



Sign up now! Region 5 Conference

on paper • on air • online

Registration Step-by-Step

WHO: Newspaper, newsmagazine, yearbook and broadcast students and advisers

WHAT: OSMA Region 5 Workshop

WHEN: Friday, Dec. 4 workshop. Choose a morning session AND an afternoon one. With two hours in each, you'll have time to explore two topics with the experts. Have time for hands-on experiences. Focus on what YOU need to learn NOW!

8-9 a.m.	◆Registration
9-11 a.m.	◆Morning sessions (<i>see list of options</i>)
11 a.m.-12:30 p.m.	◆Adviser & Speaker Lunch
	◆Students lunch at area restaurants
12:30-2:30 p.m.	◆Afternoon sessions (<i>see list of options</i>)

WHERE: Otterbein College, Westerville, Ohio (near Columbus)

COST: \$18/adviser (which includes lunch) and \$10/student plus \$75 OSMA dues if you're not already a member

Here's all you do:

- Download and fill out **OSMA MEMBERSHIP FORM** and **OSMA REGIONAL REGISTRATION FORM**.
- Have students choose from the list on the back — give us your first and second choices for morning and your first and second for afternoon.
- Send these along with **PAYMENT** or **PURCHASE ORDER** to

Candace Perkins Bowen
201B Franklin Hall, School of JMC
Kent State University
Kent, OH 44242

FAX 330-672-4064

REMINDER: Students and advisers are placed in sessions on a first-come, first-served basis. Sending registration forms as soon as possible will ensure placements in the sessions you want. **Registration must be to us by Nov. 20**, but you may send a purchase order or pay at the door.

Sessions for Dec. 4, 2009

OSMA Region 5 Conference

- 1. Essential Interviewing 2.0:** What makes writing for media different than for English class? Move your writing to the next level and take a look at how to find those expert sources and get the information you need from them. Yearbook staffs, too.
- 2. The Web is more than pdfs:** If you're only putting up pdfs of your print publication, think again. Learn how to take advantage of the what the Internet offers to tell your readers more news, better news.
- 3. Investigative reporting:** Now that you're an experienced staffer, you can collect tips and get practice finding and dealing with challenging, detailed and sometimes controversial stories.
- 4. Media information gathering:** Writing isn't everything. Without the right information, stories are nothing. See how journalists use interviewing, computer-assisted reporting and surveys to put some meaning in their articles.
- 5. Featuring the feature:** Just because it's a feature doesn't mean it has to be fluff. Learn how a focus on the human dimension of events can enhance a publication's content.
- 6. NOW you can use your opinion:** Think editorials, commentary or columns are easy? Think again. You need basic journalism to write something relevant, responsible, well-supported.
- 7. More than just scores:** You don't have to cover old news as if it just happened or settle for clichés from coaches and players. You can write factual yet lively and thorough articles.
- 8. Being a publications leader:** Newspapers, yearbooks, literary magazines and Web news sites need strong leaders in charge, not necessarily just the best writer or designer. If you are an editor or hoping to become one, learn the ropes here.
- 9. Open forum on law & ethics:** Come with your questions and concerns. Spend a lively two hours exploring the answers and the gray areas. This session helps you spell out First Amendment rights and responsibilities in light of recent court cases.
- 10. Can I use that?** The Internet has plenty of photos that would look great in your paper. Can you use them? Maybe. Maybe not. Learn the difference and where to go for ones you CAN use.
- 11. InDesign basics:** InDesign software isn't tough to learn if you approach it as a layout tool. This is a hands-on session for those with a little experience for yearbook, newspaper or newsmagazine. *(a.m. only)*
- 12. InDesign tips and tricks:** Had a little more experience on your student media -- yearbook and newspaper? Push your skills to the next level. *(p.m. only)*
- 13. Do things a new way:** What we have to cover year after year doesn't have to be dry and boring. Alternative story forms are catching on throughout the industry. They're in every other publication that your readers see, so why aren't they in yours?
- 14. Putting it together:** Are you stuck with the same old boring headline, picture and copy layout? Find new, innovative approaches the pros use and a way to utilize them in your publication, whether you're a newspaper, a newsmagazine or a yearbook. (Not a computer session)
- 15. Advertising and fundraising:** Money is a necessary evil for publications — sometimes LOTS of it. But this doesn't mean students can't learn more about developing successful ad campaigns, designing appealing ads and earning money.
- 16. What would YOU do?** Law tells you what you COULD do, but ethics helps you decide what you SHOULD do. Explore media ethics and dilemmas you face all the time.
- 17. Digital photography 101:** This session focuses on shooting digital photos and the important techniques for organizing and utilizing them effectively. Bring some of yours for critiques.
- 18. One Essential Question:** That's 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.
- 19. Salvage that mediocre photo.** Lightening and darkening are made easier through demonstration and practice. Learn the fine skills of tweaking photos into perfection.
- 20. Writing for broadcast:** Your news shows don't have to sound like the morning announcements. You just need to know how to write like a journalist. Use your ears.
- 21. Video troubleshooting:** What problems are you having with the techie side of your news show? Come get some support from the pros.
- 22. Reviewing the arts:** How can you review a movie without just retelling the plot? Most students like to read about new CDs, concerts, movies, plays, etc. What works best?
- 23. Publication graphics and illustration:** Media is much more visual than it used to be — and that doesn't mean pie charts and bar graphs. How do you help tell a story with art and graphics? What works and what doesn't?
- 24. Our yearbook's not worth \$50:** But it COULD be if you learned how to expand content and coverage. Get lots of ideas here. *(a.m. only)*
- 25. What's in a theme?** Learn how to use verbal and visual elements for themes. Come away with ways to brainstorm and choose a theme and discover ways to take your next theme to a new level. *(p.m. only)*
- 26. Yearbook design basics:** How to do a basic layout, hands-on and instructions to take back to school. This session will show you how to create an eyeline and dominant photo element to direct your reader's eye. *(a.m. only)*