

Minutes of the Journalism Education Association
Sunday, August 10, 1997, 3:30 p.m.
Board Meeting, Kedzie Hall Library
Kansas State University

President H.L. Hall called the meeting to order at 3:30 p.m.

Past President Candace Perkins Bowen called roll. In attendance were:

H.L. Hall, President
Rob Melton, Vice President
Ann Visser, Secretary
Candace Perkins Bowen, Immediate Past President
Linda Puntney, JEA Executive Director
Susan Tantillo, Certification Commission Chair
Willie Wooten, Multicultural Commission Chair
John Bowen, Scholastic Press Rights Commission Chair
Jack Groves, Northwest Regional Director
Jack Kennedy, North Central Regional Director
Kathy Craghead, South Central Regional Director
Sylvia Daughtry, Southeast Regional Director
Betty Morton, Mid-Atlantic/Great Lakes Regional Director
Barbara Flanagan, Northeast Regional Director
Pat Graff, NCTE Liaison
Connie Fulkerson, Bookstore (Monday)

- Approval of board and general membership meeting minutes (Phoenix)
Minutes from the April 17 and 18 board and general membership meetings were presented.

Motion by Tantillo to approve board minutes as corrected. Bowen seconded. Motion carried.

Motion by Daughtry to approve general membership minutes as corrected. Morton seconded. Motion carried.

OLD BUSINESS

- Re-examination of endowment: As of June 1997, net worth was \$241,344.15. The July 1997 net worth was \$247,155.01.
- Adviser's Institute: No profit/loss statement for Adviser's Institute was available at this time.
- Job Descriptions: Perkins Bowen. Slight update. Kennedy discussed changes that might occur and whether or not they would be made on a regular basis. The descriptions would be revisited every two years prior to an election.

Melton moved that the document be adopted as an interim document to be officially approved next spring. Morton seconded. Motion and second withdrawn.

All Board members should send any suggested changes to Perkins Bowen by September 1.

- Committee to study current and potential possibilities for JEA money: Perkins Bowen. Nothing at this point.
- Write-off Committee:

Kennedy moved, Groves seconded that the Write-offs be chaired by two persons. Motion carried.

- Portable Display Unit: Puntney. The unit was viewed by the Board. It is available from the American Institute of Baking.

Groves moved, Bowen seconded that the unit be purchased at the lowest possible price. It is a budget item that was not previously budgeted; costs may include repair/renovation of the unit. It may also include money for someone to be in attendance at conference/conventions to man the booth. Monies will be taken from contingency fund. Motion carried.

- JEA office hardware and software: Puntney. Committee assessed what Headquarters needs to efficiently serve its members.

Melton moved that the JEA hardware/software requests be granted with the stipulation that the best possible price be sought by Headquarters personnel. The money may be transferred from savings as necessary. Bowen seconded. Motion carried.

- ListServ: Perkins Bowen. Up and running. If e-mail addresses change, the person should notify Perkins Bowen. General consensus: the List will continue to consist of the Board and state directors.
- State directors (membership and yearbook representatives): Melton and Puntney.

Melton moved, Bowen seconded to direct the past president to review bylaws section 6.03 so that it reads that "The state director need not be a member of JEA at the time of selection but shall become a regular member" Motion carried.

- Two-year state director appointments: Graff suggested that a study be done regarding the status of state directors (how they're appointed/elected). Perhaps bylaws would be changed that would allow states to determine how they will choose their state director.

Motion to amend Section 6. - State Directors - 6.01. "STATE DIRECTORS shall be appointed by the regional director and confirmed by the vice president. Motion withdrawn. By-law changes to 6.01 and 6.04 were discussed; they will be voted on at the St. Louis convention.

- Meet, Eat and Greet meetings and General Membership Meeting: Melton, Hall. Some thought there was too much repeated at the membership meeting that followed the Meet, Eat and Greet meetings. Some felt the Meet, Eat and Greet was too short. Others felt the Regional Directors meeting was too short. Things will be left as they are.

--Adjourned at 5:30 p.m. Reconvened at 8:30 a.m. on Monday, August 11.

NEW BUSINESS:

Committee reports were presented.

- Goals ... Perkins Bowen. Mission Statement was revised slightly. Four major goals were identified: 1) Support free and responsible scholastic journalism; 2) Provide resources and educational opportunities for professional development; 3) Offer programs which meet a wide variety of member needs; 4) Foster an organizational outlook which encompasses diversity yet builds unity. Hall suggested that something be added so that all commissions are examined/evaluated. Kennedy suggested that something be added so that the adviser aspect of JEA is emphasized. The goals and mission statement were modified to reflect this.

Motion by Tantillo to approve the report of the goals committee with the changes. Morton seconded. Motion carried.

- Regional Conventions and Membership Promotion - Kennedy.

Proposal #1: Each regional director will be responsible for one adviser retreat per academic year, beginning with the 1998-99 school year.

Motion by Daughtry that each regional director be responsible for one adviser retreat per academic year, beginning with the 1998-99 school year. Second by Flanagan. Motion carried.

Proposal #2: JEA Member Recognition.

Motion by Daughtry that JEA should begin a recognition of service to scholastic journalism programs, consisting of four levels of 5, 10, 15, and 20 years of membership in 1999. Second by Bowen. Motion carried.

Proposal #3: Making Conventions Even More Consumer-Friendly. Many new ideas were presented for consideration.

- Policy - Melton. The committee presented an outline for organization for a Board notebook that would encompass the policies of the organization. The committee will continue to work; more will be reported in St. Louis.

Photo Manipulation. *Bowen moved, Morton seconded that the policy on photo-manipulation be adopted. Motion carried.*

Scholastic Press Rights chair: job responsibilities added to the job description.

- Publications

Web Site Guidelines. *Perkins Bowen moved, Bowen seconded to approve Web Site Guidelines. Motion carried.*

Publications Mission Statement: Tantillo moved, Perkins Bowen seconded to approve. Melton expressed concern about the statement not being specific enough to address the individual requirements/specifications of each publication. He recommended that the mission statement be sent back to committee members for further discussion/revision. *Motion failed.* Hall, Tantillo, Puntney, and Visser will work to further develop the statement.

NewsWire will be folded and tabbed to reduce costs (30.6 cents to 25.6 cents). The folding, according to postal employees, is likely to mean faster delivery. It will also be distributed from somewhere other than the Kansas City Distribution Center.

Publications Production Manager: Four members were interested in the C:JET position. Bradley Wilson (Texas) is willing to do both C:JET and NewsWire. The secretary will help Wilson gather information for NewsWire.

Stylebook: Fulkerson and Puntney, along with Wilson, will work on this. They will follow the AP Stylebook.

Recommendations: C:JET does not need to be done using a thematic approach; instead, a pull-out might be utilized that follows a theme. Bowen expressed concern about changing the thematic approach. Discussion followed.

A public relations packet containing many different items may be developed. NewsWire should be limited to 20 pages.

- Committee Appointments
75th Anniversary. Ron and Molly Clemons have offered to co-chair the committee. Past presidents might be possibilities as members of the committee. The Clemons' will choose the remainder of the committee.

Other committee appointments will be announced in St. Louis.

- Combining Impact, Professional Development and Awards
Graff suggested that the Awards Committee be the umbrella for the entire range of the awards. Individuals would be asked to chair committees for specific types of awards.
- Convention Updates
Puntney and Perkins Bowen. St. Louis - Stone Phillips/Harry Smith will be keynoters. No keynote on Saturday. Friday Adviser's Luncheon for the first time. No Wednesday night Multicultural Reception. It will be held Thursday night after the keynote. It will be geared to welcome the Multicultural participants and first-timers. Kansas City looks promising for November 2000 (Westin Crown Center/Hyatt Regency). Nothing new on Seattle.
- Financial Reports
Experimenting with a new program. The executive board will receive a monthly update on finances.
- Profit/Loss Statement - Phoenix.
Not available yet.
- Additional Help at Headquarters
Center for Scholastic Journalism proposal.
Bowen moved, Melton seconded that JEA participate in the Center for Scholastic Journalism project. JEA's investment for the upcoming year would be half of a graduate student salary. This person would not only seek grants for CSJ but also for JEA. Monies will come from JEA reserves. Motion carried.
- The National Association of High School Newspapers
New organization has been formed. They will publish a magazine (*The Mag!*) and also offer other services to high school newspaper staffs. The publisher would like to talk with the JEA board and share his ideas/visions. Graff, who has met with representatives of the group, shared her thoughts.
- Write-offs. Melton reported that a loss was incurred with the Write-offs in Chicago.
Melton moved that the Write-off fee be raised to \$10 per contestant. Groves seconded. Motion carried.

REPORTS

- SPLC - Bowen. Workshop session next summer with JEA in D.C. for advisers regarding law and ethics. It will be held at the Newseum/Freedom Forum sometime during the week of July 12-18.
- AEJMC - Perkins Bowen. It was emphasized that even though there may be a better way to do it, AEJMC members want to see the research issue of C:JET continued.
- Regional Directors - Flanagan. Flanagan cited a need in the Northeast for a summer workshop; she would like to get a JEA workshop started in that area by next summer.

Motion by Flanagan that JEA support a summer workshop in the Northeast. Perkins Bowen seconded. Motion carried.

- Outreach Participants - Wooten. Suggestions are needed for people who might participate.
- NewsWire - Materials should be submitted to Bradley Wilson and/or Ann Visser by Sept. 1.
- NCTE - Graff. JEA is entitled to two additional voting representatives at the fall convention in Detroit in November (business meeting is Nov. 21). If someone else will be there, let Graff know by Sept. 1.
- National Standards - Graff. Composite vignettes would be written and compiled in a book to show how teachers are implementing national standards into journalism curriculums. Graff will take this to the NCTE bookstore to ask about printing; JEA would distribute books through the JEA Bookstore.
- Bookstore - Fulkerson. Catalog scheduled to go to press soon. Sold \$14,000+ in Phoenix; over \$2,000 at Adviser's Institute.

Kennedy moved, Groves seconded to adjourn at 11:56 a.m.