



Conference Location

*please note, we have changed venues

*The Thurman J. White Forum Building at the
University of Oklahoma
1704 Asp Ave. Norman, OK*

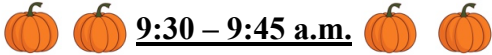
Registration

Registration will take place from **8:30 a.m. - 9:15 a.m.** at the *Thurman J. White Forum Building* **main foyer**. **Please note, our change of venue.** Advisers, please check in at the OSM registration table in the main foyer.

Changes to note for this event: Teachers, please note there are a variety of changes this year with our new location, including:

- There is not a teacher luncheon this year. Everyone will need to do a lunch plan on their own. The lunch break will be from 12 – 1:15 p.m. The new venue is on the opposite side of campus from the Student Union and Campus Corner lunch options. Some alternate lunch options to consider are on page 5.
- Parking is easier!
 - o Cars and vans can park in the *Thurman J. White Forum Building* parking lot. Come inside to registration and we will give you a parking pass.
 - o Buses will need to drop students off at the Forum Building and park at the Lloyd Noble Center parking lot very nearby, *2900 S. Jenkins Avenue, Norman, OK*.
- There will not be guided tours of Gaylord College (just a little too far away for the walk), but Gaylord College will have an info table in the vendor area, Corridor B.
- Note the slight change to session times. Sessions start at 10 a.m., 11:05 a.m. and 1:30 p.m. and all run 55 minutes.
- An **adviser's lounge** with beverages will be set up all day in Forum Room 104.

Sessions



9:30 – 9:45 a.m.

Welcome session! Everyone invited.

Forum Room (seats 400+)

- Presenters: MELANIE WILDERMAN, Ed.D., Executive Director of OSM, Associate Professor of Journalism, Gaylord College



10 a.m. – 10:55 a.m. Sessions



Everything Has Its Place: Ideas to Maximize Your Yearbook Coverage

TINA CLEAVELIN, CJE, Senior Creative Accounts Manager, Jostens

Room B1 (Seats 50)

- Description: Whether it's strategies to increase your yearbook coverage or the latest trending topics, this session is packed with ideas that will help you include more students in manageable and interesting ways.

Contemporary Yearbook Design: Planning is the Key

LAURE SCHAUB, - OU Journalism Professor Emerita & Yearbook Education Specialist, Friesens

Room B2 (Seats 50)

- Description: Expand coverage of your student body by creating and executing a specific plan geared to tell the whole story.

Photography Composition and Fundamentals

ERIK JACKSON, - Yearbook Adviser, Highland East Junior High School

Room B3 (Seats 50)

- Description: This session will cover apertures, shutter speeds, ISOs, and other camera functions. In addition, we will cover composition and how to implement those principles in your photo assignments. We will close by examining award-winning yearbooks and discussing how photography was integral to the books' aesthetics.

How to Recruit the Authors of Your School's Story

SUE FLAMING, Oklahoma State JEA Director, Trojan Publications Adviser, Caney Valley High School

Room B4 (Seats 50)

- Recruit, inspire, and retain your dream team with this Taylor Swift-themed session packed with practical ideas and creative flair. This session will give you practical tools and Swiftie-level inspiration to make any publication the hottest club on campus. Learn how to attract new members, make staff feel valued, and build a program that sparkles with excitement (and maybe a few friendship bracelets). Whether you're in your Lover, Reputation, or Fearless era, this session will help you find the team to write the story.

10 a.m. – 10:55 a.m. Sessions continued

A Written Portrait: How to Write a Profile Feature Story

CAROLYN LIEN, Graduate Assistant, Gaylord College

Room B5

- Looking for a low-stress feature idea or a way to tell the story of a single person? Look no further than the profile feature. In this session, we'll walk through the key steps on how to bring someone's story to life through journalism.

Theme and Copy for Yearbook Success

ANNE WIMBERLY, Freelance Writer; Adjunct Instructor, Gaylord College

Room B6

- Theme development occurs early in the life of a yearbook. How can the theme be carried out to the very end of the year to satisfy writers, photographers, editors, readers and judges? The answer: in copy! Attend this session to learn the power and importance of theme-related verbs and objects in your copy. Audience participation is expected.

Meet the Social Media Strategists

KENNEDY DAY, Photography Editor for the Bulldog & GRACIE ELBOW, Senior Editor for the Bulldog, Edmond Memorial High School

Conference Room B (seats 90)

- Come to this session to learn from two award-winning Edmond Memorial High School students who are leading the way in social media tactics for high school yearbooks. If you are looking to up your yearbook's social media game, this session is for you.

Quotes and Captions: Let the Quote Tell the Story

BROOKE KNIGHT, Yearbook Adviser, Riverfield Country Day School

Forum Room (Seats a lot! Come to this session if the others are full)

- Direct quotes add human interest to your copy. Learn how to let quotes tell the story using student quotes to make captions and other yearbook writing easy and more vibrant. This session also comes with a side order of the basics for solid outline writing. *Side note: Good caption writing can often be the thing that pushes a yearbook over the top in competitions!*



11:05 a.m. – 12 p.m. Sessions



Place Yourself in the Action (Photography Session)

TINA CLEAVELIN, Senior Creative Accounts Manager, Jostens

Room B1 (Seats 50)

- Record storytelling moments with photos that scream emotional impact. This session will help you tell the visual story of your year through effective photo composition.

11:05 a.m. – 12 p.m. Sessions continued . . .

Ideas are Everywhere!

LAURA SCHAUB, OU Journalism Professor Emerita, and Friesens Yearbook Education Specialist

Room B2 (Seats 50)

- From junk mail to shopping malls and hardware stores— yearbook design, theme, and story ideas can be found in some really unique spots. Join this session to see how to take on idea and turn it into your own.

Photography Genres and Composition (session also offered at 1:30 p.m.)

SCOTT CARTER, Capitol Bureau Chief for The Lawton Constitution & The Southwest Ledger

Room B3 (Seats 50)

- You might be thinking, “that photo I took was awesome, so why didn’t it win an award?” Maybe it was entered in the wrong category. This session will explore the differences in news, feature and sports photography and details smart tips of planning and composition for each genre.

All-In: Leadership and Engagement Strategies for High School Journalism Staffs

SUE FLAMING, Oklahoma State JEA Director; Trojan Publications Adviser, Caney Valley High School

Room B4 (Seats 50)

- Focus on fostering effective leadership and engagement. Designed for both seasoned advisors and budding journalists, this session will delve into strategies for nurturing leadership skills and building cohesive teams. Discover approaches to empower students to take ownership of their roles, amplify their voices, and drive impactful storytelling. Whether you're an advisor seeking to inspire your team or a student leader looking to make a difference, this session offers practical insights and actionable tips to elevate your journalism experience to new heights.

What to do with alternative copy

KAYTE SPILLMAN, PR Manager, Simple Modern

Room B5 (Seats 50)

- In this session, we’ll look at how to produce engaging alternative copy like Q and As, listicles, rankings, how-to articles and more to help engage readers and add to longer form journalistic articles.

Gotcha Covered! (A session for Advisers and Editorial Staff)

JANA DeLONG, Yearbook Adviser, Westmoore High School

Room B6 (Seats 50)

- Are you looking for ways to enhance yearbook coverage of both school and out-of-school events? Would you like to encourage more yearbook staff members to take photos? Discover the concept of yearbook staff photo days— a structured approach where each staff member is assigned specific days with guidelines for what events to cover and how to compose their photos. The session includes examples of scheduling, rubrics and grading with a splash of motivation. Take some ideas and blend them into your staff.

11:05 a.m. – 12 p.m. Sessions continued . . .

Telling Your School's Sports Stories

TIM WILLERT, Freelance Sports Journalist; Adjunct Instructor, Gaylord College

Conference Room B (Seats 90)

- Come to get great ideas to tell the wide range of sports stories in your yearbook. This session will offer some basics for good sports reporting, but also ideas for unique ways to tell the tales of your school's sports teams and athletes.

The Hierarchy of Headlines

MELANIE WILDERMAN, Director, & TONNI McNEESE, Graduate Assistant, Oklahoma Scholastic Media, Gaylord College

Forum Room (Seats a lot! **Come to this session if the others are full**)

Did you know headlines come in many forms? The hammer. The main head. The sub head. The deck. The banner. The kicker. Some of these can stand alone, some of them need a friend. And each style has different rules. But what they all have in common is the need for creativity and attention to detail. In this session you'll learn how to use these different forms to maximize your headline skills and draw in readers to your stories like never before.



Lunch time options! Noon – 1:15 p.m.

Students and teachers: Lunch is on your own today. For those who want to bring a lunch, feel free to hang out in Conference Room B (seats 200) to eat lunch and relax for a bit. If it's nice weather, you can also find a spot outside on our beautiful campus.

Groups can also walk over to the OU Couch Dining Hall Restaurant (a 5-10 minute walk) which includes 14 unique restaurant concepts in an all-you-care-to-eat setting. Options include stir-fry, barbecue, Halal-certified, vegan and vegetarian dishes, home cooking, Italian, traditional Mediterranean, make-your-own sandwich or salad bar, and more. Couch Restaurants also features the country's only **all-you-care-to-eat Chick-fil-A** (you read that right!). Couch Restaurant offers discounted group pricing of \$14 per visitor. *All guests who enter the building will need to pay the door price even if they do not plan to eat. Couch can accept credit cards or cash. Please enter through the West doors, and at least one person in your group needs to have an OSM badge from the conference. Make sure the cashier knows you are with OSM/Gaylord College so you get the discount.*

With the lunch break being an hour+, there may be time to drive to nearby fast food options. The closest will be those located on 12th Ave. between Lindsey and Alameda streets.



1:30 – 2:25 p.m. sessions



Perfecting the Pitch

MADISSON CAMERON, Culture Editor & MEGAN HOWARTH, Senior Culture Reporter, *OU Daily*

Room B1 (Seats 50)

- Learn how to spot great stories and turn ideas into strong pitches. This workshop will cover how to find story ideas, identify the key elements of a good story, and confidently share your vision with editors and peers.

1:30 – 2:25 p.m. sessions continued . . .

Confessions of a True Type Nerd

LAURA SCHAUB, OU Journalism Professor Emerita, and Friesens Yearbook Education Specialist

Room B2 (Seats 50)

- Those of us who study typography totally understand that each type face has its own personality... but which typefaces look good together? Which ones clash? Which ones should never be in the same publication? Learn the rules of typography and how you might break them occasionally to add creativity to your yearbook.

Photography Genres and Composition (session also offered at 11 a.m.)

SCOTT CARTER, Capitol Bureau Chief for The Lawton Constitution & The Southwest Ledger

Room B3 (Seats 50)

- You might be thinking, “that photo I took was awesome, so why didn’t it win an award?” Maybe it was entered in the wrong category. This session will explore the differences in news, feature and sports photography and details smart tips of planning and composition for each genre.

Confronting Conflict in the Classroom

JENNIFER BEAN, Publications Adviser, Yukon High School

Room B4 (Seats 50)

- A positive staff culture is critical to a successful journalism program, but that culture can be disrupted when conflict occurs. Understanding how best to manage and address different types and degrees of conflict is critical for a positive interaction. This session is open to anyone who wants suggestions to address and manage conflict in productive and professional ways to maintain a positive culture in and out of the journalism room. We will discuss different conflict styles and examine positive and professional ways to confront and resolve conflicts from bad days to missed deadlines.

Did you Read That?

KELLY MATTESON, Publications Adviser, Bishop McGuinness Catholic High School

Room B5 (Seats 50)

- This session is designed to help yearbook staffers go beyond the Lead / Quote / Transition / Quote (LQTQ) format and to help them identify alternative formats for storytelling. Whether it is a Q&A, comparison and contrast, or By the Numbers, determine ways that you can connect with your readers, and grab their attention in ways both visually and verbally appealing.

Telling the Story of Diversity in Your Yearbook

ELANNA DOBBS, Yearbook Advisor, Edmond Memorial High School

Room B6 (Seats 50)

- The Edmond Memorial yearbook, The Bulldog, is award-winning for its diversity coverage. Join The Bulldog adviser to hear how the staff plans and executes meaningful diversity coverage that helps tell the broad story of the school and celebrates the unique people who make it great.

1:30 – 2:25 p.m. sessions continued . . .

Yearbook Hierarchy and Layout Flow

CASEY GAMMON, & JENNY WHIGHTSIL, Walsworth Yearbooks Representatives

Conference Room B (seats 90)

- Did you know, every great yearbook page tells a story? And hierarchy is what guides your readers eyes through it. Join Casey and Jenny for this session to get your creative ideas flowing.

Interviews: The Gift of a Question

KRIS HOOPER, CJE and Yearbook Ninja

Forum Room (Seats a lot! Come to this session if the others are full)

- Great interviews begin with a thoughtful approach toward story angle and preparation but typically win with a firm commitment to open questions and flexibility. This interactive session will review the basics of interviewing as well as delve into the life skill of showing a sincere interest in others. By asking great “Fact” questions and following them up with simple, open-ended probing questions, we will practice the valuable skill of learning the “Why” behind the reasons we do everything. These practices uncover the meaning of events and enable the magic of great storytelling.

Awards Ceremony

2:35 – 3:05 p.m.

Come see who won what, including individual student awards, overall publication awards, students-of-the-year awards and the teacher-of-the-year award. Everyone invited.

Forum Room (seats 400+)

- Presenter: MELANIE WILDERMAN, Ed.D. Executive Director of OSM, Associate Professor of Journalism, Gaylord College



OKLAHOMA SCHOLASTIC MEDIA

Oklahoma Scholastic Media's mission is to advocate for and provide education, training and assistance to scholastic media advisers and students across Oklahoma. OSM sees scholastic media experience as a first step, followed by collegiate media experience leading, finally, to professional media positions. OSM is dedicated to improving scholastic journalism by training high school media staffs and helping to improve the print, online and broadcast products they produce.

Oklahoma Scholastic Media is housed in the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. We continue to be grateful to Gaylord College for its support of our organization and encouragement of scholastic journalism. Dean Ed Kelley is a staunch supporter of high school journalism programs, which he makes clear by his generosity with college resources.

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Contact us if you need anything!

OSM Fall Awards

Award Descriptions

At Fall Media Day, students earn individual awards through the **Individual Category Contest** that ranks first place through honorable mention. These 30+ categories cover visual, written, technical and creative aspects of the yearbook. Students can also submit work for the Yearbook Designer, Photographer, Writer and Editor of the Year awards, which require samples of their work throughout the publication process.



Additionally, member publications earn an overall distinction based on a critical service review of the full publication from a media professional serving as judge. From lowest rank to highest, these distinctions include: **Award of Merit, Award of Distinguished Merit, Award of Honors, Award of Highest Honors.**

Those publications receiving the rank of **Highest Honors** are considered for the additional **All-Oklahoma** distinction, indicating the top-scoring publications in each division; usually, two - five publications are named **All-Oklahoma** per division yearly.

Finally, the **top-scoring** publication in each division is further awarded the **Charles E. "Colonel" Savedge Memorial Sweepstakes Award**. OSM divides our schools into three divisions, dependent mostly on school size and grade range, but also taking into account issues like funding and support. Division I schools are generally the largest, Division II schools are the second largest, and Division III is made up of our smallest schools and most of the middle schools.

Liz Burdette Memorial Yearbook Adviser of the Year, OSM presents the Liz Burdette Yearbook Adviser of the Year Award each fall to a high school yearbook adviser who best represents the dedication to and skill in advising student yearbook that defined Burdette's long career. A long-time member of the Oklahoma City education community, Mary Elizabeth Burdette died March 20, 2011.

New Awards since 2017: An already-established award, **Designer of the Year**, given in the fall to a yearbook designer and in the spring to a newspaper, digital publication, or magazine designer, is now known as the **Laura Schaub Designer of the Year** award. Schaub served as director, before our name change, when OSM was known as Oklahoma Interscholastic Press Association, from 1991-2003.

The **Karen Beavers Memorial Editor of the Year** award, in memory of former Lawton High School Adviser, Karen Beavers, who passed away in 2018, is given in the spring to the newspaper editor of the year and in the fall to the yearbook editor of the year. This award is to honor Mrs. Beavers for her ability to nurture excellent student leaders.

LIZ BURDETTE

YEARBOOK ADVISER OF THE YEAR AWARD

OSM presents the Liz Burdette Yearbook Adviser of the Year Award each fall to a high school yearbook adviser who best represents the dedication to and skill in advising student yearbook that defined Burdette's long career. A long-time member of the Oklahoma City education community, Mary Elizabeth Burdette died March 20, 2011.

A graduate of Central High School, Burdette retired in 1981 after 40 years of teaching English and journalism in Oklahoma City schools. The yearbooks and newspapers she advised set the standard for other high schools in Oklahoma and nationally. She received the Gold Key Award for scholastic journalism excellence from the Columbia Scholastic Press Association, the Pioneer Award from the National Scholastic Press Association and special recognition from the University of Texas and Oklahoma Scholastic Media.

In 1987, the National Scholastic Journalism Hall of Fame at the University of Oklahoma inducted Burdette. Women in Communications presented her a Byliner Award for her contribution to education in 1969. The Dow Jones Newspaper Fund also selected her as one of the nation's top 5 journalism teachers three times.

