Meet at registration

11-11:50 a.m.

Sessions, Franklin Hall

11 a.m.-12:50 p.m.

OSMA Member Meeting & Box Lunch.
Advisers, please join us. Room 110

Noon -12:50 p.m.*

Student lunchtime

1-1:30 p.m.

Day-of Awards Presentation & Closing
First Energy Auditorium, Franklin Hall

* Maps available for nearby food outlets. No food in Franklin classrooms, please.

Room Saturday, 10 a.m.

116 Tales from the front, too

Couldn't join the adviser session yesterday? Here's a chance to relax and share tales of triumph and tragedy with others. You might also find out about training you didn't know existed. *Angela Spano*

117 90 in 50

90 page designs and story ideas in 50 minutes in a slick and fast-paced Power Point presentation. Come ready to go home with some creative ideas and ways to display them. *Jim McGonnell*

213 Can I download that photo?

Probably not . . . if you don't want to violate copyright laws. The Internet has made accessing photos and other content easy, but a journalist wants to behave legally and ethically. *Mark Goodman*

214 A new model for editorials

The Monroe Motivated Sequence could be the answer you need to writing better editorials and other pieces of persuasion, too. See if it will work for you. *Karen Ballash*

312 Everybody has a story

Writing an interesting, thought-provoking feature is difficult enough with a planned topic with sources. But what about writing a story every month after drawing a random student-ID number? Find out how to report and write these interesting stories. *Dean Hume*

313 10 steps to award-winners

It's not all about winning. It's also about meeting your readers' needs. But that doesn't mean you can't improve your publication AND win awards. *Georgia Dunn*

314 Breathing life into features

Just because you're pretty new on the staff doesn't mean you can't write a good

feature. Learn some tips from a former high school journalist who now sits on the other side of the desk. *Maggie Krohne*

317 Leading the way

If you don't hook your readers with the lead, they won't read your story. Lead writing is a challenge--but not impossible with some guidelines to follow. *Lorraine Gauvin*

339 Are you employable?

Gets some tips on what part of the vast media field might work for you and what you can do to be sure there's a job that fits you after graduation. Yes, you can find a career these days. *Rachel Abbey*

414 Small but successful

Only 300 in your entire high school, not 300 in each class? Just 15 people on your staff and no prerequisite journalism course? Can you still have a successful newspaper? Absolutely! Find out how. *Karen Allen and Centerburg editors*

415 Getting your sports online

OhioHSsports.com, an online partner of the Ohio High School Athletic Association, is looking for students to report on their teams for its Web site and get training in the latest technology. *Mike Conley*

417 Digital photos from A to Z

Don't be overwhelmed by the binary codes and megapixels. Digital photography is a matter of making technology work for you and finding the best way to organize your digital workflow. *Wayne Dunn*

Aud. Surviving on Media Island?

Have you heard newspapers are disappearing? What about television? Do those who study the media agree? Everyone needs news so let's see what you want from tomorrow's media. Join in the interactive fun. *Barb Hipsman*

Room Friday, 2 p.m.

Aud. Stories that have impact

When *The Plain Dealer* ran the nine-part print story of Johanna Orozco, the teen whose boyfriend shot her, people paid attention. Right now two bills about teen dating violence are in the state legislature. The governor paid attention to another story about a Parmadale resident who died in a restraint, leading to a state-wide policy against this. Learn about how these stories made a difference from the reporter who knows. *Rachel Dissell*

Room Friday, 3 p.m.

110 Advanced Yearbook Design

The rights and wrongs of white space, from grids to mods, can make your book an award-winner. *Bobby Dinkins*

116 Tales from the front

Advisers enjoy this chance to relax and share tales of triumph and tragedy with others just like them. Join in! *Pam Harr*

213 Coaching off the field

Just as inspiring athletic coaches build strong athletes, writing coaches can foster stellar, well-written stories. Here's how to build an entire hierarchy of coaching throughout your publication. *Dean Hume*

214 Headlines tell it all

Making the verbal and visual connection through a well-written, well-designed headline...how primary and secondary treatments are the dominant tool for feature headlines from news to sports features to human interest. *Kelly Taylor*

317 Selling your audience

Advertising works best when you have a clear understanding of your audience. Develop tools for learning about that audience and, perhaps more importantly,

Studio Try your hand at TV2

The first 12 students who sign up at the registration desk will be part of a hands-on newscast practicum. See how TV2's virtual set works. Use its state-of-the-art digital high-definition equipment. Work with Kent State television advisers and their students. *Two-hour session. Dave Smeltzer and TV2 staff*

how to "sell" it to your potential advertisers. *Danielle Sarver*

414 What editors should do

Years in the publications classroom provide plenty of examples of what editors do that make their lives much more difficult than what they need to be. Come listen to these trials so they don't become your errors. *Ryan Gunterman*

BSR Who's behind the mic?

Let the news director for Black Squirrel Radio tell you how the studio works and what Kent State students are doing to put news on the air. *Ken Brown*

Aud. Storytelling devices

Learn how to think "outside the box" in breaking news, features and enterprise stories. Whether it's covering the big sports game or the presidential election, every story has a unique angle. *Jon Wile*

Room Friday, 2 p.m.

110 Picture perfect

Photographs make up 80 percent of a yearbook. Great photographs make great yearbooks. Make photography a priority using three simple steps: compose it correctly, select it correctly and use it correctly. *Bobby Dinkins*

117 Day-of broadcast contest

If you're pre-entered in the Day-of Broadcast event, your team and equipment need to be here promptly at 2 p.m. *Two-hour contest.*

124 Day-of photo contest

If you're pre-entered in the Day-of Photo competition, you need to be here promptly by 2 p.m. with your camera and card reader. *Two-hour contest.*

213 Law & ethics open forum

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. *John Bowen & Mark Goodman*

214 The Grammar Slam

Did your team win THEIR game? Does a comma go before AND? Learn the common grammar errors journalists should avoid and how to fix them. Your instructor has helped many journalism majors pass the School's required grammar and punctuation test. *Tim Roberts*

312 Day-of commentary contest

If you're pre-entered in the Day-of Commentary, be here promptly at 2 p.m. to hear a speaker, ask questions and take notes. Then you'll move to another lab to write your entries. *Two-hour contest.*

313 Day-of newspaper design Day-of yearbook design

If you're pre-entered in either the Day-of Newspaper Design or Day-of Yearbook Design contest, come to this large lab by 2 p.m. to get started. *Two-hour contest.*

314 Day-of Interview Contest

If you're pre-entered in the Day-of Interview contest, be here promptly at 2 p.m. to hear a speaker, ask questions and take notes. Then you will write your interviews. *Two-hour contest.*

317 More than Cosmo & GQ

Writing features for your school publication takes some skill. Learn some tips from a pro . . . and see how this could start you on the path to a career beyond normal consumer magazines. *Kristy O'Hara*

339 The Things People Say...

This two-part session offers tips, tricks and tools for conducting media interviews. Learn how to find people to interview, where and how to conduct interviews, fail-safe questions for the most reluctant sources and note-taking skills plus much more. Practical and hands-on. *Two-hour session. Jan Leach*

414 Choosing the right J-school

A Kent State professor and JMC majors use their reporters' objectivity to show you how to choose a college journalism program and what you're likely to find when you do. *Carl Schierhorn et al.*

415 Day-of newsmag design

If you're pre-entered in the Day-of Newsmagazine Design contest, be here by 2 p.m. to get started. *Two-hour contest.*

417 Day-of news event contest

If you're pre-entered in the Day-of News Event contest, be here promptly at 2 p.m., ready to listen, ask questions and write. *Two-hour contest.*

Room Saturday, 11 a.m.

110 Adviser Lunch

Join us for a box lunch and a chance to help plan for future OSMA activities.

117 TV reporters are writers, too

Let's look at the basics of writing for electronic media. It's not just like print journalism. Learn some ways to sound more like a pro — even if you are really a novice! *Marianne Warzinski*

213 Finding your voice

Writing a column is a matter of having something to say and your own way of saying it. A longtime *Akron Beacon Journal* columnist and reporter offers his experiences and advice. *David Giffels*

214 What about public relations?

Experts think public relations jobs will double in the next decade. What is PR and is it for you? Learn about this popular career and what you would study if you decide it's for you. *Rebecca Odell, Noelle Penneyman and PRSSA members*

312 Big words, small spaces

Headlines are some of the most important words in your publication. They draw readers into the story, but they can be daunting to write. Learn how to craft effective, creative headlines. *Trevor Ivan*

313 What's the big idea?

Focus on finding great ideas for feature pages from a successful editor who does this daily. Pick up tips for using more color in profile-writing, reviews/criticism, human interest stories. *Lynne Sherwin*

314 Follow the money

That's the key to good business reporting and you can do it at your school. That means everything from why consumer companies clamor to get your hard-earned money to how you and your peers will change workplaces for decades to come. *Paul O'Donnell*

317 Going through your toolbox

Should this story take a hard or soft lede? Does hourglass make sense here, or maybe a narrative? Is there ever a right time for inverted pyramid? See when approaches work — and when they don't. *Mitch McKenney*

339 Are you a coach or a fixer?

Writers need coaching as much as athletes do. But just like the coach doesn't go on the field and run with the ball, the editor can't write the story for his reporter and expect the reporter to improve. Learn some techniques to help writers get better by coaching instead of fixing — and a few tips on how to be your own coach. *Stuart Warner*

414 Digging out of debt

This presenter erased nearly \$40,000 of debt within three years at two schools. The craziest part: It was easy! Simple solutions to drastic financial problems will be available to address your funding deficiencies. *Ryan Gunterman*

415 Going beyond the game

If you care about sports, you can go to a game, watch it on TV, listen to radio or follow it via the Internet. What can print media offer its readers? Other than the score everyone knew from last night, what other stories are there? *Marc Bona*

417 Time to share!

Haven't had time to talk with editors and staff members from other schools? Here's a chance to share joys and sorrows — and publications! *Morgan Martin*

Aud. It's leadership time!

This session's full of tips for new leaders to use with their staffs. We'll talk about how to lead, how to manage and how to still have fun. Come with your questions; we'll have a lot to discuss! *Tom Gayda & Kim Green*

Room Friday, 4 p.m.

110 One essential question

One question is all it takes: The best stories hang on a single question and anticipate a reader's need at any moment. This single-question approach will produce better story angles, better interviews and better-written stories. *Rick Senften*

116 Want to find a mentor?

Fairly new to advising and teaching journalism? Wish someone could help you find your way? The Journalism Education Association mentoring initiative might be the answer. *Georgia Dunn*

117 The Vid

The pulse of media is changing, there is a new way to tell stories. Give your publication a voice, and let it tell you about the students and staff in your building. Come to this informative session on how to start a video yearbook at your school. *Jim McGonnell*

213 Record promotions

KSU's Record Promotion class teaches students to market, promote, distribute and sell original recorded EPs and CDs. Is this a job you would enjoy? *Jeffrey Gargas*

214 Digital photos from A to Z

Don't be overwhelmed by the binary codes and megapixels. Digital photography is a matter of making the technology work for you and finding the best way to organize your digital workflow. *Wayne Dunn*

317 The Power of 10

The Power of 10: Design Edition. From inspiration to realization, we'll look at 10 key design "must-haves" to make your publication cutting edge. *Kim Green*

339 Photoshop Tips & Tricks

Want to learn ways to make your photos look sharper? Your graphics seem professional? Your publication be more visually pleasing? Learn from the man responsible for helping Kent State's student publications look better, too. *Evan Bailey*

414 Staff Management 101

Too many kids on staff — or too many not working? Deadlines missed? Games being played? Come find out how to manage a productive, peaceful staff. *Tom Gayda*

Aud. It's a multimedia world

Reporters don't break news in the morning paper now, but newspapers aren't dinosaurs either. See how *The Washington Post* uses the Internet as a springboard for breaking news, blogs, videos, photo galleries and other online exclusives. What is ahead for multimedia? *Jon Wile*

Newsroom What's happening?

KSU's student media don't look like they used to — and it's not just the building that's new. Spend time with editors, station managers and staff to learn how the *Daily Kent Stater*, TV2 and BSR work together to bring their audience more... on the Web. *Tim Magaw & KentNewsNet staff*

**Students and advisers
who pre-registered
for the Banquet and
Awards Program
need to go to
the Ballroom,
Second Floor of the
Student Center by
5:30 p.m.**

Room Saturday, 9 a.m.

110 Story ideas often overlooked

Avoid the same old-same old. Learn where to look for story ideas and, more important, where to find the sources to give them substance. *Candace Bowen*

117 Video show and tell

Bring a show or a video yearbook and enjoy showing and telling with others who do the same. *Jim McGonnell*

213 Law & ethics open forum

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. *John Bowen*

214 ALTS = Alternative Copy

Learn about storytelling beyond the traditional narrative...how sidebars and infographics are emerging as a way to tell the essence of the story. *Kelly Taylor*

312 Rick Reilly would be proud

It's more people and fewer stats — and it's using opinion pieces to interpret issues. Implement modern writing and edgy coverage strategies as you jazz up your sports section. *Dean Hume*

313 InDesign tips & tricks

Whether you're a beginner with InDesign or almost a pro, you might be surprised at the quick tricks you can learn to make life easier. *Georgia Dunn*

314 Not for the faint of heart

Associated Press, Reuters and other "wire services" are huge news organizations, giving stories and photos to media worldwide. Could you be this fast, accurate and competitive? *Sue Zimmerman*

317 The Power of 10, too

The Power of 10 - Writing Edition. Nobody reading your stuff? That's about

to end! They'll read it and want more with these 10 tried-and-true methods. *Kim Green*

339 Everyone needs a gatekeeper

No matter what your student media, your audience wants credibility. And misspelled words, comma splices and convoluted sentences aren't going to help you look professional. Who's your gatekeeper? Should it be you? *Trevor Ivan*

414 It's more than just opinions

It almost seems as if everyone thinks they can be a columnist these days. So how do you get your opinion to stand out? Pick up a few pointers at this session so your views don't just become white noise. *Ryan Gunterman*

415 Newspaper design time!

Planning a new look for your paper? Want to tweak what you are already doing? This session will get your creative juices pumping so you can make a fantastic looking newspaper! *Tom Gayda*

417 Sports photos like a pro

Learn strategies for getting the best photos at sports events. Watch, think, then shoot. Join a discussion of the right equipment for success and the best settings to ensure useable photos. *Wayne Dunn*

Aud. Searching for real stories

Tired of reporting about the French Club's field trip or the upcoming Spirit Week? There's a lot more happening in your school if you uncover the layers of in-depth stories. *Sarah Ortman*

TV Studio On-air with TV2

Print journalists aren't the only ones with student media. TV-2 beams into thousands of homes in the Kent area, even off campus. Talk to some of our JMC students who are on air and behind the scenes. *James Buechele & Julie Loeper*