

MINUTES

Journalism Education Association Board Meeting

Nov. 12, 2009 • 8:30 a.m.

Washington, D.C.

Note: These minutes are not considered official until approved by the JEA Board of Directors at its next meeting.

CALL TO ORDER

President Jack Kennedy called the meeting to order at 8:37 a.m.

ROLL CALL

In attendance were:

Jack Kennedy, MJE, President and Executive/Finance Committee chair

Bob Bair, MJE, Vice President and New Adviser Outreach Committee chair

Linda Drake, CJE, Secretary and Awards Committee chair

Ann Visser, MJE, Past President and Convention Consultant

Bradley Wilson, CJE, C:JET editor and Technology Committee chair,
Photography Contest Coordinator

Linda Puntney, MJE, JEA Executive Director

Connie Fulkerson, JEA Administrative Assistant

Mark Newton, MJE, Certification Commission chair

Lori Oglesbee-Petter, CJE, Development/Curriculum Commission chair and
Publications Committee chair

Anita Marie Wertz, MJE, Junior High/Middle School Commission chair

Norma Kneese, MJE, Multicultural Commission chair

John Bowen, MJE, Scholastic Press Rights Commission chair

Steve Matson, MJE, Region 1/Northwest Regional Director and Partnership/
Endorsements Committee chair

Ellen Austin, CJE, Region 2/Southwest Regional Director

Gary Lindsay, MJE, Region 3/North Central Regional Director

Wayna Polk, CJE, Region 4/South Central Regional Director and Scholarship
Committee chair

Brenda Gorsuch, MJE, Region 5/Southeast Regional Director and Administrator
Outreach Committee chair

Tom Gayda, MJE, Region 6/Mid-Atlantic and Great Lakes Regional Director and
Scholastic Journalism Week
chair and Write-off Chair

Jane Blystone, CJE, Region 7/Northeast Regional Director and Membership
Retention Committee chair??

Linda Barrington, MJE, NCTE Liaison/Assembly Director and Mentoring Program
Committee co-chair

Julie Dodd, MJE, Scholastic Press Association Directors Liaison, Mentoring
Program Committee co-chair

Logan Aimone, MJE, NSPA Liaison (For relevant portion of the meeting)

Aaron Manfull, MJE, Digital Media Committee chair

Carrie Faust, MJE, Write-off chair (For the relevant portion of the meeting)

Patricia Turley, Write-off chair (For the relevant portion of the meeting)

Tom Gayda, MJE, Scholastic Journalism Week chair and director-elect for Region 6

Valerie Kibler, Local convention chair

Absent:

Gloria "Lori" Eastman, Nominations Committee chair

Reginald Ragland, CJE, Professional Media Advisory Council Liaison

Javonna May Bass, CJE, Ad Hoc Board Member

Albert R. Tims, Ph.D., NSPA Board President and Director, School of Journalism and Mass Communication,

University of Minnesota (For relevant portion of the meeting)

Candace Perkins Bowen, MJE, JEA Listserv Liaison (Teaching pre-convention workshop)

- Approval of Minutes from Phoenix...Drake

Visser moved and Kneese seconded that the minutes from the Phoenix board meeting be approved as presented. Motion carried unanimously.

Blystone moved and Bair seconded that the minutes from the Phoenix general membership meeting be approved as presented. Motion carried unanimously.

Puntney asked if there could be a change of agenda order to allow two representatives from Florida to speak so they could leave. Joe Humphrey, president of FSPA, announced FSPA had met and decided to invite NSPA/JEA to bring a convention to their state.

Val Kibler, DC local committee chair, welcomed the board to DC and updated the group on the convention.

- Profit/Loss Statement, Phoenix – Puntney

Puntney said Phoenix was a great convention but not good financially. About \$112,000 was projected for income and the actual amount was \$53,527.82.

She said membership numbers were down and JEA Bookstore sales are down as well, but interest on investments is up. Certification numbers and income are not where they should be at this time of the year, but expenses are also lower than expected.

The company that JEA has its investments with changed this summer to Stifel Nicolaus. Both the company and Puntney are optimistic about investments, with an increase of \$104,000. Newton asked about what control the company has on movement of JEA's assets, so Puntney explained the process.

- NSPA Report – Aimone

Aimone welcomed the group for largest convention to date. He reported that Al Timms is ill, but NSPA board members Linda Drake, Monica Hill, and Alan Weintraut will be in attendance at the convention. Logan said NSPA is in good financial situation. NSPA has recouped a great deal. He also said that NSPA has two new staff members, an accountant and an administrative assistant, who are both very good. Membership is up five percent. Minnesota Press Association has increased JEA membership by five percent (five members) and is in process of building its organization.

- Convention Updates – Puntney, Aimone

Puntney said that we are using 11 hotels in Washington, D.C., because it is the largest convention ever. Aimone shared stats from Monday afternoon, which will continue to change this week. He reported that 6,218 participants have registered as of Thursday, but there are still many openings in several of the pre-convention workshops. Aimone expressed great praise for the local committee. NSPA has sent check for \$100,000 to JEA, although he expressed concern about having difficulty in collecting from many schools.

Aimone said the statistics on the ethnicity of participants are not complete because not everyone answers, so they are not conclusive, and only registering on-line have the option of completing the survey.

Aimone said he and Puntney had visited Boston (Sheraton) about a future convention in 2013, with costs of \$199 flat, with in-room Internet and discounts on food, beverage, AV equipment, etc. included. They also reviewed a contract for \$239 with the Hilton, which is across the street since there are not enough rooms available in the Sheraton hotel. A \$10 charge for the Hines Convention Center would be added to hotels used but not at other hotels sponsored by NSPA/JEA.

Hotels refuse to budge on costs of Internet use in session rooms. The board discussed how to cut costs in this area. This is an area of frustration for both the board and speakers.

The Thursday evening keynote in Washington, D.C. will be simulcast in other areas because of the lack of room in the ballroom for an additional cost of approximately \$5,200.

The board approved the two Boston contracts for the 2013 convention unanimously. Drake will abstain from voting on any decisions involving both JEA and NSPA since she is on both boards.

Puntney presented the proposed budget for 2011 Anaheim convention. The registration cost of \$85 will remain the same. It will be the same rate at

the Marriott hotel as the last convention and there is no food and beverage minimum.

Lindsay made the motion to accept the proposal for the Anaheim convention. Visser seconded. The motion passed unanimously.

Aimone reported we have four different hotels in Portland. He has concerns about the numbers for that convention. He has budgeted for only 3,000 participants in NSPA budget for Portland because of this concern. Puntney thinks maybe there will be 3200-3500. There is no specific convention hotel, the convention center will be only site used for sessions and events. All hotels will have comp rooms so board members will be located in different hotels. Hotels to be used are: Double Tree (\$149), Crown Plaza (\$149), Red Lion (\$125), and the Hilton Downtown (\$179). Oglesbee-Petter said that many Texas schools would be attending Portland. Tim Harrower will be at the convention. (Lori wanted to make sure that we note that Jack Kennedy has been to Tim Harrower's house). Puntney reminded board members to get proposals into headquarters since everyone is supposed to be presenting at conventions.

Puntney has concerns about Washington convention. Should we consider closing registration when numbers get too high? Attrition room blocks can be huge issues. Should there be a cost for those who do not stay in the convention hotel?

Austin shared concerns about people who have made early plans for the convention and are afraid they will not be able to get into sessions. Oglesbee-Petter talked about conventions where tickets are given for sessions, or special fees are paid to attend certain sessions. Perhaps more pre-convention sessions should be made available, or maybe have an option of attending only two days of convention.

The board discussed how to get people to conventions but still have room for students to get into sessions. Maybe we need to look at booking larger hotels to accommodate larger numbers. There was also concern about the number of rooms that were released late in the time frame. Instead of a penalty for not rooming in convention hotel, maybe JEA should give rebate to those who do stay in hotel. Also would it be better to have only one convention for 10,000. Puntney suggested that she and Aimone gather some data and then bring a proposal to the Portland convention. Wilson said he could do a monkey survey to get information to help with this.

Kennedy brought up the Orlando option for a convention. Lindsay moved and Wilson seconded a motion to discuss the option. The Convention Committee would be made up of Puntney, Aimone and Visser. Puntney explained how this option came about and the history of why Florida had not been an option

before. Gayda said Indianapolis would also like to be in the running as a convention site.

Board voted unanimously to refer the invitation from Florida to the Convention Committee for further exploration.

- Write-offs – Turley

Turley gave an update on Write-offs. She reported that the revised format of all critique sheets now in sync with contest booklet, and that they had also worked on Write-offs rule book, using feedback from judges' comments in Phoenix. She said they had used Flickr to provide photos for design contests but found out many schools have Flickr blocked. This is something that will be fixed for next convention. Gorsuch said that she would like to see consistency in directions. Oglesbee-Petter said there doesn't seem to be enough categories for yearbook. She had several suggestions for topic ideas. Oglesbee-Petter congratulated the committee on moving the contests forward, but she does think the entry fee is too low. Turley said they have reformatted the copy editing contests, and is looking forward to feedback. Faust has moved all paper documents to electronic form. Wertz expressed concern that there are not many opportunities for middle school students, and suggested that maybe we need to look at options on how they could compete in all categories but be judged based on MS status. Turley suggested that she would like to work with Wertz on this.

Wilson expressed his concern about the move on line. He believes that it was the right thing to do. Critiques went well. He reported that there were 276 entered in the photography contest and that they did electronic critiques. He said that the customer service with the new company hired to work with this project has been excellent. Students have been very positive with this change, not necessarily advisers. He said this resulted in a big change in expenses, which helps JEA, and that more students will be in groups listening to critiques.

He said they experienced a big problem with the servers. Everyone waited until the last minute, which caused problem for servers, and he suggested that maybe we should consider staggered deadlines. He said there is a bug in CS3 with metafiles, but that this has been solved for Portland. Lack of knowledge on part of some advisers and students like not knowing RGB or submitting TIFF rather than JPG were problems as well. He said that error messages would be fixed to help contestants understand what needs to be done so that just following directions will help get photos downloaded easily.

Newton wanted to know if YouTube videos could be created to explain process. The board also discussed the problems meeting the deadline. Wilson said he had emailed all students who had not submitted any entries to

remind them about what needed to be done in mid-October. Tally also sent emails and Puntney sent emails and made phone calls as well. Wilson said that IT people need to understand how important it is to have Flickr, Twitter and Facebook for these national contests.

Judges were also late in doing critiques, but that most were done in last four days. Wilson is looking into doing some additional online critiques. He had about 40 people doing critiques, averaging about 7-8 photos. Several Pulitzer-prize winning photographers agreed to help critique. He said the critiques were open ended, but that judges had been given criteria. Final judging would be done Friday.

Fulkerson said that the on-line entries had created frustrations for the headquarters staff, and that many hours had been involved trying to help solve the problems

- JEA Headquarters – Puntney/Fulkerson

Puntney reported that bags would not be delivered to board meeting and could be picked up at the registration desk.

Puntney reported membership is up 107 percent in non-voting members, but down some in voting members. Northwest dropped but both the Mid-Atlantic and Northeast are up, probably because of convention. The Southeast region is down as well.

They have already started advertising the 2010 JEA Adviser Institute, which will offer a multimedia boot camp for the third sequence instead of Desktop Publishing.

Puntney said Kansas State University, like other schools, has been suffering from financial issues, which put the search for a new director on hold until it could be determined the university could fund the search. Puntney will present a job description and give recommendations of those who will represent JEA on search committee. She said advertising for the position would begin in January and plans call for bringing someone on board by July 1, 2010. Puntney would probably then help transition during the summer. The current contract with KSU is good through June 30, 2011.

Kennedy suggested that we will need to meet this summer to work with new director and board members, and that the board begin looking at dates for a transition meeting.

Kennedy said that Candace Bowen and H.L. Hall have volunteered to be on the search committee. It would probably involve a lot of e-mails and conference calls, as well as about a week at K-State for interviews. They would like to narrow down to three candidates.

Puntney suggested items for consideration for the Portland convention. She said that some committees may need to be elevated to commission status and some commissions might be ready to be moved to committees? Do we also need to consider having term limits for board positions? She would like to look at a breakdown of the budget for the amount of money that goes for lodging and food. The new design for the website is going to be awesome, but asked if we should have another position at headquarters to take over the website considering all of the other duties Wilson has. Kennedy suggested any questions and concerns should be e-mailed to him. All committee chairs are appointed for two-year terms. These could be best discussed at a summer meeting.

JEATalk would be a great place for discussion. Dodd suggested that one of the officers consider being the moderator for an online discussion. Kennedy will work on this. The board discussed what is the best way to deal with all of these issues. Decisions need to be made but they can't really be made during board meetings at conventions. Kennedy will start a new Google group to help with discussion on these topics.

Newton suggested a pre-board meeting on Wednesday afternoon/evening to plan and be ready for meeting on Thursday.

Adjourned at 11:45 for lunch. Back at 12:15.

Kennedy doesn't see that a pre-board meeting would work, but will try to streamline the Portland meeting. We need to make better use of JEATalk. Officers will take charge of topics for that. Suggestions are that Bair will take commission/committee status; Visser will take term limits and Drake will take website master housed at headquarters.

- State Directors – Bair

Bair discussed the training for state directors. He looks to regional directors for help. Only nine state directors did not file reports. He will send out some suggestions on how to file reports better. Lindsay asked how many details need to be provided for awards in his reports. Bair said he didn't think there could be too many, and that it is not necessarily area contest awards, but definitely include state and national awards. Matson suggested a basic template for directors to use to give consistency. John Bowen asked if press rights concerns could be included in the template. Austin asked about how state directors are selected and how regional directors are nominated.

Kennedy explained that mentoring new board members usually takes place during a summer workshop, which didn't happen because of the budget crunch. Bair gave a rundown on what is expected of state directors. He will provide

each regional director with a form to be signed if they attend the Meet, Eat and Greet and the general meeting, which they then will bring to state directors meeting.

- Digital Media – Manfull

Manfull provided an update on where JEA resources are going with new media. He talked about the group's presence on JEADigitalMedia.org, Twitter and Facebook. Manfull said that he would like to have a link on JEA website for his committee, which is now called Digital Media.

Wilson discussed the background of the Web site. He said commissions have had top priority for the Web site. Some members suggested more flexibility in website control and that all commissions should have access to upload their materials and then will be approved by someone. The only jea.org website is housed at with Wilson – all other URLs should be consolidated under that Web site.

Kennedy wants to add each of these Web sites to the jea.org website. Committee members said the bulk of the material from the pressrights.org, jeadigitalmedia.org, and the curriculum website cannot be accessed directly from the home page. JEA members should all have access to all JEA materials from the home Web site.

Wilson said he just needs to know what the priorities are for putting things on the Web site. Newton asked what the plan is for the new Web site. Will there be input from the commission chairs on how the new website will be designed and set up?

Puntney thinks we need a style sheet for consistency and that we need to pay someone to put things on the Web site. Then we need to have a plan on how this website will be run.

Dodd suggested we have a committee to discuss what needs to be done with this website and decide what procedures need to be in place.

Dodd made a motion that the president name a committee that would develop direction and policies for a new website by the Portland convention. Matson seconded the motion, which was approved unanimously.

Puntney, Wilson, Oglesbee-Petter, Matson, Gayda, Bowen, Manfull will serve on the committee, and Wilson will chair the committee. It will take at least 1-2 years to set up new Web site.

Puntney said commission chairs have been elected to do specific jobs and that they should be allowed to put up any materials that they have created for JEA to use.

Oglesbee-Petter said that she would buy jeacurriculum.org to post all of her materials instead of using her own site. She will remove hers when the link on home website is running. She also expressed interest in having the opportunity to blog on the website like Poynter's Web site, just as a point of interest.

- JOY... Polk

Polk said they had 30 entries for Journalist of the Year competition at Phoenix. The committee of 20 judged, and they saw more broadcast and convergent media than ever. She asked if it was possible to move applications to online.

Austin said she had a request from the California group that many students have not submitted portfolios because they do not intend to major in journalism. She would like to see if a clause could be added that said, "or plans to be a member of a student publication". Board members said that this change had been approved in Phoenix so it will not be a concern now.

"At Phoenix, the board decided that the Journalist of the Year awards would honor the journalists for their high school work and not their future journalist careers. It will be an award recognizing the culmination of a body of work. The board approved removing the requirements that students must be pursuing a career in journalism or mass communications field," Polk said.

- Certification – Newton

Newton said there is a new CJE exam, which requires passing law and ethics questions. He would like to look at how his group overlaps and align with the Mentor and Curriculum committees.

- Mentor Program – Dodd/Barrington

Dodd and Barrington said they are starting their third year of the mentor program. Yellow Chair and NAAF have provided financial support in addition to that provided by JEA. They have 13 states, 30 mentors and 119 mentees now participating in the program. They have started a blog for the mentoring program and will have podcasts to add soon.

Dodd asked if they needed to get board approval for any policies or procedures for grants or fundraisers. No one knows of any previous similar situations. Horace Mann and AARP are two groups that have been considered as options for more resources. Blystone suggested checking with Katis Mangolas (sp?). Dodd would like the money to go for resources for stipends for mentors. Dodd said that they would keep Matson, Puntney and Kennedy informed on any progress made in obtaining more funds. Kennedy gave them permission to proceed with looking for these resources.

Barrington said the mentors are working on podcasting, censorship and generational gaps (different mindsets between mentors and mentees), mentor language, etc. A special strand has been set up for new advisers for this convention. New Mexico is interested in joining and Pennsylvania will be starting soon as well.

- Multicultural – Kneese

Kneese gave a report on the Outreach Academy, which has 28 participants. She said there were no applicants for the Diversity Award this year. There is a need to generate more interest. Maybe NSPA could supply e-mail addresses for diversity people from information they gather in online registration.

She also talked about a Southwest region initiative, which involved an adviser digital-training workshop being considered for 2011. Kneese said this was just informational for JEA board; no action required at this point. It would be an adviser-only workshop scheduled for Hawaii.

- Student Press Rights – John Bowen

Bowen brought three proposals to the board for approval.

1. Change JEA Adviser Code of Ethics. Instead of: Media advisers will ensure students have a free, robust and active forum for expression without prior review or restraint. The Scholastic Press Rights Commission moves this statement take its place: Media advisers will support and defend a free, robust and active forum for student expression without prior review or restraint.

2. The Scholastic Press Rights commission moves: A resolution supporting state legislation that protects students and school officials.

Because of explosive growth of censorship of student media across the nation, the Journalism Education Association supports state legislation that enhances student learning, encourages sound journalism and demonstrates civic engagement.

JEA, the nation's largest association supporting journalism teachers and media advisers, endorses state legislation that protects student press freedoms and the ability of student editors to make their own decisions of content.

JEA also endorses legislation that protects journalism or media teachers, advisers and their administrators from punishment because of content decisions students make.

JEA's mission has long supported media advisers and their students and the need for a quality learning environment where students learn to make – and take responsibility for – their decisions supported by quality instructors, advisers and by administrators who understand journalism's role as a centerpiece of democratic thinking.

In support of these statements, JEA has developed and Adviser Code of Ethics, a certification process for advisers, positions against prior review, model policies supporting free and responsible student media and curriculum materials built around quality learning experiences, all consistent with the philosophy that students learn best when they are responsible for their actions.

JEA believes in encouraging students to practice what they have learned and that state legislatures should provide them, their advisers and their communities, with the opportunity to do so by passing legislation ensuring that learning process.

3. JEA's commission chairs move that JEA adopt an Adviser Assistance Program (AAP) that will consist of the following:

Set of principles for JEA involvement

Set of guidelines

Set of approaches/information from each commission

An application form from an adviser/ teacher (contact needs to come from the adviser/teacher involved; filling it out can come from JEA person involved)

A budget enabling the AAP to complete its and JEA's mission in assisting advisers in need.

The budget should include funds for publicity, distribution and teaching materials enhancing JEA's mission.

The budget should include funds for communications, travel and involvement of JEA personnel involved.

The budget should be in the range of \$10,000-\$15,000 with the probability of some portion of that being ongoing, for:

- Travel/communication/seed money for project
(\$5,000)
- Web development and expansion as needed
(\$5,000)
- Publicity and educational materials for print
(\$5,000)

Newton said that is why they have stressed the law and ethics and press rights on the CJE tests to show that our advisers are knowledgeable/credible in this area.

Kennedy and Puntney did express concerns about the request for a \$15,000 budget. Gorsuch suggested providing \$2,000. It was suggested that maybe we could draw from regional director budgets to help with these issues. Puntney expressed concerns that whomever is sent to talk with schools needing help must be well trained in media law. Bowen said that is why he needs money for publicity and educational materials. Oglesbee-Petter said she would like to make sure that this covers a variety of other areas besides press rights, including other areas that advisers, or maybe even principals, need.

Jack suggested a \$4,000 limit for this project, given the present budget situation, for the remainder of this fiscal budget year. Amend from \$15,000 to \$4,000 max. Motion to approve requests for Student Press Rights Commission approved unanimously.

PLC – Newton

Newton gave an update on the NJPLC project on news writing. He said the committee is now ready to begin first model. He would like to do one day of training before the convention on starting a PLC. He thought they could train 20-40 people. He explained he would need: a room with Internet access, two trainers for one day and lunch provided. He said the participants would pay \$25 for the training.

Newton also asked if this should be a committee or a commission. He added that the group had created a comprehensive manual, and that it could be possible to do a PLC just by using the manual.

Wilson said it sounded like another pre-convention workshop, and thought we should try it to see if it works. The group still has about \$4,400 left that could help fund it.

Lindsay said he thinks a smaller group works better. Some problems for PLCs that could be a factor include: different time zones, different software to work with, teachers who don't always have opportunities to think collaboratively. Blystone said that some schools use Title II money to do PLCs in their districts.

Additional comments:

Gayda asked if SPJ and JEA might work together on membership.

Newton said that what we are doing is wonderful - members are committed to journalism and things they love. He said it is a joy to watch this group work together.

Oglesbee-Petter asked if those who were staying at the Omni should pay their own bills and then be reimbursed or if Puntney would be coming over to take care of it. Puntney said they could pay and then submit.

Wilson wanted to know if projects for MJE certification could be publishable in C:JET. He suggested that maybe before deciding on a particular project, the member should talk to people about if projects would be something to be used.

The next regular meeting of the JEA Board of Directors will be at 8:30 a.m., April 15, 2010, at the Oregon Convention Center in Portland.

Motion to adjourn by Matson at 3:35.

Respectfully submitted,
Linda A. Drake, CJE
JEA Secretary

MINUTES

Journalism Education Association Board Meeting
Nov. 13, 2009 • 8:30 a.m.
Washington, D.C.

CALL TO ORDER

President Jack Kennedy called meeting to order at 8:10 a.m.

ROLL CALL

Roll call by Past President Ann Visser:

Jack Kennedy, MJE, President and Executive/Finance Committee chair
Bob Bair, MJE, Vice President and New Adviser Outreach Committee chair
Linda Drake, CJE, Secretary and Awards Committee chair
Ann Visser, MJE, Past President and Convention Consultant
Linda Puntney, MJE, JEA Executive Director/Treasurer
Connie Fulkerson, JEA Administrative Assistant
Mark Newton, MJE, Certification Commission chair
Lori Oglesbee-Petter, CJE, Development/Curriculum Commission chair and Publications Committee chair
Anita Marie Wertz, MJE, Junior High/Middle School Commission chair
Norma Kneese, MJE, Multicultural Commission chair
John Bowen, MJE, Scholastic Press Rights Commission chair
Steve Matson, MJE, Region 1/Northwest Regional Director and Partnership/Endorsements Committee chair
Ellen Austin, CJE, Region 2/Southwest Regional Director
Gary Lindsay, MJE, Region 3/North Central Regional Director
Wayna Polk, CJE, Region 4/South Central Regional Director and Scholarship Committee chair
Brenda Gorsuch, MJE, Region 5/Southeast Regional Director and Administrator Outreach Committee chair
Tom Gayda, MJE, Region 6/Mid-Atlantic and Great Lakes Regional Director, Scholastic Journalism Week chair and Write-off Chair

Jane Blystone, CJE, Region 7/Northeast Regional Director and Membership Retention Committee chair
Linda Barrington, MJE, NCTE Liaison/Assembly Director and Mentoring Program Committee co-chair
Julie Dodd, MJE, Scholastic Press Association Directors Liaison, Mentoring Program Committee co-chair
Candace Perkins Bowen, MJE, JEA Listserv Liaison
Aaron Manfull, MJE, Digital Media Committee chair
Carrie Faust, MJE, Write-off chair – fall
Tom Gayda, MJE, Scholastic Journalism Week chair and director for Region 6
Valerie Kibler, MJE, Local convention chair

Absent:

Gloria “Lori” Eastman, Nominations Committee chair
Bradley Wilson, CJE, C:JET editor and Technology Committee chair, Photography Contest Coordinator

- Summary of Board Action – Drake

Drake provided members with highlights from Thursday’s JEA board meeting:

Approved signing contracts with two hotels in Boston for the 2013 convention.

Passed a motion to refer an invitation from the Florida Scholastic Press Association to host a NSPA/JEA convention to the convention committee.

Passed a motion to establish a committee to develop direction and policies for a new website by the Portland convention.

Clarification was made concerning the JOY award competition. At the Phoenix convention, the board decided Journalist of the Year awards would honor the journalists for their high school work and not their future journalistic careers. It will be an award recognizing the culmination of a body of work. The board approved removing the requirements “students must be pursuing a career in journalism or mass communications field”.

The Press Rights Commission brought three motions to the board for consideration:

1. The board passed a motion to make a change in the JEA Adviser Code of Ethics: Instead of: “Media advisers will ensure students have a free, robust and active forum for expression without prior review or restraint.” Change to: “Media advisers will support and defend a free, robust and active forum for student expression without prior review or restraint.”

2. The board also passed a resolution that supports state legislation that

protects students and school officials. "Because of the explosive growth of censorship of student media across the nation, the Journalism Education Association supports state legislation that enhances student learning, encourages sound journalism and demonstrates civic engagement."

3. The board adopted an Adviser Assistance Program consisting of:

- Set of principles for JEA involvement
- Set of guidelines
- Set of approaches/information from each commission
- An application form from an adviser/teacher
- A budget enabling the AAP to compete its and JEA's mission in assisting advisers in need.

• Executive Director Report – Puntney

Puntney provided members with an update on the Washington, D.C. convention. It is the largest convention to date with more than 6,300 attending, although the pre-convention workshops were not filled. Approximately 382 sessions were offered during this convention.

The Phoenix convention was not as well attended as previous conventions, with 2800 in attendance. She reported an income of \$147,576.50, with \$94,048.68 in expenses for a profit of \$53,527.82.

Puntney reported that we are at about 23 percent of our projected income and a little over 20 percent of projected expenses, with an income of \$296,425 of the \$932,995 budgeted for the year and expenses of \$206,162.82 for a net income on Nov. 3 of \$90,261.

Investments held by Stifel Nicolaus are up 16.93% for a total portfolio of \$723,712. Puntney reported that the registration fee of \$85 would remain the same for the Anaheim convention in 2011.

Puntney provided an update on membership, with non-voting members up 107 percent and voting members down some. The Northeast and Mid-Atlantic regions are up in membership, probably due somewhat to the convention being held in Washington, D.C. The organization has a total of 2,332 members.

Mentor program – Barrington, Dodd

The program, in its third year, has 30 mentors with 119 mentees representing 13 states. They have received a six-year commitment from Yellow Chair and NAAF to help with the program. They are looking for more states to be involved. There is a \$2,500 stipend for each mentor, and states can apply for stipend scholarships. The committee is still looking for more sponsors/partnerships. One mentee gave testimonial about the value of this program.

- Washington, D. C. Convention

Blystone moved and Bair seconded JEA go on record to commend the Washington, D.C., local committee for its great job in organizing for the fall 2009 convention. Motion carried by acclamation.

- Portland Convention

Matson invited everyone to Portland convention in April.

- Scholastic Press Rights Commission – J. Bowen

Bowen gave insight into AAP program and provided details of what the program offers to advisers who need help. The program is still being developed. All commissions work together for advisers who need help in areas of press rights and curriculum. He said he is working with NEOLA – PLC of principals – to help provide them with information, and that they are working on materials now for this program.

- Certification Commission – Newton

A new CJE exam will begin at this convention, and he hopes the new MJE exam is ready in time for the Portland convention.

- Professional Learning Communities – Newton

The PLC model, as well as the manual, are ready and will be a pre-convention workshop on Thursday in Portland.

- Future Conventions

Kathy Habiger, co-chair for the Kansas City convention, invited everyone to Kansas City for the 2010 fall convention.

- Curriculum Commission – OglesbeePetter

Oglesbee reported that Wilson had found URL for Curriculum Commission materials and will soon have the link on the JEA Web site. In the meantime, contact Oglesbee-Petter if you need materials. She will put a notice on JEAHELP when URL is ready

- Multicultural Commission – Kneese

Kneese reported 28 members attended the Outreach Academy. She wants states to look for more advisers who need help, and to contact her with names. She announced there would not be a Diversity Award given this year since there were no applicants.

- New Media Committee – Manfull

Manfull reported the jeadigitalmedia.org website is up and running, and he is trying to provide a weekly update each Monday to urge members to get to the Web site. Manfull is also trying to get all schools who are online listed on the Web site. He has also established a Twitter and Facebook presence for the site. Manfull urged new people to attend the committee

meeting on Saturday.

- State Directors – Bair

Bair reminded state directors of the meeting at 9 a.m., and they need to get a voucher from their regional director before attending the meeting.

Carla Harris from Oregon expressed concern about who will serve on the JEA search committee for the new executive director. She said she was speaking for others as well when she said there is a need to have younger members on that committee.

Tracy Anne Sena from California expressed concern about the number of hotel rooms released at the last minute by several members. She suggested that they should not commit to rooms if they don't have commitments from their students.

Kansas JEA Director Susan Massy asked why doesn't NSPA allow SPLC donation to be listed as an option on the registration form? She is concerned that SPLC will lose money because many schools cannot make donations without some type of bill to provide documentation of the donation to the school's accounting personnel. Drake, who is also on the NSPA board of directors, said that NSPA had been advised by its legal counsel that the organization should not include that on the form any longer. Kennedy said that SPLC would provide documentation of donations for accounting purposes.

The next regular meeting of the JEA General Membership will be at 8 a.m., April 16, 2010, at the Oregon Convention Center in Portland.

Motion to adjourn meeting at 8:45.

Respectfully submitted,

Linda A. Drake, CJE

JEA Secretary