

VOTE FOR STUDENT MEDIA

Oklahoma Scholastic Media Fall Media Day '26

Thurman J. White Forum Building
1704 Asp Ave, Norman, OK 73072
November 2nd, 2026
9:00am-3:15pm

OSM Oklahoma Scholastic Media OIPA | OU Gaylord COLLEGE

Registration

Registration will take place from **8:30 – 9:20 a.m.** at the *Thurman J. White Forum Building* ***main foyer.*** Advisers, please check in at the OSM registration table in the foyer.

Important Notes:

- Lunch break will be from 12 – 1:20 p.m.
    - The Forum Building is on the opposite side of campus from the Student Union and Campus Corner lunch options, so we are giving a bit of a longer break for walking there, driving to other places or finding a place to picnic if you brought your own.
    - The Couch Cafeteria is only an option if you already have a confirmation from us–they were not able to take our whole group.
    - But, exciting news! We will have three food trucks coming to park just outside our event which will be offering pizza, burgers and tacos.
- Parking: Cars and vans can park in the Thurman J. White Forum Building parking lot. You will not need a parking pass–it will be a "no ticket" zone for us. Buses will need to drop students off at the Forum Building and park at the Lloyd Noble Center parking lot at *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 main foyer.
- There is a teacher lounge in Forum Room 104 all day with coffee and cold drinks. The 2025-26 yearbooks will also be on display there.

Sessions:

9:30 – 9:50 a.m.

Welcome:

Forum Room (seats 400)

- Welcome: ANDREA MILLER, Ph.D., *Dean of Gaylord College* & MELANIE WILDERMAN, Ed.D., *Executive Director of OSM, Associate Professor of Journalism, Gaylord College*

10 – 10:50 a.m. sessions

Be a Show-Off (Session offered again at 11 a.m.)
Forum Room (seats 400)

- Presenter: Tina Cleavelin, *Senior Creative Accounts Manager, Jostens*
- Description: Yearbook coverage comes in all sizes. Showstopper spreads include thematic fonts, colors and shapes like the rest of your book but with a more magazine-style. They provide a unique break in your design and coverage. This session includes topic ideas and designs you can add to your ladder.
- Audience: Everyone

Take it to the Next Level: What Makes Your Book Special?
Room B2 (Seats 50)

- Presenter: Erik Jackson, *Yearbook Adviser, Highland East Junior High School*
- Description: This session will address all aspects of yearbook creation while examining what judges are truly looking for in your publication. The NSPA critique will be featured along with some of the best examples from across the country. This session is open to all advisers and students, regardless of experience level.
- Audience: Everyone

10:00 – 10:50 a.m. sessions continued

Opinion Writing
Room B3 (Seats 50)
- Presenter: Nate Gunter, *Editor-in-Chief, Oklahoma Today; Adjunct Instructor, Gaylord College*
- Description: So you've been chosen to express an opinion in print. Or you'd like to be. Either way, there's much more to op-eds than simply expressing your viewpoint. Learn how to research, report, and write an opinion piece that can really change minds.
- Audience: Everyone

Scroll, Snap, Sell: Level Up Your Yearbook's Social Media
(Session offered again at 11 a.m.)
Room B1 (Seats 50)
- Presenter: Sam Sims, *President Sims Grp. & Adjunct Instructor, Gaylord College*
- Description: n this hands-on session, discover creative ways to use Instagram, TikTok, Reels and other social platforms to showcase student life, share behind-the-scenes moments, build engagement, gather story ideas and boost yearbook sales. You'll leave with practical content ideas, strategies for creating a consistent posting schedule, and tips for building an inclusive online presence that gets your entire school talking about the yearbook.
- Audience: Everyone

Going Beyond the Jersey: Sports as a Medium for Storytelling
Room B4(Seats 50)
- Presenter: Kevin Daniel, *Senior Sports Producer, OU Nightly*
- Description: Sports are a huge part of our communities and schools, but they are also an excellent source for creative storytelling. In this session, you will explore ways to dive deeper into the sports world to find amazing stories perfect for any type of publication.
- Audience: Everyone

Edit, Proof and Publish Fantastic Feature Stories
Room A4 (Seats 50)
- Presenter: Anne Wimberly, *Adjunct Instructor, Gaylord College*
- Description: Take on the roles of editor and proofer! In this session, we'll take a close look at the editing (macro) and proofing (micro) processes of a feature story. We'll examine one story written two different ways and see if we can come up with an even better third version. You will be introduced to a step-by-step plan to help you edit, proof, publish fantastic feature stories.
- Audience: Everyone (Great for Editors)

The Basic News Story is Basically Amazing
Room B6 (Seats 50)
- Presenter: Leslie Cermark, *Graduate Student Adviser, Gaylord College*
- Description: Every yearbook, newspaper and magazine student needs to know how to write the basic news story. It's the staple of journalism for a reason. If you are just starting out on your publication or need a quick refresher, come learn the skills you need for basically the best skill you can learn in student media.
- Audience: Everyone

10:00 – 10:50 a.m. sessions continued

Telling the Story of Your School Community
Conference Room B (Seats 120)

- Presenter: Daniel Thompson, *EK Gaylord Endowed Chair of Journalism Ethics, University of Central Oklahoma*
- Description: Your school community is made up of so many interesting people, but are you covering them all in your publication? In this session, spend some time brainstorming and get tips for telling the diverse and unique stories your community has to offer.
- Audience: Everyone

Creative Headline Writing
(Session also offered at 1:30 p.m.)
Room B5 (Seats 50)

- Presenter: Tom Patten, *Instructor of Advertising, Gaylord College*
- Description: Headlines are the windows into your stories, and in a yearbook, magazine or news outlet, creative headlines can be the reason someone sticks around to read your story. Headline writing is a craft, because you need to be a creative word smith, but also make sure people understand what the story is about.
- Audience: Everyone

How to Make a Student Film
(Session also offered at 1:30 p.m.)
Room A6 (Seats 50)

- Presenter: Traci Easley Williams, *Creative Media Production Instructor, Gaylord College*
- Have an idea for a movie or documentary? You don't have to wait—you can make a film as a student. Come learn from Dr. Williams, a film and media professional with 30 years of experience in television and film who got her start in high school as the host of a teenage talk show on the Fox Network.
- Audience: Everyone

The Untapped Journalism and Media Potential of Gaming and Esports at Your School
Room A1 (Seats 50)

- Presenter: Mike "Moog" Aguilar, *Director of OU Esports & Co-Curricular Innovation*
- Description: Does your school already have an esports program? Then you may not realize you have an untapped source of modern media and journalistic development pathways from concept to after event recap workflows. What is missing? Your structure!
- Audience: Everyone

11 – 11:50 a.m. sessions

Be a Show-Off
Forum Room (seats 400)

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- Audience: Everyone

11 – 11:50 a.m. sessions continued

People First, Pages Second
Conference Room B (Seats 120)
- Presenters: Casey Gammon, *Walsworth Yearbook Sales Representative*
- Description: Want a yearbook staff that communicates better, works harder and actually enjoys being together? This interactive session is packed with team challenges, personality insights and real-world ideas for becoming the kind of leader people want to follow. Discover how to motivate different personalities, make every staff member feel like they belong, celebrate wins, handle honest feedback and build connections. Students and advisers will leave with practical, fun ways to turn a group of individuals into a true yearbook family.
- Audience: Everyone

A Look into the World of Sports Reporting
Room B2 (Seats 50)
- Presenter: Nate Feken, *Gaylord College Sports Director*
- Description: This session will take a look around the world of sports reporting. We will cover how to properly cover sports (in your yearbook and beyond), what a day in the life of a sports reporter looks like, why being a sports reporter is a great career and much more.
- Audience: Everyone

Scroll, Snap, Sell: Level Up Your Yearbook's Social Media
(Session also offered at 10 a.m.)
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- Presenter: Sam Sims, *President Sims Grp. & Adjunct Instructor, Gaylord College*
- Description: In this hands-on session, discover creative ways to use Instagram, TikTok, Reels and other social platforms to showcase student life, share behind-the-scenes moments, build engagement, gather story ideas and boost yearbook sales. You'll leave with practical content ideas, strategies for creating a consistent posting schedule, and tips for building an inclusive online presence that gets your entire school talking about the yearbook.
- Audience: Everyone

Tips to Immediately Improve Your Writing
Room B5 (Seats 50)
- Presenter: Kelly Matteson, *Publications Adviser, Bishop McGuinness Catholic High School*
- Description: Are you new to your staff, or do you need a few tips to brush up on your writing skills? Improving your writing can seem like a big task, but if you take it one small tip at a time, you'll see just how quickly those improvements can be made. Start writing award-worthy pieces!
- Audience: Everyone

Finding the Story: Feature Writing Beyond the Profile
B3 (Seats 50)
- Presenter: Jessica Pettengill, *Assistant Professor of Journalism, Gaylord College*
- Description: This session will focus on identifying story ideas to develop feature stories outside of a typical profile narrative. Students will learn about a variety of feature types, including travel, instructional, historical, and human-interest features, among others. Importantly, students will practice how to identify the core character and challenge of their stories to decide on what kind of feature they are writing.
- Audience: Everyone

11 – 11:50 a.m. sessions continued

Interviewing Skills for Student Media
Room B6 (Seats 50)

- Presenter: H.M. Murtuza, *Doctoral Student in Journalism, Gaylord College*
- Description: Great stories need great interviews from sources. Whether you are looking forward to conducting your first interview for a story or you need to freshen up your skills, join in on this sessions for tips on conducting solid interviews for all publication types.
- Audience: Everyone

Photography for Yearbooks
Room B4 (Seats 50)

- Presenter: Aspen Conn, *Former Yearbook Adviser and Varsity Yearbook Representative*
- Description: Photos are usually the first thing that students look at when they get their yearbook on distribution day. In this session, we will talk about how to take great photos, what makes a photo "book worthy" and how better photos and better coverage can help you sell more books. Most of us have heard of the rule of thirds, leading lines and negative space, but we will do a deep(ish) dive into how to really use your camera to its full potential, and how to take photos that will be compelling to your audience. We will look at photo examples taken by my former students, so you know I mean business, and talk about how you can use great photos to sell your books.
- Audience: Everyone

The AI Dilemma: Using AI Chatbots in For School Work
Room A1 (Seats 50)

- Presenter: Lorenzo Bryce-Perea, *Doctoral Student in Mass Communication, Gaylord College*
- Description: Have you ever wondered whether you'll use AI Chatbots, like ChatGPT, during your college studies? If you have, you are not alone; if you haven't, that question could arrive sooner than you think. OU PhD student Lorenzo Bryce-Perea will present on this dilemma, covering topics such as ethics, missourcing, AI hallucinations, and more.
- Audience: Everyone

Conflict Resolution for Student Media Staffs
Room A6 (Seats 50)

- Presenter: Jennifer Bean, *Publications Adviser, Yukon High School*
- Description: - 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.
- Audience: Teachers & students in leadership positions or soon to be in leadership positions

What is the Alternative?
Room A4 (Seats 50)

- Presenter: Jana DeLong, Retired *Publications Adviser, Westmoore High School*
- Description: Curious about alternative copy? It is an innovative way to ease story anxiety, draw in readers, improve the design and increase coverage. It could be a survey, Q&A, checklist,

mini-stories or a series of quotes. Alternative copy can fit where the story would have been, but offers a different way to cover the topic. Get inspired with examples, innovative designs and practical tips. The session is interactive and you'll receive valuable worksheets and resources. Leave feeling confident and ready to elevate your yearbook!

- Audience: Everyone

LUNCH BREAK: 12 - 1:20 p.m.

Lunch is up to you. See page two for suggestions.

1:30 – 2:20 p.m. sessions

Understanding Your Advertising Impact: Selling from a Position of Power

Room B1 (Seats 50)

- Presenter: Armand McCoy, *Instructor & Executive Director/Faculty Lindsey + Asp, Gaylord College*
- Description: Often, we get so focused on selling ads that we forget the value we bring to the advertiser. The audiences you have built, cultivated, and engaged have value that advertisers want to tap into and need. When revenue is down, it's time to step back, think differently, and target more effectively. You will learn strategies and tactics for targeting the right advertiser for your publication, how to sell an opportunity for connection...not ads, and how growth in revenue is possible even in today's environment.
- Audience: Everyone

Brainstorming Session: AI Policy for Scholastic Media

Room B6 (Seats 50)

- Presenter: Ralph Beliveau, *Professor of Creative Media Production, Gaylord College*
- Description: Join in on a discussion with a Gaylord College professor, who is leading the charge on AI policy. Be part of helping OSM develop an AI policy specifically for scholastic student media publications. We want your thoughts, experiences, concerns and complaints
- Audience: Advisers/student leaders

The Do's and Dont's of Student Photography

Conference Room B (Seats 120)

- Presenters: Ellie Pinter & Abby Thurgood, *Public Relations & Advertising Students, Gaylord College*
- Description: Stepping into the world of photography can be daunting — especially as a student. In this session, we'll discuss the Do's and Don'ts of student photography from the perspective of two current OU students. Come prepared for honest advice, real examples, and practical techniques you can put to use on your next assignment.
- Audience: Everyone

1:30 – 2:20 p.m. sessions continued

Travel Writing
B3 (Seats 50)

- Presenter: Nate Gunter, *Editor-in-Chief, Oklahoma Today; Adjunct Instructor, Gaylord College & the Oklahoma Today* editorial staff
- Description: Whether it's up the street or on the other side of the world, travel takes us out of ourselves and shows us the world from a new angle. Learn how to take readers along with you on the journey using sensory details, reporting, history, and more.
- Audience: Everyone

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- Audience: Everyone

Tips to Quickly Improve Your Yearbook Design
Room B2 (Seats 50)

- Presenter: Kerry Friesen, *English & Writing Teacher, Former Yearbook Adviser, Norman High School*
- Description: Harmony in design is about both the big picture and the small stuff. Big picture: *do your design choices match your theme?* Small stuff: *is there at least a pica of space between different pieces of text?* Come learn from a former yearbook adviser who helped his students take home a ton of design awards helpful tips for taking your design from good to great.
- Audience: Everyone

Sharpen Your AP Style
Room A1 (Seats 50)

- Presenter: Shane Raben, MPW, *Media Writing Adjunct Instructor, Gaylord College*
- Description: AP Style can be a lot. But there are common mistakes young writers make frequently, and if you can master these common mistakes, your AP skills will increase instantly.
- Audience: Everyone

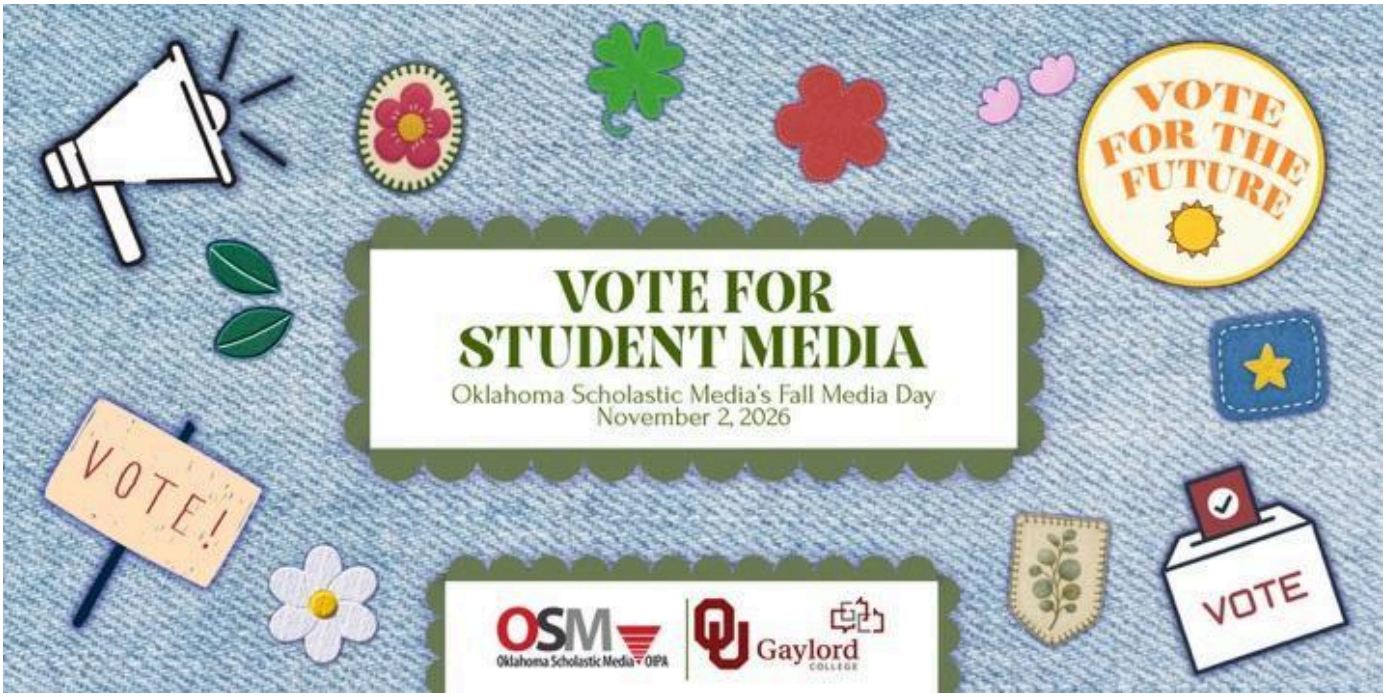
Awards Ceremony

2:30 – 3 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*



Contact us if you need anything!

Email: osm-oipa@ou.edu

Mail: 395 West Lindsey Street, Room 2545,
Norman, OK 73019

Not A Member Yet?
Learn More About Us:

Become an OSM member so your publication(s) -yearbooks, newspapers (print or online), magazines or broadcasts- can participate in monthly contests, individual state contests and critical service at our Media Monday events.

What are *Monthly Contests*?

A contest held every month during the academic year for students to receive feedback and awards on individual pieces of work in their publications. Monthly Contests are a great way to improve media skills throughout the year. Entries that receive high scores are also eligible to be entered in our individual state contests, which we refer to as the "previously published" contest and annouce each Spring Media Monday. Think of awards given for previously published entries as the "best of the best" of monthly contest.

What are *Individual State Contests*?

Individual state contests allow students to submit their individual work from publications into our statewide competitions. The schools that participate will be recognized at our Media Monday events; yearbook contest winners are presented in the fall and newspaper, digital media and magazine winners are presented in the spring. For Spring Media Monday, we'll be awarding individual awards for previously published entries, and another contest called "on deadline."

What is *Critical Service*?

Critical Service is an in-depth yearly review of your publication (yearbook, newspaper, magazine. digital publication, etc.) by a media professional. Receive constructive criticism for your publications, to improve year after year. Critical Service is free to paying members of OSM.

OSM
Oklahoma Scholastic Media
▶ scholastic ▶ collegiate ▶ professional