

**Minutes of the Journalism Education Association Board Meeting
Benton Room, Hyatt – Kansas City
Thursday, November 16, 2000**

President H.L. Hall called the meeting to order at 8:30 a.m. Before the start of business, Hall entertained the members with details of his dream/nightmare about a business meeting.

Past President Candace Perkins Bowen called the roll. Those present included:

H. L. Hall, MJE, President
Rob Melton, MJE, Vice President
Carol Dreiling, CJE, Secretary
Candace Perkins Bowen, MJE, Past President
Linda Puntney, MJE, Executive Director
Connie Fulkerson, JEA Administrative Assistant/Bookstore
Bradley Wilson, CJE, Publications Editor
Susan Tantillo, MJE, Certification Chair
Norma Kneese, MJE, Multicultural Chair
Louisa Caucia, Junior High/Middle School Co-Chair
Michelle Dunaway, MJE, Junior High/Middle School Co-Chair
John Bowen, MJE, Scholastic Press Rights Chair
Steve Matson, MJE, Region 1 Director
Tony Gomez, MJE, Region 2 Director
Ann Visser, MJE, Region 3 Director
Kathy Craghead, MJE, Region 4 Director
Sylvia Daughtry, Region 5 Director
Carol D. Lange, CJE, Region 6 Director
Jane M. Blystone, MJE, Region 7 Director
Albert Martinez, Ad Hoc Board
Julie Dodd, MJE, Scholastic Press Association Directors Liaison
Tom Rolnicki, NSPA Executive Director
Michael Dunlap, CJE, Kansas City Convention Chair

√ Minutes of the Board Meeting from San Francisco were approved on a motion by Kathy Craghead and a second from Sylvia Daughtry. The vote was unanimous. The minutes from the General Meeting from San Francisco were approved on a motion from Ann Visser and a second from Michelle Dunaway. The vote was unanimous.

√ Proposed Technology Committee

Jake Palenske and Linda Puntney presented a proposal that would establish a Media Technology Committee. The function of the committee would be to provide assistance to media advisers since many district technology coordinators lack the experience with the software technology specific to media publications. The creation of such a committee would allow JEA to provide assistance with technology issues on a more timely basis to member schools, the board and headquarters. Questions and discussion included the level of expertise required of committee members, the method of selection to the committee, incurred costs of travel and housing at the conventions, commission or committee status, and Puntney's function within the committee. Tony Gomez made a motion regarding the proposed technology committee; Daughtry seconded the motion. Bradley Wilson offered a friendly amendment which was accepted.

Motion: To accept concept of technology proposal and appoint an Ad Hoc committee chair with recommendations to be made for procedures at the board meeting in San Francisco.

The motion passed on a unanimous voice vote.

President Hall appointed Steve Matson as the Ad Hoc committee chair; he will select members and report at the spring board meeting.

√ National Language Arts Standards

Candace Perkins Bowen reported only three board members had submitted vignettes for the NCTE Standards as they apply to journalism. Bowen cited the need in two particular areas; literature in the journalism classroom and the ESL connection in the journalism room. The vignettes should reflect classroom philosophy as well as the lesson plan. Craghead asked for a hard copy of a vignette. Perkins Bowen announced a new deadline for board members, Dec. 15.

√ National Certification/Standards

Perkins Bowen reported some programs are being cut, Iowa for instance. The question was raised if JEA still want to pursue national certification standards. Wilson reported an increase in North Carolina to \$70,000; Daughtry reported on an increase in the Hope Scholarship in Georgia. Perkins Bowen said variations exist when standards are left to individual states. Another concern is licensing. Visser with Julie Dodd will see what's happening with licensing. Dodd voiced concerns about budgets at the university level. She indicated that the University of Iowa dropped its journalism education program.

√ Write Off Committee

Mike Dunlap reported a total of 1,722 competitors from 25 states and Germany were registered in 40 contests. The committee had signed up 240 judges. Changes include a buffet replacing the sit-down judges' dinner and the video carry-in which allows one-on-one critiques. The write-off sites are listed in the program update.

√ Profit/Loss Statement (ANAHEIM)

Puntney presented the Profit and Loss Statement from the April 2000 JEA/NSPA Anaheim Convention. The total JEA profit from the convention was \$80,316.59, including the \$5,687.30 profit from the Write-Off Contests.

√ Quarterly Financial Statement

Puntney presented the Balance Sheet as of October 31, 2000. The total expense for the quarter stood at \$214,661.45. The budgeted figure is \$726,953.00. The report shows a net income of \$35,918.47.

√ Audit

Puntney summarized audit information and presented a letter from Sink, Gillmore & Gordon LLP which contained three management concerns. The first involved the convention account which showed \$112,951.50 as of June 30, 2000. The Association exceeded National Credit Union Share Insurance Fund (NCUSIF) insurance limits of \$100,000. The second concern was wording in the minutes about the scholarship investment account. That account was closed during May, 2000. The minutes contain discussion of closing the account, but they do not indicate whether the motion was approved. The final concern was the need for an active financial committee. With just two board meetings a year, it seems less likely that board members are active in oversight of the Association's operations. Puntney and President Hall indicated that each of these concerns has been or will be addressed.

√ Distance Learning

Dodd presented a memorandum prepared by Dodd, Judy Robinson and Perkins Bowen which highlighted the findings of a survey of JEA members. Five hundred and one members received surveys; 295 completed and returned them. Responses showed 75.4 percent would be interested in taking a journalism course online. Dodd said the results show a critical mass who have access to technology and an interest in taking a journalism course online. President Hall praised the work of the three committee members. ASNE was presented with a financial proposal for possible funding; Hall was promised a response soon. Discussion considerations included the content provider, alternative to Internet (CD rom) and out-of-state tuition. John Bowen made a motion; Blystone seconded it. Additional discussion included the extent of a university's participation/control, cost, graduate credit and copyright issues. Matson proposed a friendly amendment; the motion was read again and Matson withdrew his amendment. Carol Lange pro-

posed a friendly amendment to include the four courses mentioned in the report; Susan Tantillo proposed a friendly amendment to add the word asynchronous. Both were accepted.

Motion: JEA investigate getting funding to provide asynchronous, online courses in journalism teaching methods, publication design, journalistic writing and media law to meet members' needs.

The motion passed on a unanimous voice vote.

√ AP Journalism Class

President Hall said he was in contact with Lee Jones. The AP Board plans to distribute survey questions in December to universities and high schools. Other proposed AP classes will be included in the survey. The work continues on the project.

√ First Amendment Schools

John Bowen thanked all people who worked on project. A total of 26,742 forms were mailed; 270 entries were received in the first round. Seventy schools were mailed forms in the second round; 28 of those school submitted a final entry by the deadline. Nine schools were acknowledged as First Amendment Schools; that announcement will be made at the opening session on Thursday night. At a meeting on Saturday, several questions will be raised including concerns about private school and middle school participation. Advisers and schools need to be aware that all five elements of the First Amendment are considered in the selection process. Bowen made a motion; Tantillo seconded it. In discussion Bowen advised that schools must reapply year after year; letters were sent to schools not selected which indicated why they were not selected. Tony Gomez suggested that a plaque with names of the First Amendment Schools be displayed. Dunaway offered a friendly amendment to remove the word high school from the motion. That was accepted.

Motion: JEA should continue its support for the First Amendment Schools project.

The motion passed on a unanimous voice vote.

√ Semi-Annual Report

Rob Melton said the report was not available at this convention due to continuing Internet problems with his provider. He said 100 percent of the board members submitted reports on time. Thirty-three percent of committees, 25 percent of liaisons and 40 of the 52 state directors submitted reports. Melton reminded members that he needs updates from state directors on summer workshops and state issues.

√ ListServ

Perkins Bowen reported 405 individuals are now on the JEAHelp listserv; members actively use the ListServ to share information and get help. Eighty members are on JEATalk. President Hall commented on the importance of the ListServ and commended Perkins Bowen for her work. Members can utilize the archive feature to search for information by topic and by date.

√ Las Vegas Retreat

Gomez reported 23 people attended the Last Vegas Retreat last July with some advisers earning credit through K-State. Feedback was generally positive with the only negative being the hotel location. In addition to Gomez, Kathy Daly and Puntney were presenters. Daughtry commented on the effectiveness of instruction and the value of information in any classroom. Puntney described it as a positive experience and recommended that it be continued under the Adviser Institute umbrella. President Hall said Puntney did not include an honorarium for herself in the budget report. Board members agreed with him that this was not proper. Perkins Bowen moved that she be paid an honorarium; Daughtry seconded it.

Motion: I move that Linda Puntney be given her agreed honorarium (\$400) from the Las Vegas Institute.

The motion passed on a unanimous voice vote.

√ Scholarship for Prospective Journalism Teachers

Perkins Bowen said 11 individuals submitted applications. The field included outstanding candidates. Brian Hayes,

a student at Ball State University, will be awarded the \$1,000 scholarship. Perkins Bowen said he had an award-winning career in the real world and he was included on the convention program.

√ Time Out for Diversity/Diversity Training

Norma Kneese reported the Poynter Institute declined the request for diversity training as it is not part of their plan. Kneese has names of other diversity trainers. The board is committed to training, and discussion involved the Freedom Forum and ASNE which would support that training. Including the training would change the length of the Board meeting. Carol Lange moved to include training sessions for the board as well as advisers and editors at the San Francisco convention; Blystone seconded the motion.

Motion: I move that at the San Francisco convention that a two-hour diversity training be held for the board on Thursday and one to two two-hour diversity sessions be held during the convention for advisers and editors.

The motion passed by a unanimous voice vote.

√ Kansas City Convention

Mike Dunlap reported 4,242 advisers and students were preregistered. They represented 42 states, Germany and Peru. A special feature is the Saturday night reception in Union Station. The convention hotels filled and several overflow hotels had to be used.

√ Future Convention sites

Puntney reported one keynote speaker has been finalized for San Francisco: Jay Schadler, "Traveling Across America." Boston for the fall of 2001 looks good following a successful meeting with the committee there. Dates of future conventions are: April 5-8, 2001 in San Francisco; Nov. 8-11, 2001 in Boston; April 4-7, 2002 in Phoenix; Nov. 21-24, 2002 in Dallas; April 10-13, 2003 in Portland and Nov. 20-23, 2003 in Washington, DC. Matson mentioned the availability of Washington state for future consideration.

√ Write-Offs

President Hall reported a write-off request from Jairal Hill was received, asking if two students could be entered in a contest for those students who place in their state contests. The board response was no with several reasons cited: some states have two state organizations, not all states have write-offs, the difficulty in certifying state winners, lack of physical space to house contests and time constraints for the physical evaluation of entries on sight.

√ C:JETA Copy Editor

Bradley Wilson reported he received a letter from Howard Spanogle, the copy editor, who has asked for JEA funding for transportation and hotel expenses for conventions. He would be a judge and presenter. Wilson said the copy editor was originally a volunteer position; however, the demands on Spanogle have been great, including approximately 100 hours on the special issue. Spanogle said he was asked to be copy editor. The question for the board is should Wilson hire a copy editor? The board consensus was to take it under advisement for the next budget. President Hall reminded board members to submit budget requests by Feb. 1.

√ Endorsement and Partnerships

Lange presented the proposal of a partnership with the National Education Association in the NEA Read Across America program. Now in its fourth year, the program will celebrate the fun of reading on Dr. Seuss's birthday, March 2. JEA is asked to become a partner. No cost will be incurred by JEA, but we would be expected to disseminate information through our website and to distribute publicity handouts at conventions. In return, JEA will become part of a national mailing to libraries and NEA will pay for exhibit space at future conventions. Lange submitted a motion to approve the partnership; Blystone seconded it.

Motion: I move that JEA become a national partner in National Education Association's Read Across America program.

The motion passed by unanimous voice vote.

√ SPLC Advisory Council Membership

President Hall presented information about a representative from JEA to the SLC Advisory Council. The council meets once yearly at some scholastic journalism convention. The annual membership cost to JEA is \$250, an amount we already pay. The cost to JEA is travel and hotel accommodations for the yearly meeting. Hall raised questions about using a board member or opening it up to state directors. One suggestion is to choose someone from the Scholastic Press Rights Commission. This representative would be responsible to JEA to attend meetings, to make suggestions to the SPLC and to report back to the JEA board.

√ Grant Proposal/Special issue *C:JET*

Puntney announced the yearbook company that had asked us not to sell ads in the special issue of *C:JET* has pulled out. That company will not be underwriting the cost; headquarters is seeking funding at this time. If we sell all copies, it will come close to recouping production costs. The publication, which is also sold by NCTE in their bookstore has eight fewer pages and includes new spreads. The cost is \$7 per issue.

√ Liability Insurance

As a point of information, Puntney said one speaker at Anaheim was given a citizen's arrest for sexual harassment that allegedly happened at the convention. Those charges were later dropped, but only after 84 days of uncertainty and stress in the man's life. That situation could have resulted in a lawsuit for JEA; the crowded hall conditions could also possibly result in a lawsuit. Headquarters has requested bids from three companies to provide directors' and officers' liability insurance. Although no formal bids have been considered, the cost is expected to be quite high. She understand we have had some liability insurance with NSPA. Several options will be considered. Liability insurance will be a budget item in the next budget.

√ Curriculum/Development Chair

President Hall reported Kathleen Zwiebel has resigned her commission chair due to family health commitments. Hall praised Zwiebel's work in establishing the mentoring program and the website work. He will make a appointment of a new chair after the election results.

√ Scholarship Committee Chair

President Hall announced the need to fill the vacancy in the Scholarship Committee Chair. Retiring from the board is Carol Dreiling, current chair, Other board members retiring from the board include Susan Tantillo and Michelle Dunaway.

√ Quill & Scroll Anniversary

President Hall said Quill & Scroll will celebrate its 75th anniversary in 2001. JEA needs to find a way to recognize that milestone. Quill & Scroll will attend both the San Francisco and the Boston conventions.

√ Quill & Scroll Survey

President Hall reported Quill & Scroll is searching for professionals and teachers who were Quill & Scroll members. Possible ways to publish this search include state directors, the ListServ, SPA, NCTE and the January issue of *NewsWire*. He urged members to respond to Quill & Scroll, reporting when they were members in high school and what they are doing now.

√ Nominations

Dodd reported her committee – including John Hudnall, Vanessa Shelton and Cheryl Pell – would present a slate of candidates at the General Meeting on Friday. In addition nominations will be accepted from the floor. All board members seeking reelection are reminded to send a biographical sketch in 100 words and a description of goals in 150 words. Puntney said any candidate can get mailing labels for a single area or the entire membership by simply requesting this from headquarters. Ballots will be mailed at the end of January to be returned by the February deadline. Those elected will be notified no later than March 1. The ballots are counted by an independent auditor.

New board members will be given training prior to their first meeting. Puntney thanked Dodd and her committee.

√ Convention Concerns

President Hall and Puntney reported they continue to conduct exit meetings at the end of conventions during which they hear both positive and negative comments. Several concerns have been repeated. (1) Crowded hallways always remain a concern. (2) A need exists for a publication of tips for convention goers. Perhaps it can be put on the website or can be published as a supplement to *NewsWire*. (3) Only 87 percent of the hotel rooms in the block here were filled. Without knowing exact numbers, some schools have reserved multiple rooms and then cancelled one or two if they don't fill the numbers. JEA/NSPA then loses those rooms. At San Diego in 2004, a nonrefundable first night's deposit on the rooms will be required. Some national groups recommend the practice of submitting the registration form and hotel form at the same time.

√ Student Press Law Center Board Report

Perkins Bowen and Bowen reported the next meeting of the board will be at St. Petersburg. The smaller board will be working with its Advisory Council. One goal is to update and improve the SPLC website. The board has asked for a proactive, teaching educational outreach.

√ Headquarters/Financial Report

Sister Rita Jeanne provided the financial report from Piper Jaffray. The value of JEA's investment as of Oct. 31, 2000, is \$369,933. Its average current yield is 7.35 percent. Two thousand dollars in scholarship money was distributed to the student Journalist of the Year winners.

√ Regional Directors Reports

- Visser reported three new state directors in Region 3.
- Blystone said she is working on some state directors in Region 7; plans are also being made for Freedom First in Boston in the fall of 2001.
- Lange reported three new state directors in Region 6.
- Matson reported a new state director in Washington.
- Gomez praised the active state directors in Region 2, mentioning preparations for the Arizona convention and a grant secured in Nevada for adviser training.

√ Commission Reports

- *SPLC*- Bowen reported censorship increases especially in yearbooks.
- *Junior High*- Caucia and Dunaway reported an increase in junior high convention participation from 62 in Atlanta to 88 in Anaheim. The possibility of growth in this area is very exciting.
- *Multicultural*- Kneese reported receiving an e-mail from SNE requesting a list of multicultural advisers. She has no access to that information. She requested we consider an optional box on the application form to allow advisers of color to indicate that. She said the outreach is designed for those who do not know about JEA.
- *Certification*- Tantillo reported 20 CJE awards and 3 MJE awards would be presented at Kansas City. To date we have 628 CJE members and 11 MJE members.
- *AdHoc*- Kneese said she is looking for new members.

√ Committee Reports

- *Scholastic Press Week*- Blystone reported the Pennsylvania Department of Education has a continuing professional development program. It provides many services; she gave a copy of an application to Headquarters.

√ *NewsWire* and *C:JET*

Wilson announced he brought last copies of the publication; the new special issue will cost \$7. *C:JET*'s next focus is on video. It is a 36-page issue with some material held back to be published later. He is always looking for stories. He urged members to submit good student artwork, photos, etc. and to write something themselves. A hot topic now is

convergence: several disciplines working together on a one-story concept. He described the tight deadlines on *NewsWire*, particularly on the second and the fourth issues. The board should consider if we want to continue both publications. He needs concrete comments on the publications rather than generalities like “Good Job.” He sometimes gets ideas for other coverage from the comments.

√NCTE

Melton reported in Pat Graff’s absence. The new *Principal’s Guide* is ready to go but has been held up due to delays in funding. Graff wanted the board to know her absence stems from the conflicting NCTE conference. Next year, the NCTE convention falls at a different time than our convention (one week later) and she would like for us to have a contingent there. Last year, she and several others nominated Mark Goodman for the Intellectual Freedom Award. He was a runner-up, needing more personal stories of his work. They plan to renominate him and asked board members to submit personal stories for him. Finally, she is considering running for NCTE next year.

Kneese moved to adjourn; Blystone seconded the motion.
Meeting was adjourned at 2:44 p.m.