

Minutes of the Journalism Education Association Board Meeting

Thursday, April 8, 1999, 8:30 a.m.

Hyatt Regency Hotel, Albuquerque, NM

President H.L. Hall called the meeting to order at 8:30 a.m., opening with a welcome to all to the city of Albuquerque. He extended a welcome to new board members: Steve Matson - Region 1 Director, Carol Lange - Region 6 Director, and Carol Dreiling - Secretary. President Hall also expressed a thank you to former board members Betty Morton and Jack Groves, applauding the time and efforts they had given during their tenure on the board.

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, JEA Executive Director
 Connie Fulkerson, JEA Administrative Assistant/Bookstore
 Bradley Wilson, CJE, Publications Editor
 Susan Hathaway Tantillo, MJE, Certification
 Kathleen Zwiebel, CJE, Development/Curriculum
 Norma Kneese, MJE, Multicultural
 John Bowen, MJE, Scholastic Press Rights
 Steve Matson, MJE, Region 1 Director
 Tony Gomez, MJE, Region 2 Director
 Jack Kennedy, MJE, Region 3 Director
 Kathy Craghead, MJE, Region 4 Director
 Sylvia Daughtry, Region 5 Director
 Carol Lange, CJE, Region 6 Director
 Coy Henderson, Ad Hoc Board
 Joe Nations, Ad Hoc Board
 Helen Aguilar-Williams, Outreach Participant
 LarGlendal Williams, Outreach Participant
 Marilyn McElroy, CJE, Awards
 Michele Dunaway, CJE, Junior High/Middle School
 Diane Boyle, MJE, Nominations
 Diane Honda, MJE, Scholarship
 Ron Clemons, MJE, 75th Anniversary
 Molly Clemons, 75th Anniversary
 Pat Graff, MJE, NCTE Liaison
 Julie Dodd, MJE, Scholastic Press Association Directors Liaison
 Tom Rolnicki, National Scholastic Press Association Liaison

• Candace Perkins Bowen moved that President H.L. Hall be allowed to speak on agenda items. Second by Sylvia Daughtry. Carried: unanimous voice vote.

Approval of the minutes from the Washington D.C. convention with one correction: Jack Kennedy replaces Wilson as the second to a Daughtry motion to "...move to table the previous motion."

• Motion by Lange, second by John Bowen to approve the minutes as amended. Carried: unanimous voice vote.

Presentation made by Tim McManus of the Presidential Classroom, Washington, D.C., asking for partnership with JEA to establish a special focus workshop on Media and Government.

• Motion by Daughtry, second by Tantillo: "...move to take from the table the motion to consider the endorsement policy." Carried: unanimous voice vote.

• Motion by Candace Bowen, second by Daughtry: "move to accept the policy on endorsements and partnerships." Carried: unanimous voice vote.

The policy reads: **Any organization which approaches JEA for endorsement of a project has to receive the majority approval of a five-member ad hoc committee, which the JEA president appoints. One member of the committee will always be the JEA executive director. *An organization cannot receive endorsement of a project unless there is no cost to JEA and no cost to JEA members, and the organization's goals must be in line with JEA's mission and goals. *An endorsement of a project would allow an organization to use JEA's name and logo on that project, and it could link to JEA's Web page. *JEA has the right to remove an endorsement of a project at any time. *A partnership with an organization can include an investment of JEA's time and/or money. The executive committee will oversee the partnership project, and the board must approve any financial obligations. The board may dissolve the partnership.*

• Motion by Kennedy, second by Craghead: "...move to accept the policy on grants as submitted." No vote.

• Motion by Kennedy, second by Daughtry: "...move to approve the grant policy with amendment that removes the third graf." Carried: unanimous voice vote.

The policy reads: *JEA may submit grant proposals when such proposals advance the key goals of the organization. Individual JEA members may research and formally propose grant applications in the name of JEA, but may not submit such applications without the approval of both the JEA president and the executive director. Headquarters staff shall formally submit grant proposals for JEA and shall administer all grants involving JEA should they be approved by the funding organizations. The JEA Board will retain the power to hire a grant writer for the organization and will work with the JEA president and executive director to develop salary, goals, procedures and evaluative methods for that position.*

• Motion by Tantillo, second by Zwiebel: "...move JEA honor individuals at each convention who have been advising scholastic media for 5, 10, 15, 20, 25, 30 years or lifetime beginning in Atlanta. A check-off will be provided on convention registration materials and JEA membership materials." Carried: unanimous voice vote.

Following the report of the 75th Anniversary Committee, President Hall brought to the board's attention the death of Dorothy McPhillips, a past president of JEA. Hall indicated that she was a fantastic grant writer and proponent of freedom of expression. He recognized her as one of his mentors.

• Motion by Candace Bowen, second by John Bowen: "...move to accept the proposed JEA mentoring program with the elimination of the phrase in #4 '...and review policy,' and put it into practice." Carried: unanimous voice vote.

The JEA Mentoring Program reads: *JEA will establish a mentor program for new advisers, those with three years or less of experience advising scholastic media and/or those advisers who feel that they need assistance on a semi-permanent basis. This program will be by voluntary participation but is strongly recommended for CJE's and MJE's. Curriculum commission will oversee the program. Mentorships will last one year unless both parties agree to continue unofficially. Mentors and mentees must be current JEA members. Program will work as follows: 1. Establish a pool of volunteer mentors. They will fill out a form to be available at a JEA session, in NewsWire, with convention registration material and with membership applications and CJE, MJE applications. 2. Mentees will fill out applications forms also to be included with membership forms, in NewsWire and with convention registration material. Forms will be duplicated for mentor. 3. Mentees and mentors will receive an information sheet which contains who their contact person is, expiration date of mentorship, and a code of etiquette/conduct/expectations for the relationship. 4. Mentors and mentees will be matched by type of media advised, school size and type, staff size and JEA region. 5. At the end of the year both will fill out an evaluation form. 6. A report of the program will be filed with the semi-annual report. A proposed budget of \$250 is requested for: a. postage, b. photocopies of forms, c. production of forms (possibly by headquarters).*

Presentation made by Greg Truitt of TEAM Magazine asking for a partnership with JEA to help showcase skills of high school journalists through the publication three times yearly of the TEAM Magazine.

- Motion by Craghead, second by Candace Bowen: "move JEA/NSPA go to Dallas Nov. 21-24, 2002, to the Hyatt Regency for the fall convention." Carried: unanimous voice vote.
- Motion by Candace Bowen, second by Zwiebel: "...move to accept the Vision Statement for JEA as presented by the Executive Committee. *Amendment to motion: combine #1 & #2 and combine #3 and #7. In #11, eliminated 'including SPJ & ASNE'.*" No vote.
- Motion by Melton, second by Kennedy: "...move to table this motion so that the Vision Statement can be given to an ad hoc committee to be refined." Carried: unanimous voice vote.

Presentation by Paul Folkemer, Norene Clark, and Fred Mann regarding the Student Television Network. Channel One is seeking a partnership with JEA to establish an exchange program between broadcast students from different schools.

- Motion by Lange, second by Tantillo: "...move to remove from the table the Vision Statement motion for approval." Carried: unanimous voice vote.

Vote taken on previous motion to approve Vision Statement. Defeated: unanimous voice vote.

- Motion by Kennedy, second by Kneese: "...move to accept the Vision Statement for JEA in the 21st Century, as attached. *Amendment: To #10: Teach the importance of empowering students through the practice of free and responsible expression.*" No vote.

- Motion by Daughtry, second by Zwiebel: "...move to postpone the Vision Statement until the November convention." Carried: 6-5 show of hands; one abstention.

- Motion by Candace Bowen, second by Tantillo: "...move the By-laws Revision Proposal be accepted." Carried: 13-0 by show of hands.

The by-laws read: *Section 2: Commissioners It is the duty of five commissioners to carry out the programs and projects of the organization under the direction of the president. Commissions may be initiated or terminated by action of the board of directors by a two-thirds (2/3) majority of voting members of the board. Section 1: Standing Committees Standing committees shall be Awards, Nominations, Write-offs, Bookstore, Scholarship, Finance and Executive. Standing committee chairs are appointed by and responsible to the president. The president shall select the committee and may select committee members or delegate the responsibility to the chair.*

- Motion by Kennedy, second by Zwiebel: "...move to accept the budget with changes as annotated on the President's copy." Carried: voice vote with one abstention.

President Hall acknowledged the outgoing committee chairs and thanked them for their contributions to JEA. He urged them to stay involved by becoming members of committees and commissions. New committee appointments announced were Rob Melton - Finance, Ann Visser - Publications, Carol Dreiling - Scholarship, Kathy Craghead - Awards, and Julie Dodd - Nominations.

- Motion by Daughtry, second by John Bowen: "...move to establish a \$1000 award to a school to recognize media that have made an impact on first amendment rights. It will be named the Dorothy McPhillips Freedom Award." No vote.
- Motion by Melton, second by Kennedy: "...move to postpone action on this motion until the November Convention so that the proposal can be completely fleshed out and consideration can be given to the financial repercussions of such a proposal." Carried: unanimous voice vote.

In Other Business...

- ★ Reviewed the Profit-Loss statement from the Washington, D.C. convention. JEA made a profit of \$70,244.57.
- ★ National Language Arts Standards/Licensing: Candace Bowen announced that states seem to be moving away from

certification. Several groups including NCTE, AEJMC, and NCATE have set up twelve parallel standards to measure journalism programs who meet that writing standard.

- ★ Center for Scholastic Journalism: Puntney indicated that so far the project has not moved forward. The next step is to write a grant to try to establish such a center.
- ★ Distance Learning: Dodd and Candace Bowen reported that a survey will be sent out next fall. Dodd noted that online learning has come under scrutiny with questions about its discriminatory aspect and about out-of-state tuition concerns.
- ★ Quarterly Financial Statement: Puntney announced that the income is over the amount budgeted, but the interest is down. Puntney indicated that this was deceptive since the March statements had not been received as of the preparation of this report.
- ★ 75th Anniversary: Molly Clemons reported the official kickoff begins tomorrow at the Adviser Luncheon. Pins and 20-year calendars will be given out in Albuquerque. A planner/calendar/historical document will be published in late fall. Committee members are writing features to highlight the first 75 years of JEA. It is intended to be a working document in which media advisers can add their own history. The Quilt Project is underway to document the first 75 years; it will be auctioned off at Atlanta. Caricatures will be drawn of current board members and previous presidents of the organization; they will be on display in Atlanta.
- ★ Puntney described the Summer 2000 cruise - tentatively set for July 10-17 with estimated costs of \$1,100 to \$1,300.
- ★ Development/Curriculum report: Zwiebel announced that she initially received 430 responses from the 1,028 surveys mailed, plus an additional 23. The second article will cover information based on the course work responses. Zwiebel described an ethics curriculum recently published that includes an anthology of ethics articles covering activities, case studies and a bibliography. Roz Starks and Dick Johns are two individuals involved in the publication of the materials.
- ★ AP Journalism: Wilson reported that establishing an AP class involves a 4-6 year process. A course approved for AP status would have to meet eight criteria and would have to have the support of colleges. A minimum of 10,000 exams would have to be administered if the expenses were to be recouped. A committee was established to work with Wilson on the project: Lange, Graff, Kneese, Boyle, Candace Bowen, and Hall.
- ★ First Amendment Schools: John Bowen announced that a meeting would be held in late June to secure support for project. It has the support of several organizations including the Freedom Forum, NSPA, JEA, and Quill and Scroll.
- ★ Filtering: Hall reports that it is not a dying problem; several schools have reported problems where research is halted because of filtering. JEA continues to monitor the situation.
- ★ The Albuquerque Convention has 2,520 preregistered participants. A few walk-ins were expected. This number is up from the 1991 convention at 2,200.
- ★ The Atlanta Convention plans include invitations to Former President Jimmy Carter and his wife, Ted Turner (backup: Tom Johnson), Hank Aaron, Andrew Young, and John Smoltz.
- ★ NewsWire and CJET: Wilson passed out ad rate sheets, deadline information and mentioned several articles in progress.
- ★ SPLC: John Bowen announced that the funds are on the rise. They are looking at some long-term, intensive fund-raising.
- ★ Multicultural Commission: Kneese reported that a survey of former outreach participants and ad hoc members was taken and finding show that those individuals did not return due to funding. The commission will organize a workshop for state directors to teach how to create mentoring and job-shadowing situations. Made the suggestion to establish a professional minority organization. Suggested that board members act as mentors to outreach participants in order to keep a personal relationship. Distributed a newsletter edited by Roger Woo.
- ★ Certification: 19 CJE and the 100th MJE will be awarded in Albuquerque.
- ★ Scholarship: Honda reported two articles written about the student journalist of the year.
- ★ Grants: Lange reported on the Ryan White Excellence in Journalism Award, the awards for reporting on issues such as HIV and AIDS, and \$500 grants made to student publications for ideas for improving literacy in their communities.
- ★ Awards: McElroy announced the awards applications were printed in NewsWire and as a result, she had already received one completed application.
- ★ SPA: Dodd reported that SPA directors would meet at 9 a.m. on Saturday.
- ★ NCTE: Graff submitted written report, noting information about events at NCTE conventions as well as future projects planned for NCTE/JEA. She announced a joint venture between NASSP, JEA/NCTE, and the Dow Jones Newspaper Fund to revise and reissue the *Principal's Guide to Scholastic Publications*.

• Motion by Kennedy, second by Kneese to adjourn @ 3:14 p.m. Carried: unanimous voice vote.