

**Minutes of the Journalism Education Association**

**Nov. 17, 1994**

**Board Meeting**

**Bryan Room — Hyatt Regency, Dallas, Texas**

President Candace Perkins called the meeting to order 9:22 a.m..

Past President Ken Siver called roll. In attendance were:

Candace Perkins, President  
Linda Puntney, Executive Director  
Judy Babb, Secretary/*Newswire* editor  
Ken Siver, Past President  
Sister Rita Jeanne, Treasurer Emeritus  
Molly Clemons, *C:JET* editor  
Susan Hathaway Tantillo, Certification Commission  
Jack Kennedy, Development/Curriculum Commission  
John Bowen, Scholastic Press Rights Commission  
Steve O'Donoghue, Multicultural Commission  
Rob Melton, NW Regional Director  
Kathy Craghead, SC Regional Director  
Vicki Scorsone, SW Regional Director  
Betty Morton, NE Regional Director  
Rik McNeill, SE Regional Director  
Tony Gomez, *ad hoc* Board Member  
Diane Honda, *ad hoc* Board Member  
Willie Wooten, *ad hoc* Board Member  
Connie Fulkerson, Publications Committee  
Julie Dodd, SPA Liaison  
Hilda Walker, Write-off Committee  
Sharon Gentry, Write-off Committee  
Mary Arnold, Multicultural Outreach  
Mary Lu Foreman, Nominations  
Tom Rolnicki, NSPA  
Don Reeder, NSPA  
Marie Myers, Outreach  
Rudy Gomez, Outreach  
Gail Jones, Outreach  
Bill Hankins

Perkins issued a welcome and explained the new agenda and the reason behind its change.

**Minutes from Board meetings in Portland** were presented by secretary Judy Babb. Perkins asked for an addition where a comment from Julie Dodd had ended mid-sentence. Dodd said the incomplete line on the last page should be: "thanked them for 'their input'." **Motion to approve the minutes as corrected was made and passed.**

**Headquarters report:**

Linda Puntney said membership is at 1,923 and referred everyone to membership map and comparison sheet. Puntney said headquarters has upgraded its programs and Fulkerson is now on Internet. She said now it is a matter of time before they will be able to put information on a bulletin board. Linda said a new accountant has been processing JEA's income tax and will be

making some new recommendations on how they handle finances and reporting. Puntney said that the Profit and Loss Statement from April to September 1994 was included. Actual income as of September is \$112,114.50. Actual expenses were \$113,121.86 for a loss of \$1,007.36. Linda assured board members that finances were okay. Linda said that the directory was not done, and she suggested that we go back to doing it after January.

**Convention updates:**

**Portland:** Puntney gave the final report on Portland: Income for convention was \$56,567.50. Total expenses were \$30,984.75 for a total income of \$25,582.75 for JEA.

**San Diego:** Siver said the local committee is meeting to work on goody bags, judges and speakers. Puntney said we already have a number of speaker proposals in and the California people are promoting the convention. They are doing the things they were asked to do. Two keynote speakers have been arranged: Rolnicki said David Carson, a former teacher from Torrey Pines High School, who is a now graphic designer for Ray Gun magazine, is one of them. Puntney said Wanda Lloyd from *USA Today* is another. Perkins encouraged all of us to turn in proposals.

**Boston Regional convention:** Siver was in Boston last week and attended Yankee PEN fall meeting and met with board members to talk about the regional meeting. Originally they were thinking of holding the convention in October but cost of hotel rooms was considerably lower later so they decided to hold the convention the weekend of Nov. 30-Dec. 3, 1995. Siver said they were close to having an agreement with the hotel. Sharon Diebel agreed to be a mentor for write-offs for the group since it doesn't have the experience with doing contests. An additional hook to bring in kids would be to add a school tour and also plug Christmas shopping in Boston.

**Kansas City:** Nov. 16-19, 1995: Puntney said the local committee is wonderful. They've chosen the theme "Jazz it up in Kansas City." Before each keynote, they will have a local high school jazz group play. Write-off contests may have a KC flair. Puntney addressed the possible problem in that we do not have enough sleeping rooms. We did get an increase in the number of rooms from what was originally contracted and are also in negotiation with the Crown Plaza for more rooms. Don Reeder said the convention planner has been extremely helpful with trying to help us with the room situation. Julie Dodd said to be sure to emphasize the room situation so that nobody showed up unprepared. Ron Clemons has agreed to be the local write-off chair.

**Spring 1998: Seattle?** Don Reeder introduced the idea of returning to Seattle for spring 1998. Perkins and Puntney said we need to contact locals about interest.

**Fall 1997:** Puntney passed a sheet presenting ideas for 1997 fall convention proposal. Sites in consideration are Orlando, Atlanta and St. Louis. Orlando people indicated they would like us to come to Florida sometime, but not in '97. Atlanta has no open dates, and St. Louis is excited and wants us. JEA and NSPA officials did a St. Louis site visit, visiting three hotels. The Marriott is probably too small so local committee realized it's not realistic. Regal Riverfront would be good but the attitude of the hotel staff was a problem. The Adam's Mark is beautiful facility. Originally prices were much too high but they are currently

working on rates and room block. St. Louis has put in a new light rail so one can get from the airport on rail for a dollar. Puntney recommended Nov. 12-16, 1997 for St. Louis. Perkins questioned how this meshed with NCTE.

Rolnicki said our size is now keeping us from choosing sites that would like to have us because they don't have facilities large enough for us: Albuquerque was used as an example. Puntney said Little Rock was also interested, and we continue to get calls from other areas.

**Siver moved to accept St. Louis for Fall 1997. Betty Morton seconded. Motion carried.**

**Perkins asked if we should investigate Seattle. Jack Kennedy moved. Siver seconded.** Reeder said there are facilities so we could be all in one hotel. He also said Seattle is a good walking city. Siver said that for our spring convention, we usually go west and we quickly run out off cities in the rotation. Perkins reminded that the next step is to explore Seattle's interest in hosting the convention. Puntney said she would explore it with locals. **Motion passed.**

**Dallas:** It was reported that 2,750 pre-registered. We are in three hotels. The Plaza of Americas and the Grand Hotel are the overflows. Shuttles run from all three hotels. Board members were reminded about the curfew in Dallas.

**Proposal for Write-off Photography Pilot Program:** Bill Hankins suggested expanding the photography contest to include multiple photo entries for students. Suggested categories were news/feature for yearbook and newspaper, a sports category for both. New categories would have students submit contact sheets and negs and two 8x10s for two weeks worth of work. Another was a photo editing contest in which students would have to edit images from contact sheets for story telling. He said they would need light table and lupes. The last suggestion was enterprise shooting where photographers as reporters would be given Friday afternoon to shoot. He suggested shooting a roll of T-Max pushed to 1000 and having it processed outside. Gentry mentioned problems with insurance when we did enterprise shooting We would have to have them shoot on premises to reduce insurance problems. Hankins said we would have to work out details. **Siver moved, Melton seconded.** Perkins questioned how it would work in future conventions. Gentry said the enterprise shooting could be dropped if was not feasible Walker said that would allow up to seven photo students from each school to compete. **Passed as a pilot program for Kansas City.**

Susan Komandosky and Randy Vonderheid joined the board meeting to tell about the Dallas convention. Komandosky said the local committee is excited and was up until 1 a.m. stuffing advisers bags. They said they will have students and teachers helping.

## **NEW BUSINESS**

**Convention guidelines:** Perkins addressed the new convention guideline proposals. She said the new proposal addresses need for flexibility in amount of money needed and amount of work the locals are willing to do. The guidelines also addressed the image of JEA/NSPA on treatment of locals and as doing conventions as money-makers rather than for students and advisers. It also addressed the amount of input board members should have on site

selection. The committee decided to change the policy to be compatible and to address the differences of the way things are today and how they were in the past. Discussion ensued after a review of the proposal.

Siver questioned timelines and amounts for optional jobs. Perkins said those amounts were submitted. Siver questioned whether donations should be split, that this could have a perception problem. Rolnicki said for perception sake, NSPA didn't need the 10 percent. Rolnicki addressed several issues: 1) Most gripes with local committee is securing speakers from the professional arena. Rolnicki suggested we remove this from the local committee and that we put some money into a position to find the national speakers. Discussion ensued. Execution would come from national. Reeder said the contract should be on national level. He also said they could work with the locals for coordinating student entertainment with ideas and suggestions for entertainment. The \$100 would still go to locals for providing chaperones. Reeder said that optional job for local group for fund raising should say that local fund raising won't interfere with our corporate sponsors. Reeder explained that NSPA provided the locals with a list of people/groups/underwriters to prevent conflicts.

O'Donoghue said we don't want to lock out locals who might want to sponsor a reception or something because Jostens, as example, has always done it or wants to do it. Clemons suggested a cut-off date so that the local people could work on local people. She also suggested that Thursday night would also be an option for the locals to have a reception. Rolnicki referred the board to NSPA convention strategy notes which addressed factors for selecting a site and not overworking locals.

Recess for lunch at 12:30 p.m. with Perkins to re-work the convention strategies based on board input.

Meeting began again at 1:55 p.m.

**High School Journalist of the Year funding:** Perkins and Honda addressed this, starting with a letter from Gary Daloyan which suggested increasing the scholarship to \$2,000 a year for first place or \$1,000 for four years, and lesser increases similarly for second and third. Honda asked Sister Rita Jeanne what we could do as far as increases. Sister Rita Jeanne said we had \$23,000 in the scholarship fund. Honda recommended that we increase award amounts for second and third. Kennedy said we shouldn't touch the principal. JEA currently donates \$4,000 from the operating fund each year. **Motion was made by Melton to transfer enough money from the investments fund to make the scholarship fund \$50,000.** The \$4,000 yearly donation would be stopped. Siver seconded. Discussion ensued about how the amount could vary according to the amount in the fund. **Motion passed.**

**Melton moved that the scholarship amounts would be 33 1/3 percent, with each winner getting equal amounts based on the amount of interest generated during the previous fiscal year. Motion passed.**

**Motion by O'Donoghue that each be designated high school journalist of the year. Kennedy seconded. O'Donoghue said it wouldn't go into effect until next year's contest. Motion defeated.**

**Scorsone moved that the award amounts be equal but that winners be designated first, second and third. Motion passed. Plaques are also to be reinstated.**

#### **Bylaws**

Perkins said that there had been some question about whether board members should be classroom teachers. Kennedy pointed out that they are all elected positions and people have a choice to vote for them or not.

#### **Old business**

**Yearbook:** Kennedy addressed the missing chapter from **Death by Cheeseburger** and the possibility of creating a national yearbook journalism adviser of the year. Kennedy said he will edit the chapter for **Death by Cheeseburger** and hopes to have it by San Diego for inclusion in a newer volume.

Kennedy referred members to a draft of a letter that he would like to mail out requesting funds from the five major yearbook companies (Jostens, Taylor Herff-Jones, Delmar and Walsworth). Kennedy said he would write the letter and report back on the result in San Diego. Other sources for money suggested were yearbook portrait photographers and magazine publisher groups. Perkins said if we knew others, to let Kennedy know so they could be sent letters. The point came up about who should make the selections and that it should not be yearbook companies or JEA.

**Certification Commission for Advertising/NASSP.** Tantillo reported on costs for advertising in the NASSP journal and reported that JEA didn't budget nearly enough money. Clemons suggested advertising with the magazine rather than the bulletin. Melton suggested two half page ads a year rather than a specific monetary amount since prices could fluctuate. **Melton moved that we run two half pages each year in the NASSP magazine.** **Scorsone seconded.** McNeill questioned the value of advertising at a cost of \$2,300 a year. Tantillo said it was to raise awareness and to encourage schools to hire people who are certified. Clemons suggested running the ads after the articles as a refresher. Motion defeated.

It was suggested that we need to add a check off to indicate interest in information on certification to San Diego brochure.

Perkins brought us back to the **newly revised convention strategies.** Kennedy said he believed we should just move that local people provide chaperones to being part of the local committees responsibility with no pay option.

**Motion to adopt the new guidelines as corrected by Melton.** **Seconded by Babb.** Rolnicki said perhaps we should have a review in three years. **Friendly amendment to review as needed. Motion passed.**

**Unity Conference:** Wooten had an article in newswire. He spoke about the conference and his reaction to it. Gomez referred to his report of the convention as well. He referred to the multicultural stylebook and being able to cover multicultural issues with sensitivity. Tony said the professional groups are looking at another Unity conference in about three years.

## REPORTS

Perkins referred us to the Semi-Annual Report. H. L. Hall had told Perkins that this is the first time since 1965 that he wasn't at a fall convention. There was some confusion about whether state directors had to do semi-annual report. Reports were in random order based on when they came and if they were on disk. Perkins is now on a board to meet with all the presidents of journalism organizations which she believes will help with networking.

**Financial report:** Sister Rita Jeanne said that the current value is \$191,420 with a 7.20 percent current yield for a estimated annual income of \$13,874. During the past 3 1/2 years, the portfolio has grown from \$130,987 to \$191,420 for an increase of \$40,433 or 46.1 percent.

Melton added to Oregon report, saying that there was a new privacy act that would prevent school publications from running a picture until they have a release for everyone in the photograph.

McNeill added to Florida report, adding the students received monetary awards totaling \$700.

**Development and Curriculum:** Kennedy said a curriculum project with the Scholastic Press Rights Commission would be something they would be interested in collaborating on. Kennedy said he'd also like to see JEA putting our curriculum on-line. Puntney said that the **Kansas State Collegian** is now on-line and is one of a few college newspapers that goes worldwide. Rolnicki reminded that NSPA launched an on-line service in September.

Kennedy said his report listed all the issue seminar background reports but that he'd never received any response so he questioned their usefulness.

**Motion: Tantillo moved that the president appoint a committee to explore telecommunication and on-line services and how JEA members can get involved. Second by O'Donoghue. Motion passed.**

Tantillo updated the CJE and MJE report.

Dodd said her report was in the semi-annual report.

O'Donoghue said he wasn't running for the office again but he planned to continue working with the Multicultural Commission. He said he feels like they have accomplished the main goal of getting people involved in JEA.

### **Committee and Publication reports**

**Awards:** Hudnall did not have anything to add to his report.

**Student Impact Award:** Siver said there is now a slightly revised form and the only change is to stress that the entrants put everything on 8 1/2 x 11 paper. Brochure and form is available in the bags at the convention and it will be mailed out to members and made available in bookstore and registration.

**Adviser award:** Clemons said we had four entries and winner is Alyce Culpepper for her broadcasting curriculum. The committee gave an honorable mention to Steve Matson for an exceptional stylebook. The awards will be presented at the luncheon on Saturday. Clemons suggested moving the

deadline for contest to Sept. 15 so that materials can be shipped from one judge to the next. Clemons also questioned giving Media Citations to a group more than once.

**Contests:** Walker said there were 31 contests, with 1,291 students from 161 schools and 25 states. Andrea Newcomer will be contest chair for San Diego and Ron Clemons has agreed to be local write-off chair for Kansas City.

**Publications:** Fulkerson said there will be some book signings at the Dallas convention. They are promoted in the convention update.

**Nominations:** Foreman said she contacted many people and has a slate of candidates for office. She tried to get two for every office and was unsuccessful — especially for offices for which a current board member is still running.

**Newsire:** Babb said she would not be doing next two issues due to personal problems, and Mary Lu Foreman had generously volunteered to do the next one.

**C:JET:** Clemons said the fall 1995 is issue will be on multicultural issues. She suggested two other ideas: one on yearbook and another on telecommunications. She is also interested in other ideas.

**NCTE:** Pat Graff sent in her report that Perkins presented. The role of the NCTE liaison was defined. Graff is not here because NCTE convention is now but she will be in San Diego for the spring convention. Tantillo added that one current MJE was submitting the project for certification to NCTE.

**Scholastic Press Week:** Jim Shuman asked for input on things members would like to see in the promotional packet.

Perkins asked if the board thought the annual report should go in directory and when directory should come out. Siver suggested that maybe we should do a synopsis of the year rather than put in the whole report. Clemons said she liked having the annual report in the directory in that it was more permanent. Puntney said her recommendation is that the directory be published immediately after the fall convention. **Melton moved that the directory be published immediately after the convention. Clemons seconded. Motion passed.**

**Melton moved that the state directors send their reports in before the fall rather than the spring. Tantillo seconded. Motion withdrawn and new motion that we go back to two a year. Tantillo said that the state directors should be able to submit it one or the other as they see would be best for them. Tantillo seconded. Motion passed.**

Motion to adjourn made by Kennedy. Seconded and passed at 4:50 p.m.

Respectfully submitted,

Judy Babb  
JEA secretary