

Minutes of the Journalism Education Association Board Meeting

Thursday, November 10, 2005

Hyatt Regency Chicago, Chicago, Ill.

- President Ann Visser called the meeting to order at 8:35 a.m.

- In attendance were:

Ann Visser, MJE, President and Executive/Finance Committee chair

Jack Kennedy, MJE, Vice President

Susan Tantillo, MJE, Secretary and Awards Committee chair, Chicago convention local chair

H.L. Hall, MJE, Past President/Convention Consultant, Nashville convention local chair

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

Linda Puntney, MJE, JEA Executive Director

Connie Fulkerson, JEA Administrative Assistant

Mark Newton, MJE, Certification Commission chair

Lori Oglesbee, CJE, Development/Curriculum Commission chair

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

Norma Kneese, MJE, Multicultural Commission chair and Multicultural Outreach Committee chair

John Bowen, MJE, Scholastic Press Rights Commission chair

Steve Matson, MJE, Region 1/Northwest Regional Director

Albert Martinez, Region 2/Southwest Regional Director and Endorsement Committee chair

Bob Bair, MJE, Region 3/North Central Regional Director and Publications Committee chair, New Adviser Outreach Committee chair

Wayna Polk, 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, CJE, Region 6/Mid-Atlantic and Great Lakes Regional Director and Scholastic Journalism Week Committee chair

Ron Bonadonna, Region 7/Northeast Regional Director and Membership Retention Committee chair

Joe Nations, Ad Hoc Board Member

Teddi Johnson, CJE, Ad Hoc Board Member

Nancy Kunsman, Outreach Participant from Tahlequah High School, Tahlequah, Okla. (excused to Outreach Academy after introduction)

Linda Barrington, MJE, NCTE Liaison/Assembly Director

Julie Dodd, MJE, Scholastic Press Association Directors Liaison and Nominations Committee chair

Candace Perkins Bowen, MJE, JEA Listserv Liaison

Tom Rolnicki, NSPA Executive Director

Absent:

Kevin Kneisley, CJE, Broadcast Liaison (Teaching Video Bootcamp preconvention workshop 8:30 a.m.-5 p.m.)

A. Mario Rios Jr., Outreach Participant from Southwest High School, San Antonio, Texas

• Lightning Round (Updates, Quick Reports)

- Review of Meeting Format...Dodd

Dodd reminded the board of the purpose for the current meeting format: to achieve time for small-group discussion and reports at the end of the meeting. The Lightning Round is to consist of quick reports. The Discussion Issues segment is the place for discussion.

- Approval of Minutes ... Tantillo

Hall moved and Kennedy seconded that the minutes from the Seattle Board and General Membership meetings be approved. **Motion carried.**

- Profit/Loss Statement, Seattle...Puntney

Puntney reported JEA income of \$216,522.88 (including Write-offs and the hotel rebate of \$10,875 to help pay for use of the convention center) from the Seattle convention and JEA expenses of \$68,529.75 for a JEA net profit of \$147,993.13. The convention drew 4,320 delegates including those who were comped for qualifying participation; 3,920 delegates paid. Puntney said some income is still outstanding.

Matson moved and Gayda seconded that JEA not enter into convention contracts with hotels or convention centers that are involved in major union strikes. J. Bowen moved and Gorsuch seconded to table the motion until the San Francisco board meeting. Motion tabled.

Puntney presented a proposed budget for the San Francisco convention, April 20-23, 2006. It projects a profit of \$140,350 for JEA with registration fees as approved by the board in Seattle:

- Earlybird Member - \$80
- Earlybird Non-member - \$90
- Regular Member - \$95
- Regular Non-Member - \$110

Oglesbee moved and Polk seconded to approve the San Francisco convention budget as presented. Motion carried.

- Advisers Institute...Puntney

Puntney presented a brochure draft for a JEA Austria Retreat, June 2-12, 2006. Reservation deadline is May 1, 2006, with a \$300 non-refundable deposit per person. The package price, including airfare from Dulles International Airport, lodging, ground transportation, 15 meals, some entertainment and all workshop-related expenses, is \$2,200 per person. The package price without airfare is \$1,000. Graduate credit is available through Kansas State University for an additional cost of about \$280 per credit hour.

Oglesbee moved and Polk seconded to proceed with informing people about the Adviser Institute in Austria. Motion carried.

- Quarterly Financial Statements...Puntney

The 2005-06 (July 1-June 30) overall JEA budget is based on projected income of \$1,046,590 and projected expense of \$1,130,465 with the difference to be made up from reserve funds. Puntney noted as of Sept. 30, 2005, (three months into the fiscal year) income was \$224,849.89 (21.5 percent of budget) and expense was \$185,277.79 (16.4 percent of budget) for a net income of \$39,572.10.

Puntney reported JEA's portfolio net worth as \$533,627 as of Sept. 30, 2005. This was a gain of 4.1 percent or \$21,162 since April 1, 2005.

Kennedy moved and Bair seconded to approve the financial statements as presented. Motion carried.

- Convention Updates...Rolnicki/Puntney

Rolnicki distributed his report “Convention Registration History Since 1990 and Booked Future Sites.” He reported 6044 preregistered delegates to this convention, including exhibitors and comped delegates – the largest in history.

- Items of concern/attention/update

Oglesbee moved and Polk seconded that JEA recognize and not punish those states with membership rolls more than 100 and allow them to advance two SJOY submissions to national competition. Motion failed 5-10.

J. Bowen discussed the value of Survey Monkey, an instrument allowing easy creation, access and analysis of survey information. It helps to make and tabulate surveys. Currently, Vince DeMiero of the Scholastic Press Rights Commission is maintaining a subscription at \$19.95 per month.

J. Bowen moved and Newton seconded that JEA obtain a yearly subscription to Survey Monkey to be maintained at JEA Headquarters. Motion carried.

C. Bowen reported 783 members on JEAHELP.

• Discussion Items (Sitcoms, Dramas)

- Cornerstone Award...Hall

Hall reported that in cooperation with the Newspaper Association of America Foundation \$2,500 awards will be presented in San Francisco to each of up to two schools best showing support for the First Amendment. March 1, 2006, is the deadline for applications to be received at Headquarters.

- Aspiring Young Journalist Award...Wertz

On behalf of the Junior High/Middle School Commission, Wertz moved to add the Aspiring Young Journalist Award [an award for middle school/junior high students] to the current JEA awards. Matson moved and Kennedy seconded to add a friendly amendment that the proposal be revisable by the Awards Committee for logistical reasons to assure the award is consistent with Awards Committee guidelines. Motion carried.

- Convention Name Change...Wertz

Wertz moved and Martinez seconded to substitute the word “Scholastic” for “High School” in the official name of the JEA/NSPA convention. J. Bowen moved and Bair seconded to table the motion to a committee for further study.

The committee: Wertz (chair), Bonadonna, Rolnicki, Martinez, Puntney.

- Copyright Resolution...J. Bowen

Copyright violations and plagiarism in scholastic journalism contests are becoming a larger problem. C. Bowen said AEJMC will discuss the issue in January with the goal of making recommendations to state and national associations.

Gayda moved and Hall seconded that the JEA president set up a committee to explore copyright and plagiarism issues dealing with scholastic competitions. Motion carried.

The committee: C. Bowen (chair), Dodd, Wilson, Gayda, J. Bowen.

- Publishing Company Intervention...J. Bowen

On behalf of the Student Press Rights Commission, J. Bowen moved to adopt the document entitled “Recommended Roles and Responsibilities – For those involved with publishing companies of student media.” Hall moved and Kennedy seconded to table action on the motion until San Francisco. Motion carried.

- Editorial Policy/JEA...J. Bowen

J. Bowen presented a draft of a framework of principles to help overcome school district rejection of the original SPLC Model Guidelines because they come from what school administrators perceive to be an advocacy group. The proposal is for JEA and AEJMC’s Scholastic Journalism Division to work together to prepare a set of model guidelines coming from journalism educators.

On behalf of the Student Press Rights Commission, J. Bowen moved to adopt for recommendation to AEJMC’s Scholastic Journalism Division the draft as presented of the proposed model editorial policy. Motion carried.

- Convention Housing Concerns...Gayda

Discussion included the following concerns and suggestions:

- Ask NSPA to explore enabling advisers to book hotel rooms through a direct link to the hotel.
- Allow advisers to create their own one-page form for reserving multiple rooms.
- Continue to tell hotel personnel to put advisers and students together, but realize it doesn’t always happen. At the Hyatt Regency Chicago some advisers are not even in the same tower as their students.
- Consider the possibility of limiting convention size.

- Request for nomination for Mark Goodman for NEA award...Hall

Rob Melton, currently on the NEA Resolution committee from Oregon, wants to nominate Mark Goodman for an NEA award. The deadline is Dec. 1. Contact Melton for more information at robmelt@aol.com.

Melton has requested permission to use existing JEA policies as NEA resolutions.

Hall moved and J. Bowen seconded that JEA allow Rob Melton to use existing JEA policies as resolutions to present to the NEA Resolutions Committee. Motion passed.

- New Adviser Outreach/Membership Retention...Oglesbee

Oglesbee reported the photography and beginning journalism curriculum guides are complete. Yearbook, newspaper and broadcast curriculum guides still need to be written. She said the Development/Curriculum Commission will decide who will meet in the summer of 2006 to complete these guides.

Oglesbee reported Herff Jones is providing JEA memberships for new advisers.

- Scholastic Journalism Week...Gayda

Gayda reminded board members this is the last full week in February. He has plans for a reminder campaign for all JEA members.

- Election Cycle...Newton

Newton expressed concern about the current election cycle and its failure to help new board members understand and smoothly assimilate into their role. Currently, members are elected in January and are expected to participate fully in their first board meeting at the spring convention without any formal preparation. Newton suggested the election follow the spring convention with officers taking over July 1. Then a summer retreat including both new and old board members could provide a better orientation. This timeline will also align with JEA's fiscal year of July 1 – June 30.

Visser appointed a committee to formulate a motion for action in San Francisco. **Committee: Hall (chair), Newton, Gorsuch, Puntney, Kennedy, Bair, J. Bowen.**

- SJOY Judging...Polk

Polk discussed her concerns about who should judge the SJOY portfolios and asked the board for support. The board members reinforced the idea that Polk as SJOY chairperson has the final say on SJOY committee members.

- Other Matters

Polk discussed how some scholastic journalism programs are helping hurricane-victim programs by printing their newspapers or helping them with video yearbooks.

--Working lunch leading to committee meetings.--

- **Biggest Issues (Mini-Series)**

Visser announced the following committees to meet for 30 minutes and return with reports.

Publications: Wilson, Visser, Gorsuch, Polk, Bonadonna, J. Bowen, Fulkerson

Multicultural Outreach: Kneese, Nations, Johnson, Dodd, Bair, Wertz

NCLB/Highly Qualified: Newton, Tantillo, Oglesbee, Gayda, Barrington, Martinez

Headquarters Renewal/Executive Director Search: Hall, Kennedy, Matson, C. Bowen, Puntney

- Publications Report/Ideas...Polk

J. Bowen moved and Hall seconded that JEA establish a policy to post all motions, if possible, to the JEA Web site one (1) month prior to each convention, beginning with the San Francisco convention, for all members to comment on. The posting should include sponsors, rationale and specifics. The suggested motions should first be sent to the president as a notification courtesy. Motion carried.

This motion grew out of a concern to better inform members and provide them an opportunity to react to motions the board will discuss.

The committee also discussed

- The need for members to be informed in all ways possible: Web site, print, JEAHELP, JEATALK.
- The need for board members to contribute to C:JET Extra and C:JET. One proposal is for each board member to contribute one article per term to Wilson for publication.
- What is the purpose/focus of JEA publications?
- What about an online newsletter using jea.org?
- One plan is to put all tests and quizzes online. Wilson may need to go to Manhattan to work on this.
- Fulkerson suggested sending a master calendar of all mailings to members so they know when to expect what.

• Multicultural Outreach Report/Ideas...Johnson

Kneese moved and J. Bowen seconded that JEA create a JEA Diversity Award. Hall moved and J. Bowen seconded to table this motion until San Francisco so details can be worked out with input from the Awards Committee.

The committee also discussed

- The need to make connections with national organizations (NAJA, NABJ, NHJA) to locate speakers.
- The need for advice on how to get multicultural speakers.
- The need to delegate local convention chairs to contact possible people to participate at national conventions and with the Outreach Academy.
- The Multicultural Commission should be the contacts to main organizations.
- Possible contacts for Nashville: Opportunities for Women in Journalism, Opportunities for Minorities in Broadcasting.

• NCLB/Highly Qualified Report/Ideas...Newton

The committee discussed the following ideas:

- Write a feature story, anecdotal in nature, for C:JET on what “Highly Qualified” means in scholastic journalism:
 - o Academic integrity.
 - o Skills.
 - o Classroom management.
 - o Engaging the learner.
 - o Staying up-to-date.
 - o Professionalism.
 - o Certification – meet state qualifications.
- Encourage presentations at conventions by NBCT who used journalism to qualify.
- Repeat idea from Seattle: Find out if JEA can set up credit status through any universities (Kansas State, Kent State, others) for MJE candidates to receive graduate credit for passing the MJE test and doing the project.
- Encourage action research patterned after what Dr. Jack Dvorak published in the early 1990s to show how journalism impacts student learning and achievement.
- Set up a Web page – the 4-1-1 for journalism teachers – to include
 - o Summary of “Journalism Kids Do Better” research.
 - o Link to Dvorak findings.
 - o NCTE “Resolution on the Importance of Journalism Courses and Program in English Curricula” including the background and references.
 - o Reference to and summary of “Applying NCTE/IRA Standards in Classroom Journalism Projects: Activities and Scenarios” by C. Bowen and Tantillo. Book is published by NCTE and JEA and sold by both groups. Proceeds from the book sale go to JEA.
 - o Link to new NAA Foundation units for teaching journalism.

- Link to National Board Certification information.
- Link to JEA Certification information.
- Link to Standards for Journalism Educators.
- Link to JEA curriculum guides.
- Link to JEA bookstore.
- Links to other JEA curriculum helps.

• Headquarters Renewal/Executive Director Search Report/Ideas...Hall

Hall moved and Tantillo seconded to renew the Kansas State contract for two years, to June 30, 2009. Motion carried.

Hall moved and Polk seconded that the JEA president form a committee to investigate the location of headquarters after 2009 and create criteria for helping in the selection of an executive director to replace Linda Puntney when she retires in 2009. The committee will report to the board in San Francisco. Motion carried.

Committee: Hall (chair), Matson, Bair, Polk, Gorsuch.

• Annual Report...Wilson

The report has two objectives: to present JEA to others and to maintain the organization's historical record.

• The next regular meeting of the JEA Board of Directors is at 8:30 a.m., Thursday, April 20, 2006, at the Hilton Hotel, San Francisco.

Motion to adjourn at 3:05 p.m. by Newton, seconded by Oglesbee.

Respectfully submitted,
Susan Hathaway Tantillo, MJE
JEA Secretary