

Minutes of the Journalism Education Association General Membership Meeting

Friday, November 21, 2003

Washington Hilton, Washington, D.C.

- President Ann Visser called the meeting to order at 8:05 a.m.
- Past President H.L. Hall called roll. In attendance were:
Ann Visser, MJE, president and Finance Committee chair
Jack Kennedy, MJE, vice president and Scholastic Journalism Week chair
Susan Tantillo, MJE, secretary and Award Committee co-chair
H.L. Hall, MJE, past president
Linda Puntney, MJE, JEA executive director
Connie Fulkerson, JEA administrative assistant
Bradley Wilson, CJE, C:JET editor and Technology Committee chair
Carla Harris, MJE, Certification Commission chair
Lori Oglesbee, CJE, Development/Curriculum Commission chair
Mary Patrick, CJE, Junior High/Middle School Commission chair
Norma Kneese, MJE, Multicultural Commission chair and Outreach Committee chair
John Bowen, MJE, Scholastic Press Rights Commission chair
Steve Matson, MJE, Region 1/Northwest Regional Director
Ellen Kersey, CJE, Region 2/Southwest Regional Director and Award Committee co-chair
Bob Bair, MJE, Region 3/North Central Regional Director and Publications Committee chair
Susan Roberts, MJE, Region 4/South Central Regional Director
Brenda Gorsuch, MJE, Region 5/Southeast Regional Director
Carmen Mann, CJE, Region 6/Mid-Atlantic and Great Lakes Regional director
Jane Blystone, MJE, Region 7/Northeast Regional Director and Scholarship Committee chair
Joe Nations, Ad Hoc Board Member
Theodora "Teddi" Johnson, Ad Hoc Board Member
Cristina Casero, Outreach Participant
Julie Dodd, MJE, Scholastic Press Association Directors Liaison and Nominations Committee chair
Candace Perkins Bowen, MJE, JEA Listserv Liaison
Tom Rolnicki, NSPA Executive Director
- Minutes and Summary of Board Action...Tantillo
Oglesbee moved and Mann seconded to accept the minutes of the April 11, 2003, General Membership Meeting. Motion passed.

Tantillo gave a summary of action at the JEA board meeting, November 20, 2003.

- Approved future conventions in San Francisco, April 20-23, 2006, and Denver, April 12-15, 2007.
- Endorsed Freedom's Answer group adding JEA's name to a list that includes Quill and Scroll, NASSP, National Association of School Boards. This is a nonpartisan initiative using teens to encourage voting. The group's booklet is in adviser bags.

- Passed a motion to pay membership and registration for four Board members to attend UNITY 04 August 4-8, 2004, in Washington, D.C. to network with professional journalists from Black, Hispanic, Asian, GBL, Native American groups.
- Passed a motion to use \$5000 of Think Tank budget to upgrade online services in a members-only, password protected area. A membership database will facilitate Write-off registration, membership renewals, bookstore orders. Goal is to finish by fall of 2004 for use in early 2005.
- Created a committee to monitor the effects of No Child Left Behind legislation and make recommendations to the Board as to a plan of action. The first report will be in San Diego.
- Other items of note:
 - Headquarters is still looking for testimonials for the journalism teaching as a career brochure. Members should e-mail Linda Puntney by Dec. 1 their answer to "Why go into journalism education?"
 - Members may submit changes of contact information via e-mail to jea@spub.ksu.edu.
 - The Certification Commission will explore whether individual states will accept CJE/MJE recipients as part of their definition of "highly qualified" under No Child Left Behind legislation.
- Blystone moved and Kennedy seconded that the organization go on record to thank the Washington, D.C., local committee for the outstanding job it had done in organizing the fall 2003 convention. Motion passed.
- Puntney explained the traffic control system to be used in the narrow hallway of meeting rooms. Entry into rooms will be from the hallway. Exit from rooms will be into the courtyard through the sliding glass window walls.
- San Diego dates are April 1-4, 2004, at the Town and Country Resort and Convention Center. Atlanta dates are November 18-21, 2004, at the Hyatt Regency Atlanta. The Atlanta local committee will meet in the Thoroughbred Room at 9:30 a.m. today with Sherry Taylor, the local chair. Those who want to get involved are welcome to attend.
- Puntney reported JEA income of \$156,944.20 (including Write-offs) from the Portland convention and JEA expenses of \$71,943.01 for a JEA profit of \$85,001.19.

Budget: The 2003-04 overall JEA budget is based on an income of \$776,265 and expenses of \$873,807 with the difference to be made up from reserve funds. To date, income is at \$310,443.08 and expenses are at \$169,226.77. That is a net income of \$141,216.31.

Portfolio Performance: Puntney summarized JEA's Portfolio performance January 1, 2003 to October 31, 2003: Opening balance was \$379,886.99 and closing balance was \$437,320.50 for a gain of \$57,433.51 or 15.12%. The gain since April is 11.4%.

Membership: In 1987 JEA had 1080 voting members (advisers). As of October 2003, JEA has 2015 voting members. The largest number of voting members was 2144 in fall of 2001 when we gave free memberships to those in the Northeast Region. Voting members are down 2% from fall 2002 to fall 2003 while overall

membership is up 1% in the same period. Non-voting members include yearbook companies and reps, libraries, state press associations, and others who are not teacher-advisers. Implications: JEA needs to promote memberships. Communicate more on a one-to-one basis. Figure out how to better serve and keep members.

Headquarters: Although JEA personnel had hoped to move to renovated space in Kedzie Hall, Puntney reported it now looks like that will not happen. She also reported Dr. Todd Simon is stepping down as director of the A. Q. Miller School of Journalism/Mass Communication. He will stay on at Kansas State. A national search is underway for his replacement. Visser suggested seeking Dr. Simon out at this convention and thanking him for his support.

- Advisers Institute...Puntney

Three sequences will be offered in 2004:

Sequence 1, Nashville Retreat at the First Amendment Center in Nashville: June 13-18, Nashville, Tenn.

Sequence 2, Advising School Publications: July 18-23, Manhattan, Kan.

Sequence 3, Desktop Publishing: July 23-28, Manhattan, Kan.

Cost is \$285 per sequence. Graduate credit is \$189 per credit hour, maximum two hours.

One adviser raised the problem with June dates being too early for some teachers who are still in school in some cases until June 25. Puntney explained that was the week the First Amendment Center could host the group. Waiting until August is a problem for those who go back to school earlier.

- C. Bowen announced the Student Press Law Center Advisory Board meeting at 9 a.m. in the Grant Room.

- Wilson said the second issue of C:JET is ready with an emphasis on humor and satire and lots of handouts that members have been wanting. He is looking for articles on speakers and asked potential authors to contact him. He is also looking for feedback on JEA's new Annual Report and on Web coverage of the convention.

- Hall reported on progress with the AP Journalism class. The contact person is now Walt Jiminez, new director of the College Board. This is the third change of contact person since Hall began working on this. Jiminez said the group is continuing to identify possible courses for AP status but is now seeking financial partners to develop them since it costs \$1 million to develop curriculum and train the teachers. Hall suggested he contact Scott Bosley at ASNE. However, to date Hall had not received a copy of a letter from the College Board to ASNE requesting such help. Last May the College Board approved new world languages courses. While College Board directors have been speaking favorably for four years about developing an AP Journalism class, nothing has happened. No movement in speech or drama areas either. What can teachers do to help? Suggest where the College Board might go for funding.

- J. Bowen reported that three schools have qualified for the fourth annual Let Freedom Ring Award. The question of "Who makes the final decision?" continues to cause problems for schools when different people in the school respond differently. Prior review automatically disqualifies a school from the program. The winners all have very strong administrative support and carry the principles of the First Amendment through all media as public forums. Students choose dramatic productions. Advisers can review content but not make decisions

about content. Problems include Internet filters not being removed when student publications staffs ask, petitions cleared by the administration, mandating the Pledge without an opt-out provision, prohibiting names and faces on Web sites, adviser control of the literary magazine, dress codes that interfere with political speech.

- J. Bowen also reported the Sixth Circuit Court of Appeals was to hear the Wooster (Ohio) case but it has been settled out of court upholding the students and their newspaper as a public forum. The Wooster School District must pay all legal fees and will make donations to SPLC and SPJ.
- Oglesbee reported the success of Listserv distribution of weekly style quizzes with keys provided and lesson idea of the week. She wants to try Web site input for lesson ideas. Rebecca Plumley of McKinney North HS, McKinney, Texas, has completed the photojournalism curriculum guide in three-hole punch format. It will be photocopied and ready for sale Jan. 1 in shrink-wrap to keep cost down. Newspaper, yearbook and beginning journalism curriculum guides are in progress. She needs an author for the broadcast guide. When those are complete, she plans a guide on desktop publishing.
- Harris reported since the Portland convention the Commission attempted to contact all advisers whose certificates had expired since 1997 and who had not renewed. They found many out-of-date phone numbers, e-mail addresses and home addresses and many were no longer teaching at their recorded school. Of those they reached, they learned the majority had either left teaching or were no longer teaching journalism. A few had simply forgotten to respond to their renewal notice. Twenty-seven renewals will be recognized at this convention although Harris has no way of knowing how many of those are in response to the Commission's contacts. Eighteen candidates will take CJE or MJE tests on Friday. CJE and MJE ribbons for nametags are available at the registration desk.
- Kneese called attention to the survey circulating during the convention to help her identify advisers of color. She introduced Casero, this convention's outreach participant.
- Patrick called attention to the strand of convention sessions specifically for middle school students. She wants names of middle schools and advisers to add to her database. She reported the 33 entries in the new mail-in contest will be judged following judging for the 12 middle school contestants entered in Write-offs at this convention. Only two students have material in both mail-in and Write-off contests. Patrick will return certificates and rubrics to mail-in contestants. Twenty-six middle school students are signed up for convention swap shops. The Commission's next project is to set up a publication exchange.
- Blystone challenged the members to be sure each state has an entry for High School Journalist of the Year. Her goal in 2004 is 40 states. The rules and rubric are online at JEA's Web site. The winner receives \$5000 and each of four runners up receives \$2000.
- Kersey encouraged members to nominate people for awards. She reminded them of the March 1 deadline for Teacher Inspiration Award nominees.

- Fulkerson urged members to buy books for signings ahead of time since numbers are limited. She also reminded members to submit speaker proposals for San Diego by Dec. 15.
- Kennedy urged members to get involved in JEA by starting with committee work. All committee meetings in the program for Saturday morning are open to anyone and current members welcome more voices.
- Dodd invited anyone interested to the Scholastic Press Association roundtable from 9 to 10:50 a.m. Saturday. As Nominations Chair she reminded members of the election in 2005 with the slate to be presented next fall in Atlanta. She urged members to consider running for office or encouraging others to run.
- Visser reported for Honda, who is attending the NCTE conference in San Francisco at this time. The JEA-sponsored session on Saturday, Nov. 22, is called "Just the facts – and a good story: Good literature is not always fiction." The speaker is Mark Arax, LA Times columnist and author of a newly released book, King of California: An Investigative Report on J.G. Boswell, the Cotton King. Arax will discuss the validity of journalism in terms of writing and reading. Honda will promote JEA with materials immediately before the session. On Monday, Nov. 24, JEA sponsors an AP writing workshop with an emphasis on intensive journalism. As of the beginning of November 38 teachers had pre-registered. Honda notes that is an incredible increase over the 12 who attended in 2002. She said NCTE predicts at least 10 more will be added before Nov. 24.
- Tom Gregory of Gahanna Lincoln HS, Gahanna, Ohio, suggested journalism teachers seek National Board Certification through Career and Technical Education/Arts and Communication. The financial incentive varies from state to state. Cost to take the test is \$2300 that states often pay. Applicants who do not pass all parts the first time have up to three years to retest. The test is only one part of National Board Certification. Interested teachers can find out more through their own state department of education or through the national board's Web site.

Kennedy moved and Bair seconded that the meeting be adjourned. Visser adjourned the meeting at 8:55 a.m.