



## Minutes

### JOURNALISM EDUCATION ASSOCIATION BOARD MEETING

April 12, 2007 • 8:30 a.m.

Hyatt Regency, Denver

*Note: These minutes are final.*

**CALL TO ORDER:** President Ann Visser called the meeting to order at 8:34 a.m.

#### ATTENDANCE

Ann Visser, MJE, President and Executive/Finance Committee chair  
Jack Kennedy, MJE, Vice President  
Susan Tantillo, MJE, Secretary and Awards Committee chair  
H.L. Hall, MJE, Past President/Convention Consultant  
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 Partnership/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, MJE, Region 6/Mid-Atlantic and Great Lakes Regional Director and Scholastic Journalism Week Committee chair  
Ron Bonadonna, CJE, Region 7/Northeast Regional Director and Membership Retention Committee chair  
Soo Hee Tan, Outreach Participant from Walnut (Calif.) High School (excused to Outreach Academy after introduction)  
Linda Barrington, MJE, NCTE Liaison/Assembly Director  
Kevin Kneisley, CJE, JEA Broadcast Liaison  
Julie Dodd, MJE, Scholastic Press Association Directors Liaison and Nominations Committee chair  
Candace Perkins Bowen, MJE, JEA LISTSERV Liaison  
Albert R. Tims, Ph.D., NSPA Board President, Director, School of Journalism and Mass Communication, University of Minnesota  
Sarah Rice, NSPA Convention Coordinator  
Tom Monson, Senior Vice President-Investments, UBS Financial Services, Inc.  
Kathy Gaber, Region 2/Southwest Regional Director-Elect  
Patty Turley, National Write-off Co-Chair  
Cindy Bandow, National Write-off Co-Chair

#### *Absent:*

Teddi Johnson, CJE, ad hoc board member (attending Outreach Academy)  
Joe Nations, ad hoc board member (unable to attend convention)

#### APPROVAL OF MINUTES (Susan Tantillo)

Dodd noted a typo in the Nashville board meeting minutes on page 6 under Affiliate Organization Member: should be "vote," not "note."  
*Kennedy moved and Hall seconded that the minutes from the Nashville board meeting be approved as corrected. Motion passed unanimously.  
Kneese moved and Kennedy seconded that the minutes from the Nashville general membership meeting be approved as presented. Motion passed unanimously.*

#### OUTREACH ACADEMY (Steve O'Donoghue, California Scholastic Journalism Initiative)

O'Donoghue discussed plans for the Outreach Academy to have greater impact in Philadelphia by expanding it to two days and focusing one day on the city's 62 high schools where there are no JEA members. He is working with Linda Shockley, Dow Jones Newspaper Fund deputy director, to target the necessary programs and organizations. Efforts may be able to piggyback on the Advisers Institute this summer in Philadelphia, June 24-28.

Kneese said she will follow up on past participants in the Outreach Academy and report at the summer board meeting. The academy began with the Seattle convention in April 2005. Kneese described development of a timeline and do's and don'ts to give to those responsible for the Outreach Academy at each convention.

Kennedy noted a major problem in attracting Denver-area advisers to the academy was substitute pay of \$150 per day. The Denver school system was not willing to cover this. Hall said this was also a problem in Nashville, even though sub pay there is not as high. One suggestion is to consider an evening Outreach Academy option. Another suggestion is to build substitute pay into the Outreach Academy budget.

#### **CONVENTION UPDATES (Linda Puntney, Sara Rice)**

Puntney and Rice presented two options for Washington, D.C. in November 2009: the Hilton Washington at Dupont Circle, Nov. 17-22, and the Marriott Wardman Park in the Woodley Park neighborhood, Nov. 10-15. Discussion of pros and cons included meeting space, dates and location since the room rates are identical. Barrington noted the Hilton dates are in conflict with NCTE.

*Hall moved and Bair seconded that JEA accept the Marriott Wardman Park, Nov. 10-15, 2009, proposal for the Washington, D.C. convention. Motion carried unanimously.*

Puntney said Seattle is under consideration for 2010. She said the Anaheim room block is at 950, the maximum, at that Marriott.

Puntney said a two-tiered registration fee is something to consider for the future – one fee for those staying in the convention hotel and a higher rate for those staying outside the convention hotel because picking up enough convention hotel room nights allows us to use break-out and ballroom space at no charge.

Puntney presented a proposed budget for St. Louis, Nov. 13-16, 2008. The budget includes an increased rebate to the local committee of \$1.50 per paying delegate (up from \$1) and an increase of \$5 in registration fees (to be split with NSPA):

Earlybird member -- \$85

Earlybird non-member -- \$105

Regular member -- \$95

Regular non-member -- \$115

The proposed budget includes a projected profit of \$115,600 for JEA. Puntney reminded board members how significant conventions are in supporting all other activities of the organization.

*Newton moved and Matson seconded to accept the proposed budget as corrected for the St. Louis convention. Motion carried unanimously.*

Oglesbee asked that an explanation of JEA's budget be given to members in *C:JET* or on JEAHELP/JEATALK so everyone understands where our money comes from and where it goes.

Rice reported Denver registration statistics as of five days before the convention: 2,639 students; 434 advisers; 131 comps; 12 professionals; 121 exhibitors; total 3,337 (including 3085 paid; on-site registrations will be added after convention).

#### **PROFIT/LOSS STATEMENT FOR NASHVILLE (Linda Puntney)**

Puntney reported JEA income of \$243,915 (including write-offs) from the Nashville convention and JEA expenses of \$126,011.41 for a JEA net profit of \$117,903.59. She noted JEA is losing money on write-offs, partially – but not completely – as a result of funding four national write-off chairs to attend during the transition period to new national write-off chairs. After Denver, only two national write-off chairs will attend each convention.

#### **QUARTERLY FINANCIAL STATEMENTS (Linda Puntney, Monson)**

Investments: Monson reviewed investment reports with the board.

	12/31/05	12/31/06	3/31/07
Change in value of JEA portfolio	\$529,718.80	\$785,915	\$801,697.10
JEA portfolio performance		19.47%	2.01% since 12/31/06
Blended benchmark performance		10.06%	1.07% since 12/31/06

Monson said JEA's portfolio is invested for growth and income and is currently in funds rather than individual stocks. Monson and Puntney are working on an investment policy statement for JEA formalizing the current understanding about how JEA funds are invested. This will come to the board for review.

Puntney said nonprofit organizations should have one year's reserve in investments as protection against the unknown.

*Quarterly Profit/Loss Statements:* The 2006-07 (July 1-June 30) overall JEA budget is based on projected income of \$841,415 and projected expenses of \$1,033,658 with the difference to be made up, if necessary, from reserve funds. Puntney noted as of March 31, 2007 (three-fourths through the fiscal year), income was \$894,268.71 (including back payment from the Seattle convention) and expenses were \$634,201.43 for a net income of \$260,067.28 (including back payment from the Seattle convention).

*Oglesbee moved and Kneese seconded to approve the quarterly financial statements as presented. Motion carried unanimously.*

#### **ADVISERS INSTITUTE** (Linda Puntney)

Alex Yocum, Kansas State mass communication and marketing student, designed the 2007 flier:

- Sequence I: Advising in the 21st Century, Courtyard by Marriott, Philadelphia, Pa., June 24-28
- Sequence II: Advising Publications, Kansas State University, Manhattan, Kan., July 15-20
- Sequence III: Desktop Publishing, Kansas State University, Manhattan, Kan., July 20-25

#### **MEMBERSHIP** (Linda Puntney)

Puntney called attention to the membership map and statistics distributed to board members. She noted voting members in spring 2006 totaled 2,150 versus 2,134 in spring 2007. Non-voting members for the same periods total 252 and 266. Total membership for the same periods is 2,402 and 2,400.

#### **NSPA UPDATE** (Al Tims)

Tims reported the continuation of NSPA's search for a new executive director. He expects to complete the process within a week and to have a new executive director in place with a signed contract by the end of this school year. He said he hopes the transition can begin even earlier.

Tims said NSPA will expand its board by four members from the current nine.

Tims said the reports of the auditors are available on NSPA's Web site. NSPA's new budget year aligns with JEA's budget year – July 1-June 30. Regular audits will continue as approved by NSPA's board. Tims said NSPA is financially healthy with a reasonable cash reserve. NSPA is also working to develop an investment policy. Tims reiterated NSPA's commitment to pay JEA in a timely manner and said he will check on why the latest payment was delayed.

Tims commended Rice and Marc Wood, NSPA director of communications and technology, for their "fantastic job" in preparing for conventions.

#### **WRITE-OFF CONCERNS** (Bandow, Turley)

Turley proposed developing a book and/or CD of models from national write-off contests including superior, excellent and honorable mention winners in a variety of categories. She said she hopes seeing winning entries will encourage more students to compete. She received board consensus to continue to pursue this project.

Oglesbee suggested labels with often-used comments be available for judges so they can spend more time writing specific comments to contestants.

Bandow suggested developing a database of potential judges by including willingness to judge as part of the membership database.

Turley suggested changing current layout contests to carry-in status with a critique during contest time to make them more realistic. Discussion followed. This idea will be considered more thoroughly at the summer board meeting.

#### **BOARD RESPONSIBILITIES** (John Bowen, Ann Visser)

John Bowen reminded board members of guidelines agreed to in summer 2004 regarding convention responsibilities: Agreed to require commission chairs, regional directors and state directors to teach at least one session and moderate or judge write-offs or Journalist of the Year selection at each convention. Discussion followed including problems of supervising students versus judging and the possibility of assigning points for various convention jobs.

Visser appointed a committee to develop requirements for anyone who gets funding from JEA to attend national conventions and report at the summer board meeting. Newton will chair the committee including Puntney, Barrington, Oglesbee, Matson, Gorsuch, Hall.

#### **PRESS RIGHTS COMMISSION** (John Bowen)

John Bowen referred to his report included in the April 12 Annual Report for details on the commission's work. He called special attention to works in process: development of guidelines for covering controversy, an online map of censorship instances to be followed by an online map showing where student freedom of expression flourishes, more legal and ethical podcasts.

#### **ELECTION WRAP-UP AND CONCERNS** (Julie Dodd and Bradley Wilson)

Dodd thanked her Nominations Committee: Vanessa Shelton, the University of Iowa; John Hudnall, the University of Kansas; Cheryl Pell, Michigan State University. She said the committee's goal was two candidates for each position but this was not possible for a variety of reasons including reluctance of potential candidates to run against incumbents.

To ensure fairness to all candidates in posting candidate information to jea.org, Dodd suggested the following timeline for the 2009-2011 election:

- By Oct. 1, 2008, all current board members indicate whether they will run again.
- Two weeks before the St. Louis convention, candidate names will be posted to jea.org. No other information will be posted there until after the convention.
- One week after the convention, bios and candidate statements must be submitted to the Nominations Committee chair. One week later bios and candidate statements will all be posted to jea.org at the same time. No statements will be added after this time.

Discussion included development of a template for candidate statements, whether winners must have more than 50 per cent of the vote possibly requiring a run-off election when an office has more than two candidates, implementation of online voting, seeking membership input about the 50

percent question, possibility of candidates using Facebook or some other online means of campaigning. More discussion of these points will take place at the summer board meeting.

#### **ASSOCIATE MEMBERSHIP** (Candace Perkins Bowen)

The board discussed the definition of associate member as stated in the bylaws:

“Associate members shall be individuals outside the field of education who have a strong personal interest in journalism and a bond of sympathy with its aims including, but not limited to, professional practicing journalists in all media. Associate members shall receive all JEA publications, may participate in meetings or conferences, but shall not vote nor hold office nor nominate candidates for office nor propose actions or programs.”

The board discussed the challenges of being sure no one becomes an associate member simply to have access to the JEAHELP e-mail distribution list for advertising or promotional reasons. The board will discuss this further in Manhattan.

#### **SUMMER 2007 BOARD MEETING** (Jack Kennedy)

The meeting will include all board members for 2005-2007 and 2007-2009, including all appointed board members. Kennedy said all appointed board positions are open and current appointed members must reapply by a deadline Kennedy will announce. He will notify current appointees by letter with a deadline and will advertise all positions to the membership with a deadline.

Travel arrangements include travel on June 30 arriving at KCI in a noon to 4 p.m. window and travel on July 3 departing from KCI in a noon to 4 p.m. window. The board will meet beginning the evening of June 30 and continue through July 1 and July 2 with wrap-up on the morning of July 3 if necessary.

Agenda items for the summer board meeting are due to Kennedy by June 1.

#### **C:JET WRAP** (Wilson)

Wilson distributed *C:JET* deadline and advertising information effective June 1, 2007. He encouraged board members to volunteer to write articles or submit ideas.

Wilson distributed his analysis of the *C:JET Extra* question and offered two recommendations: continuation of *C:JET Extra* as it stands and implementation of a new HTML periodic newsletter as an additional means of communication with members. Wilson suggested folding these recommendations into the 2007-08 budget discussion later in the meeting.

#### **STUDENT JOURNALIST OF THE YEAR** (Wayna Polk)

Polk distributed existing and suggested criteria for the SJOY program as a result of board discussion in Nashville.

Suggested changes include

- lengthening the portfolio to 46 one-sided or 23 two-sided pages with application materials not to exceed an additional 10 pages:
  - national application (1-2 pages)
  - transcript (1-2 pages)
  - 3-4 letters of recommendation (3-4 pages with letters flat)
  - personal photo (1 page)
  - self-analytical essay (1+ pages)
- broadening the fourth characteristic of samples: Variety of journalistic experiences, each handled in a quality manner — newspaper, yearbook, broadcast, photography, web design, other design work, etc.
- making the fifth characteristic of samples optional: Sustained and commendable work with community media outside the school setting.
- changing the time limit for audiotapes and/or videotapes to 15 minutes maximum.

If the changes are approved to include community/outside-of-school work as a part of the variety of journalistic experiences showcased in the fourth characteristic, then the section of the rubric dealing with community media needs to be omitted.

Discussion included requiring both student JOY applicant and the adviser to sign a statement attesting to the originality of the work submitted in the SJOY portfolio and adding judges with broadcast backgrounds and from the commercial media ranks.

Polk asked for suggestions to discuss further at the summer board meeting. Gaber volunteered to help.

#### **EBSCO** (Wilson)

Wilson said we have a license agreement between EBSCO and JEA to put *C:JET* into the EBSCO database for researchers. Puntney was going to get Kansas State University attorneys to look over the agreement. The board supported moving ahead with that agreement in concept.

EBSCO describes itself: “EBSCO Information Services is a worldwide leader in providing information access and management solutions through print and electronic journal subscription services, research database development and production, online access to more than 100 databases and thousands of e-journals, and e-commerce book procurement. EBSCO has served the library and business communities for more than 60 years.” (<http://www.ebsco.com/home/>)

#### **OTHER UPDATES**

- Oglesbee reported Rebecca Plumley is creating a digital update to her “JEA Photojournalism Curriculum Guide.” The new guide will have exclusive digital activities and eliminate darkroom. Both guides will be available for those who still have a darkroom.

- Hall reported the College Board's moratorium on new Advanced Placement courses expires in six months. He has a call scheduled with Trevor Packer, executive director of the AP program, to find out the status of new course development.
- Barrington said JEA's program/speakers for the 2007 fall NCTE convention are Pat Graff and Logan Aimone who will conduct both an individual session and a conference workshop using the Teaching Tolerance materials. They have presented this program for NCTE before with outstanding feedback. The materials use opinion writing to help influence teacher and student attitudes. The NCTE conference is in New York City the week following the Philadelphia convention.
- Matson updated the board on Washington's HB 1307 regarding student freedom of expression. Although the House approved the bill, it bogged down in a Senate committee and now is amended to apply only to public college students. Matson said the Washington JEA folks will continue the fight. He praised Kathy Schrier, JEA state director for Washington and WJEA president, for her efforts behind the scenes throughout the legislative process.
- Oregon's House of Representatives committee conducted hearings in March on HB 3279, the only bill currently being considered in the nation that would provide press freedom protection to both high school and college students.

#### **AWARDS REPORT/CONCERNS**

- Wertz reported two applications for the Aspiring Young Journalist Award, new for middle school students. It will be given at this convention for the first time.
- Hall reported two applications for this year's Cornerstone Award. One award will be presented. This is the award's second year with only one applicant in the first year. Hall said the board needs to address how to increase interest in this award during the summer board meeting.
- Kneese reported one application for the new Diversity Award.
- Puntney shared her concern about low numbers of awards nominations/applications. She said the board should consider returning to blanket mailings of information about awards, especially those not requiring JEA membership, instead of promoting the awards program only to members.
- Dodd said Saturday's Scholastic Press Association Roundtable will devote its two hours to one topic and try to develop best practices related to it: Recruitment and Mentoring of New Advisers. Roundtable results will be posted to jea.org and reported in a *C:JET* article.
- Dodd reported the NAA Foundation will begin work with Dr. Jack Dvorak, MJE, of Indiana University to update his "Journalism Kids Do Better" study.

#### **BROADCAST JOURNALISM ADVISER OF THE YEAR (Kevin Kneisley)**

*Newton moved and Oglesbee seconded that the JEA Board direct the Broadcast Liaison with input from the Awards Committee to pursue funding for and develop a full proposal to establish a JEA Broadcast Adviser of the Year. Motion carried unanimously.*

#### **JEA-TV (Kevin Kneisley)**

Kneisley described his ideas for daily podcasts from JEA conventions, for broadcast of daily convention highlights via convention hotel TV channels and for live Internet broadcast of convention awards ceremonies. He said these activities will provide training and experience for students and advisers. Questions include the cost and hotel logistics.

*Newton moved and Oglesbee seconded that the JEA Board direct Kevin Kneisley to explore creating JEA-TV to deliver broadcast and Web content from national conventions with a report due in Philadelphia. Motion carried unanimously.*

#### **JEA EMERITUS POSITION (Bob Bair)**

Discussion included consideration of JEA Bylaws, Article IV, Section 4, Emeritus Board Members: "By the vote of a simple majority of the JEA board of directors, the board shall be empowered to appoint persons to emeritus positions in the association. Emeritus positions may be created to recognize persons of long-standing service to the organization. Such positions may be honorary (with no given responsibilities) or active (advisory or with limited responsibilities)."

*The Emeritus Committee moves that a non-voting position be created for retired board members who have made significant contributions to JEA. The appointments will be made by the President with the approval of the board. Motion failed: 1 for, 13 against, 1 abstention.*

#### **KANSAS STATE CONTRACT (Ann Visser)**

Visser reported the contract is signed with Kansas State University effective through June 30, 2011.

#### **INCREASE CONFERENCE REGISTRATION FEES (John Bowen)**

Discussion included the need to impress upon students that they have contributed to the important work of the SPLC by paying a convention registration fee. This proposal does not preclude "passing the hat" for SPLC during the convention. This step needs to be publicized as a model to others hosting conferences, e.g. state and regional press associations, to allocate a portion of their registration fees to the SPLC.

*Kennedy moved and J. Bowen seconded that \$1 of the \$5 national convention registration fee increase be sent to Student Press Law Center beginning with the St. Louis convention, November 2008, pending approval of the National Scholastic Press Association board. Motion carried with 14 for, 1 abstention.*

#### **Tabled motions regarding HEADQUARTERS SPECIFICATIONS AND JEA EXECUTIVE DIRECTOR JOB DESCRIPTION**

These motions were tabled in Nashville until the Denver board meeting.

*Gayda moved and Oglesbee seconded to continue the tabling of the headquarters specifications and JEA executive director to the summer board*

meeting. Motion carried unanimously.

#### **WRITE-OFF ENTRY FEE INCREASE**

This motion came from the earlier discussion and convention profit/loss reports showing the national write-off contest is not paying for itself. One reason is JEA has funded four national write-off chairs to two conventions in a transition period. Beginning with Philadelphia next fall, only two national write-off chairs will be funded at each convention. Other reasons include the ever-increasing cost of food for the judges' dinner and the increasing number of contests which requires additional judges.

*Oglesbee moved and Newton seconded to increase Write-off registration to \$5 per entry. Newton moved and Gorsuch seconded a friendly amendment to increase the fee by \$2 per entry, making the fee \$12 per entry. The amended motion passed: 8 for, 6 against, 1 abstention.*

*Hall moved and Matson seconded that the increase begin with the Philadelphia convention in the fall of 2007. Motion passed unanimously.*

#### **2007-2008 BUDGET** (Executive Board (Visser, Kennedy, Tantillo, Hall, Puntney))

Changes to the proposed budget as presented include

- increase in income from write-offs due to \$2 increase in registration fee
- increase in budget for NCTE fall 2007 meeting because it is in New York City
- alignment of amounts and categories for publications/Newswire to incorporate new HTML newsletter as approved and continuation of C:JET Extra
- change in Multicultural/Outreach commission amounts and categories to reflect new philosophy of putting this money into convention Outreach Academy and including possibility of substitute pay for participants
- increase in state director stipend to conventions to \$300
- increase in administration and publicity for awards to enable a nationwide mailing of fliers about individual awards to be included with bookstore catalogue and JEA membership info.

*Hall moved and Kennedy seconded that the 2007-08 budget be approved with changes as discussed. Motion carried unanimously.*

#### **RECOGNITION OF BOARD MEMBERS' SERVICE**

*Hall moved and Tantillo seconded that the board go on record to recognize and thank Ann Visser for her four years of leadership as JEA president. Motion carried unanimously.*

*Matson moved and Tantillo seconded that the board go on record to recognize and thank H.L. Hall, Tom Gayda and Albert Martinez for their years of leadership and service as board members. Motion carried unanimously.*

The next meeting will be Nov. 8, 2007, at the Philadelphia Marriott Downtown, Philadelphia, Pa., at 8:30 a.m.

Motion to adjourn at 4:15 p.m. by Kennedy, seconded by Hall.

Respectfully submitted,  
Susan Hathaway Tantillo, MJE  
JEA Secretary

## **MINUTES**

### **JOURNALISM EDUCATION ASSOCIATION GENERAL MEMBERSHIP MEETING**

April 13, 2007 • 8 a.m.  
Hyatt Regency, Denver

**CALL TO ORDER:** President Ann Visser called the meeting to order at 8:08 a.m.

## **ATTENDANCE**

Ann Visser, MJE, President and Executive/Finance Committee chair  
Jack Kennedy, MJE, Vice President  
Susan Tantillo, MJE, Secretary and Awards Committee chair  
H.L. Hall, MJE, Past President/Convention Consultant  
Bradley Wilson, CJE, C:JET editor and Technology Committee chair  
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 Partnership/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, MJE, Region 6/Mid-Atlantic and Great Lakes Regional Director and Scholastic Journalism Week Committee chair  
Ron Bonadonna, CJE, Region 7/Northeast Regional Director and Membership Retention Committee chair  
Teddi Johnson, CJE, Ad Hoc Board Member  
Soo Hee Tan, Outreach Participant from Walnut (Calif.) High School  
Linda Barrington, MJE, NCTE Liaison/Assembly Director  
Kevin Kneisley, CJE, JEA Broadcast Liaison  
Julie Dodd, MJE, Scholastic Press Association Directors Liaison and Nominations Committee chair  
Candace Perkins Bowen, MJE, JEA LISTSERV Liaison

*Absent:*

Linda Puntney, MJE, JEA executive director (overseeing convention details in the Convention Center)  
Joe Nations, ad hoc board member (unable to attend convention)

**SUMMARY OF BOARD ACTION** (Susan Tantillo)

Tantillo summarized action at the JEA Board meeting, April 12, 2007:

- The Board approved an increase in convention registration fees of \$5 beginning with St. Louis in the fall of 2008. \$1.50 (up from \$1) per delegate will go to the local committee. Pending approval of our convention co-sponsor, National Scholastic Press Association, \$1 per paying delegate will go to SPLC.
- The Board asked Kevin Kneisley, JEA Broadcast Liaison, to continue pursuing and refining his Broadcast Journalism Teacher of the Year proposal along with his ideas for podcasts and broadcasts from national convention sites.
- The Board approved a budget for 2007-08 including
- a Write-off fee increase of \$2 per entry
- continuation of *C:JET Extra*
- implementation of periodic HTML newsletters as an additional means of communicating with members
- a new outreach philosophy to increase the budget for each convention's Outreach Academy rather than fund two outreach participants to each convention and four participants to the Adviser Institute
- a blanket mailing of informational flyers about JEA awards opportunities to 25,000 high schools along with the bookstore catalogue and JEA membership information

**SCHOLASTIC PRESS RIGHTS COMMISSION** (John Bowen)

J. Bowen reported on the work of the Scholastic Press Rights Commission, especially the results of the commission's meeting at the Poynter Institute in January. Results of that meeting include the JEAparody game, available at [www.jea.org/resources/jweek/index.html](http://www.jea.org/resources/jweek/index.html), and a series of podcasts called "Thinkfirst," available at the iTunes Store. Works in process include development of guidelines for covering controversy, an online map of censorship instances to be followed by an online map showing where student freedom of expression flourishes, more legal and ethical podcasts.

He said Washington, Oregon, Michigan and Indiana are all working on student freedom of expression legislation and are sharing strategies and materials to the benefit of everyone.

J. Bowen said advisers and students can find out more about work of the Press Rights Commission via [jea.org](http://jea.org) or at [jeapressrights.org](http://jeapressrights.org).

**STUDENT JOURNALIST OF THE YEAR** (Wayna Polk)

Polk said she and her committee will continue to refine the rubric to present to the board at its summer meeting. By the 2008 JOY competition, she said she will have a new rubric and more thorough guidelines. She said the goal is for the evaluation process to be more inclusive of students in all media so more students will feel comfortable entering the competition. Noting "a phenomenal number of entries" this year, Polk said new states appeared in the top 15 of the 32 states entering their state winner.

Visser said she was proud of the eloquent speech Thursday night by the 2006 recipient, Marcelino Benito Jr., graduate of Cypress Falls High School in Houston, Texas, and a student at Northwestern University majoring in journalism and political science.

**BROADCAST INITIATIVES** (Kevin Kneisley)

Kneisley described his ideas for JEA Broadcast Adviser of the Year and for daily podcasts from JEA conventions, for broadcast of daily convention highlights via convention hotel TV channels and for live Internet broadcast of convention awards ceremonies. He said these activities will provide training and experience for students and advisers. Another idea is to have an Internet café at conventions to encourage blogging.

**CURRICULUM COMMISSION** (Lori Oglesbee)

Oglesbee reported Rebecca Plumley is creating a digital update to her "JEA Photojournalism Curriculum Guide." The new guide will have exclusive digital activities and eliminate darkroom. Both guides will be available for those who still have a darkroom.

Rather than write an entire curriculum guide for yearbook and newspaper, Oglesbee proposed that units be written to cover all the topics of yearbook and newspaper. She said she has money in the budget to pay authors to develop these units. She also mentioned her website with curriculum materials free for the taking as long as teachers use them only in their classrooms. Oglesbee's website address is <http://www.homepage.mac.com/lao4>.

#### **PUBLICATIONS AND TECHNOLOGY** (Bradley Wilson)

Wilson said he is looking for 36 or 37 C:JET articles for 2007-08 and encouraged members to submit ideas and complete pieces. Wilson asked for feedback about online registration for the write-off contest.

#### **NOMINATIONS/SCHOLASTIC PRESS ASSOCIATIONS** (Julie Dodd)

Dodd thanked board candidates for agreeing to run, congratulated the winners and thanked her Nominations Committee: Vanessa Shelton, the University of Iowa; John Hudnall, the University of Kansas; Cheryl Pell, Michigan State University. She reminded the audience of the change in the election cycle to coincide with JEA's fiscal year: July 1-June 30. This summer's board workshop June 30- July 3 at Kansas State University will provide a transition.

Dodd said Saturday's Scholastic Press Association Roundtable will devote its two hours 9-10:50 a.m. to one topic and try to develop best practices related to it: Recruitment and Mentoring of New Advisers. Roundtable results will be posted to [jea.org](http://jea.org) and reported in a C:JET article.

Nashville's SPA meeting considered challenges and solutions to scholastic journalism. Articles growing out of that discussion are published in Spring 2007 Insights, the journal of the Association of Schools of Journalism and Mass Communication. Authors include Mark Goodman of Student Press Law Center, Linda Shockley of Dow Jones Newspaper Fund and Dodd. The issue is available at [www.asjmc.org](http://www.asjmc.org).

Dodd reported MTV decided to feature the newspaper from Cypress Bay High School in Ft. Lauderdale. This means MTV is attending Florida Scholastic Press Association's conference this week following Cypress Bay's students.

#### **Financial Information** (Jack Kennedy for Puntney)

Kennedy called attention to the financial statements available in the room. He said, "We have become a million dollar corporation." By having \$800,000 in portfolio investment accounts, JEA has nearly met Puntney's goal of having a year's budget in investments, a standard goal for non-profit organizations. Kennedy said the quarterly profit/loss statement through the end of March shows JEA is well within its budget for 2006-07. This is due to the philosophy of planning for the worst-case scenario. Although the budget always assumes borrowing from the investment portfolio to balance the budget, so far JEA has never had to do this.

#### **STATE DIRECTORS** (Jack Kennedy)

Kennedy reminded State Directors of their meeting at 9 a.m. today and invited regional directors to attend.

Kennedy said he hopes the idea of donating \$1 of conference/convention registration fees to Student Press Law Center will grow to the states and be well publicized to students that they are supporting SPLC through their attendance at events where the registration fee is shared. He added this doesn't mean other means of raising money for SPLC must end. Penny wars, passing the hat and whatever other means are in place should continue.

#### **FUTURE CONVENTIONS** (H.L. Hall)

Hall reviewed upcoming convention sites:

- Nov. 8-11, 2007 – Philadelphia
- April 17-20, 2008 – Anaheim
- Nov. 12-15, 2009 -- Washington, DC
- Proposed for 2010: Seattle

#### **ADVANCED PLACEMENT JOURNALISM** (H.L. Hall)

Hall reported the College Board's moratorium on new Advanced Placement courses expires in six months. He has a call scheduled with Trevor Packer, executive director of the AP program, to find out the status of new course development.

#### **DENVER CONVENTION**

*Matson moved and Reginald Ragland of Washington, D.C., seconded that the organization go on record to commend the Denver local committee for the job it has done in organizing for the spring 2007 convention. Motion passed.*

#### **ANNOUNCEMENTS**

- Ragland introduced Michael Spikes, a first-time attendee and winner of the 2005 Media Citation.
- Visser commended Sarah Rice, NSPA convention coordinator, and Al Tims, NSPA board president, for their roles in this convention's success. She reported Tims told the board NSPA is close to a final decision about a new executive director.
- Georgia Dunn, Ohio state director, commended Ann Visser for her years of service as JEA president.
- Visser recognized and commended Tom Gayda, region 6 director; Albert Martinez, region 2 director; H.L. Hall, past president; Cathie Parks and Alyce Stanwood, write-off co-chairs, for their service to JEA.
- The next regular meeting of the JEA General Membership will be at 8 a.m., Nov. 9, 2007, at the Philadelphia Marriott Downtown, Philadelphia, Pa.

The meeting adjourned at 8:52 a.m.



Respectfully submitted,  
Susan Hathaway Tantillo, MJE  
JEA Secretary

## Motions

1. **Broadcast Journalism Adviser of the Year Proposal** (Kevin Kneisley) JEA has no official award designed specifically to recognize broadcast journalism educators. The Journalism Education Association, the National Association of Broadcasters, the Broadcast Education Association and the Radio and Television News Directors Foundation will select one National High School Broadcast Journalism Teacher of the Year based on an educator's outstanding work in this annual competition. The first award would be presented in Anaheim. The costs would be approximately matching those of other awards given for advisers of the year, including the \$8,000 that JEA budgets for the yearbook adviser of the year, monies which are supplemented by contributions from yearbook printing companies. Various sponsors would fund the broadcast journalism teacher of the year. [CLICK HERE](#) for a supplementary PDF.
2. **JEA Emeritus Position** (Bob Bair) Such a position would provide a way for retired board members to remain involved and to provide valuable insight. The emeritus members would be non-voting members since they would not have been elected to this position. With a new executive director in the future, such a position would help provide for the stability of the organization.
3. **2007-08 Budget** (Executive Board) [CLICK HERE](#) for a PDF version of the proposed budget (96KB)
4. **Increase in Registration Fees** (John Bowen) Starting at the spring, 2008, convention, JEA will raise all registration costs (including those who have their fees waived) by \$1 to provide an ongoing source of funding for the SPLC. *Rationale:* If all those who host conventions simply charged at least \$1 more (JAOS and NOSPA in Ohio charge \$2 additional), it would emphasize the importance we as advisers, and students as participants, place upon the continuation of the SPLC and its role. Once JEA has taken this highly visible step, we can certainly urge, through our SPAs and regional and state directors, to show their support. Such a move would also eliminate the time-consuming and more difficult passing of the baskets at conventions. it would also generate substantial funds each year and show everyone students appreciate and support the SPLC and its leadership.
5. **Specifications for headquarters** (Moved by Headquarters Search Committee) The JEA Headquarters search committee moves that the specifications for the next headquarters contract include the following bullet points:
  - o a contract start date of July 1, 2009
  - o at least 25 percent assigned time for JEA executive director, greater percentage of time looked favorably upon
6. LOCATION/ATMOSPHERE/MISSION
  - o be an accredited communications program through ACEJMC
  - o include a graduate program
  - o be able to offer graduate courses for credit for JEA members -- either as part of the college's curriculum or in conjunction with the university's college of education
  - o demonstrate excellence in communications through student publications
  - o demonstrate a commitment to scholastic journalism prior to submitting a bid for the JEA headquarters
  - o ability to offer excellent site for workshops, retreats and board meetings
  - o be in an area that includes active intellectual life and lively professional journalism activity
  - o support for advancing the JEA mission through promotion and partnerships (college fairs, publications, college personnel conventions, Web site, etc.)
  - o commitment to improve JEA programs and administration through innovation and partnering with its own established programs, administration and institution
  - o a college and academic program within that college serving as the host for JEA should agree with JEA's mission statement, goals and its work.
7. SPACE
  - o provide the facilities equivalent or better than that what JEA currently has:
    - 550 square feet in the main office
    - workspace for four people
    - supplies and furniture for the office
    - three desks and chairs
    - 10 filing cabinets
    - bookshelves
    - computers and printer
    - typewriter
    - telephone with outside, exclusive line
    - (JEA will provide all of this equipment, but will look favorably upon any offer to free loan furniture and shared access to equipment
  - o storage space (about 60 square feet)
  - o executive director's office (separate of the general office area)
  - o rent-free space will be looked upon favorably, but JEA is willing to negotiate a modest rent charge
8. STAFF
  - o provide paid adult staff equivalent or better than what JEA currently has
  - o JEA is willing to pay for part-time clerical support work, but will look favorably upon any donation of clerical support help.

- provide state-of-the-art support for JEA Web sites and networks (including tech support and training)
- 9. JEA is willing to negotiate most points and make adjustments to the preceding specifications.

**10. Job description of next executive director** (Moved by Headquarters Search Committee) The JEA Headquarters search committee moves that the specifications for the next executive director include the following bullet points:

- experience in scholastic journalism as a publications adviser, journalism teacher or media professional or college faculty member with a strong record of on-going work in scholastic journalism and qualified to teach college level classes
- enthusiasm for the values of and importance of scholastic journalism and the First Amendment rights of student journalists
- familiarity with scholastic press organizations — preference would be an individual who has been active in a scholastic press association
- exceptional skills in handling organizational finances, serving as the treasurer of the organization, preparing income tax and insurance coverage, review and analyze financial reports and help prepare budgets.
- strong communication skills — written and spoken
- ability to manage multiple projects
- ability to hire, train and supervise a staff including adult employees, graduate interns and undergraduate students
- ability to be a strong ambassador for JEA with other organizations
- willingness to raise funds for JEA by working with vendors or seeking grants and other funding
- multi-media skills
- plan conventions
- promote organization
- serve as scholastic press advocate
- answer telephone, mail and e-mail inquiries
- coordinate membership lists
- coordinate publications program
- coordinate printing of publications and other materials
- maintain inventory of membership materials
- prepare agendas
- duplicate and mail minutes of proceedings
- administer teacher crediting program
- supervise office staff