

## Minutes of the Journalism Education Association

April 6, 1995

Board Meeting, Regency A

Hyatt Regency, San Diego, California

President Candace Perkins called the meeting to order at 9:20 a.m.

Past President Ken Siver called roll. In attendance were:

Candace Perkins, President  
H. L. Hall, Vice President  
Carol Lange, Secretary/*Newswire* Editor  
Ken Siver, Immediate Past President  
Sister Rita Jeanne, Treasurer Emeritus  
Molly Clemons, C:*JET* Editor  
Linda Puntney, Executive Director  
Rob Melton, Northwest Regional Director  
Tony Gomez, Southwest Regional Director  
Judy Knudtson, North Central Regional Director  
Kathy Craghead, South Central Regional Director  
Betty Morton, Northeast Regional Director  
Susan Hathaway Tantillo, Certification Commission  
Jack Kennedy, Development/Curriculum Commission  
Willie Wooten, Multicultural Commission  
John Bowen, Scholastic Press Rights Commission  
Earlene Hollinger, Ad Hoc Board Member  
Norma Kneese, Ad Hoc Board Member  
Connie Fulkerson, Publications Committee  
Diane Honda, Scholarship Committee  
Jim Shuman, Scholastic Journalism Week Committee  
Pat Graff, NCTE Liaison  
Julie Dodd, Scholastic Press Associations Liaison  
Hilda Walker, Write-off Committee  
Tom Rolnicki, NSPA Liaison  
Mike Soules, guest  
Judy Hines, guest  
Brooke Graber, guest

Perkins welcomed continuing members and newly elected officers Gomez, Wooten, Hollinger and Lange to the Board. Perkins emphasized the Board needed to continue to work on the budget as a reflection of JEA goals and priorities. All Board members needed to give their input and to address issues openly.

### MINUTES

Minutes from the Nov. 17, 1994, Board meeting were presented by secretary Lange. **Motion to approve the minutes was made and passed.**

### HEADQUARTERS REPORT

Puntney reported JEA membership of 1,595 is the highest spring membership. Of that, 1,391 are teacher/adviser memberships.

Headquarters has been busy in the last months. Puntney gave the Board copies of newly designed brochures for National High School Journalist of the Year, Advisers Institute programs, and Professional Contribution Prize for Innovative Instruction.

Puntney presented the Profit and Loss Statement, year-end summary for April 1, 1994, through March 31, 1995. The statement was reviewed by an accountant who indicated proper accounting was utilized. Total income was \$237,900.91. Total expenditures were \$224,570.69 for a net profit of \$13,330.22.

## CONVENTION UPDATES

**Dallas:** Puntney gave the final report on Dallas: Income for the convention was \$74,520.58. Total expenditures were \$34,725.69 for a total JEA profit of \$39,794.89. The manner of reporting adviser scholarship luncheon monies and its division between JEA and NSPA were discussed. Puntney will revise the financial report to reflect the expenses and transfer of scholarship monies from the adviser luncheon.

**San Diego:** Don Reeder of NSPA reported 2,638 delegates were pre-registered. The local committee has worked to provide a full schedule. The pre-convention meeting went well. Honda reported there were 125 applicants for 50 minority scholarships.

**Boston:** Siver reported that the Boston local committee met on March 11 at the 57 Park Plaza. Co-chaired by Michael Vieira of YankeePEN and Siver, the meeting of JEA and NSPA representatives and local advisers toured the facilities and clarified individual and organization responsibilities. Involvement by JEA is definitely to be viewed as an outreach venture. A Boston convention goal to make JEA visible and to increase membership has already begun with local committee members joining JEA and NSPA. Postcards which were mailed to 12 target states and the District of Columbia have brought positive responses. A college tour will be part of the Thursday pre-convention program.

Siver presented the proposed budget based upon an expected paid attendance of 750. The Boston local committee does not wish any money from the convention as their main goal is the development of membership.

The Board discussed whether registration should be accepted outside Washington, D.C., and 13 designated states (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Delaware, New Jersey, Maryland, Virginia and West Virginia). Kennedy moved that registration to the Boston convention be limited to those in the D.C. and 13-state area. Morton seconded the motion. The motion carried six to five.

Hall moved that if a school is registered for both the Kansas City and Boston conventions or if the JEA and NSPA executive directors believe there are extenuating circumstances, a school outside of the D.C. and 13-state area may register for the Boston convention. Melton seconded the motion. The motion carried.

Hall moved that the Boston convention budget be accepted. Kennedy seconded the motion. The motion carried.

**Kansas City—Nov. 16-19:** Clemons and Puntney reported planning by the local committee includes a jazz reception for adviser evening entertainment, student jazz bands and Thursday pre-convention workshops in design and broadcast journalism. A Shoot Kansas City on-site contest will be added.

**San Francisco—April 11-14, 1996:** The local committee is actively involved in planning.

**Chicago—Nov. 14-17, 1996:** Tantillo has agreed to chair this convention.

**Phoenix—April 17-20, 1997:** No new information to report.

**St. Louis—Nov. 13-16, 1997:** Ed Donnelly has agreed to chair this convention.

Puntney reported California JEA members have indicated their preference that JEA/NSPA conventions be held in northern California in odd years and in southern California in even years. Albuquerque, Sacramento, San Jose and Santa Clara were suggested as possible sites for the Spring 1999 convention. Kennedy moved that the board approve Anaheim as a convention site for the year 2000. Melton seconded the motion. The motion carried.

## NEW BUSINESS

### ON-LINE PRESENTATION

After distribution of America Online introductory kits and articles, Puntney and Perkins acquainted the Board with the newly established JEA Home Page on the World Wide Web. It may be accessed at <http://www.spub.ksu.edu/~jea/>. "About JEA," "Calendar," "Scholarships," "JEA Bookstore," "Conferences," "Student Press Rights Position," "Membership," "Newspapers on the Web," and "Links to Other Resources for Journalism Teachers" may be accessed on the current Home Page.

Tom Keekley and Wendi Gerth introduced the NSPA Home Page. It may be accessed at <http://studentpress.journ.umn.edu/>. Available selections include "Journalist's Toolbox" with links to professional and scholastic publications, "It's the Law" with articles and law briefs from the Student Press Law Center, "Winners Circle" for Best of Show listing, "Calendar" for NSPA-sponsored activities and "Hall of Fame" listing.

Melton suggested services and offered questions the Board should consider as JEA becomes more involved with e-mail and Internet communication. JEA might provide employment openings, state director columns, an archive or directory of C:JET issues, Issue Seminar packets, an e-mail directory, and news bureau for press releases and student press exchange.

Melton presented the following questions:

1. Who should bear the cost of Internet expenses?
2. Should JEA be part of America Online for easier access?
3. Should JEA Board be reimbursed for online access and be involved in a special service that might generate revenue (with e-mail addresses or password for members)?
4. Should chat rooms be established for discussion and forums to meet experts?

Perkins is to submit a proposal to America Online to have a forum listing for JEA.

### BUDGET

Perkins presented the 1995-96 budget for April 1, 1995, to March 31, 1996. Discussion ensued including questions of the most understandable way to account for such items as bookstore income, expenditures and inventory and how convention reporting was to be included in a projected budget. Siver moved the Board accept the 1995-96 budget as amended. Tantillo seconded the motion. The motion carried.

### CHANNEL ONE PROPOSAL

Mike Soules, director of programming for Channel One, presented a proposal for convention participation and education initiative. Channel One wants to be more involved with the broadcast journalism strand of the convention. They are willing to work with JEA to write rules and regulations for Write-off competitions in pre-produced drop-off and on-the-spot reporting. They will work to provide equipment for competition and instructional sessions. They will include promotion of JEA/NSPA conventions in their magazine and highlights from conventions in their video productions. Siver moved JEA enter into a partnership with Channel One Communications to develop the video broadcast competition and broadcast journalism curriculum for a period of two years. Wooten seconded the motion. Discussion emphasized the strong foundation in broadcast journalism established by JEA members. The motion carried.

### NCAA DECISION

Hall presented his concern over a recent National Collegiate Athletic Association decision to deny credit for most journalism courses effective 1996. Judy Hines of The Freedom Forum indicated her research on the issue had likewise been incapable of establishing who made the decision and why it was made. It was established as a response to a mandate to establish minimum regulations for NCAA-participating athletes. It was suggested regional and state directors work with Hall to poll universities in their areas which do accept journalism as English credit. Hall and a committee composed of Kennedy, Knudtson and Graff are to have a resolution by Saturday's JEA business meeting.

## APPRECIATION

Hall moved JEA President Perkins send a letter to former Board members Vicki Scorsone, Steve O'Donoghue, Judy Babb and Mary Arnold to express JEA's and the Board's appreciation for their service. Morton seconded the motion. The motion carried.

## WORKING COMMITTEES ESTABLISHED

Perkins appointed three committees:

1. Channel One Review Committee to be composed of Siver, Puntney, an NSPA representative, Kennedy, Walker and Gentry.
2. Fiscal Oversight Committee to be composed of Hall, Kennedy, Puntney, Lange and Perkins.
3. Investment Committee to be composed of Sister Rita Jeanne, Hall, Melton and Perkins.

## OLD BUSINESS

### NATIONAL YEARBOOK ADVISER OF THE YEAR

Kennedy presented a progress report on the establishment of a National Yearbook Adviser of the Year recognition. As proposed, the award would be presented during the spring JEA/NSPA convention each year, would be modeled on The Dow Jones Newspaper Fund program, would be judged by a panel of experts representing the major scholastic journalism organizations (JEA, NSPA, CSPA, CMA and Quill & Scroll) and an appropriate professional journalist/publisher, and would be funded by major yearbook publishing companies. JEA will function as administrators of the program, providing clerical and coordination duties and providing a clear accounting of all monies. Melton moved Kennedy be authorized to implement the National Yearbook Adviser of the Year recognition. Tantillo seconded the motion. The motion carried.

### THE MISSING CHAPTER

Kennedy reported writing the missing chapter of *Death by Cheeseburger* was progressing.

### COMMITTEE AND PUBLICATION REPORTS

#### NCTE LIAISON

Graff reported the NCTE convention in 1996 will be in Chicago at the same time as the JEA/NSPA convention. She hopes more advisers will be able to attend both conventions.

#### NEWSWIRE

Lange presented a draft production schedule for the next five issues of *NewsWire*. By the April/May 1996 issue every commission and committee chair will have written one article. In every issue there will be information to assist a yearbook, newspaper, magazine and broadcast journalism teacher/adviser; support for journalism and photojournalism teachers; and standing columns with bookstore highlights, teaching tips, calendar, regional wrap-up and JEA on Internet. It is anticipated *NewsWire* will be available through the JEA Home Page as well as in print form.

#### SCHOLARSHIP

Honda asked Puntney to clarify the amount to be awarded to National High School Journalist of the Year based upon the Board's Nov. 17 decision "scholarship amounts be 33 1/3 percent, with each winner getting equal amounts based on the amount of interest generated during the previous fiscal year."

Meeting was adjourned at 4:50 p.m.

Respectfully submitted,

Carol Lange, secretary