

**Minutes of the Journalism Education Association
1991 Spring Convention
Marriott Hotel, Albuquerque, NM**

Business Meeting-April 13, 1991

**Call to order
Ken Siver**

President Ken Siver called the meeting to order at 4:12, dispensed with the rules of the meeting and asked the members present to introduce themselves and tell from whence they came.

Officers and Board members present:
Dr. Ken Siver, President
Candace Perkins, Vice President
Terry Nelson, Acting Secretary
Sister Rita Jeanne, Treasurer Emeritus
Dorothy McPhillips, Past President
Molly Clemons, C-JET editor
Linda Puntney, Executive Secretary
Vicki Scorsone, SW Regional Director
Susan Hathaway, NC Regional Director
Jack Harkrider, SC Regional Director
Sherry Haklik, NE Regional Director
Margaret Johnston, SE Regional Director/Scholarship Committee
H.L. Hall, Certification Commission
Jack Kennedy, Development/Curriculum Commission
Connie Fulkerson, Publications Commission
John Bowen, Scholastic Press Rights Commission
Julie Dodd, Scholastic Press Association Liason
Sarah Ortman, Columbus Convention Co-Chair
Steve O'Donoghue, Multi-Cultural Committee
Hilda Walker, Contest Committee
Mark Kormmann, Indianapolis Co-Chair
Tom Rolnicki, NSPA
Sharon Gentry, Albuquerque local co-host

**Minutes
Judy Babb
Financial report
Sister Rita Jeanne**

Judy Babb summarized actions taken by the board at its April 11 meeting.

Sister Rita Jeanne reported on JEA's investments, indicating that the portfolio was diversified for protection of the assets. She said that current holdings equal \$130,987 with an estimated annual income of \$12,840. The current yield on the investments is 9.8%. The JEA scholarship fund has \$8,552.93 and earned interest of \$610.52 and that she expected it would do better next year because we'd have a better idea of our needs. Our receipts totalled \$11,354.91. We had donations totally \$4,254.11 and had expenses of \$62.65 for trophies and engraving and \$1,800 given in three scholarships. Siver reminded members that we also have \$100,000 in endowment for JEA.

**JEA profit and loss
Linda Puntney**

Linda Puntney gave the financial report of the JEA annual profit and loss summary, reporting projected income of \$142,100.00 and actual income of \$148,135.59. Expenses were projected at \$128,369.00 and came in at an actual of \$149,598.42. She explained a difference in membership income in that memberships in that some memberships weren't paid this year and that the states got some of the memberships dues if members joined JEA through their state organizations. Siver added that JEA had a \$180,000 budget in place to finance projects. Puntney reported that the bookstore sales at the convention were the highest ever at over \$5,000 and thanked Sister Rita Jeanne for her help.

Announcements

Siver announced the First Amendment Congress, Oct. 27-29 at the Omni Hotel in Richmond, VA. He said that JEA had 5 seats and while JEA cannot fund them, members could take them.

**Reports
Past President's
Dorothy McPhillips**

Dorothy McPhillips reported on the second in a five year contract for national national conventions held with NSPA in Indianapolis, saying everything went well and that the board was taking on more responsibilities.

**Regional/State
Candy Perkins**

MOTION: To increase the promotion budget to \$1,500 to cover airfare for the winning state directors. Moved and PASSED

Commissions

Candy Perkins reported that the regional and state directors unanimously decided to up the ante for the fall convention to get the state directors more motivated and involved. Two state directors will win a free trip to Chicago or Denver, their choice, based on either of the following: The state director whose state has the greatest percentage increase by Aug. 15 and the state director who has the largest sheer number increase by Aug. 15 will get a free trip to the fall or spring convention. She said the Aug. 15 deadline was set to help the Chicago convention. A discussion ensued over how to pay for airfare for the winning state directors. MOTION: Perkins moved to increase the promotion budget to \$1,500 to cover airfare for the winning state directors. Harkrider seconded. PASSED. With this amendment, the 1991-92 budget stands at \$176,600 in projected revenues and \$175,654 in expenditures.

Student Freedom of Expression: John Bowen said that they had become aware of several new censorshipships and that there is a new group called MIOLA that suggests editorial policy to administrators around the country. He said the group, which is made up of former administrators, is very restrictive and that they had a copy of one of their suggested policies.

Certification: Hall said that there are now 80 certified instructors, that 13 took the MJE exam and that 4 took the CJE exam. The exam results would be available in 4 to 6 weeks. He explained that the increase in travel money budgeted was to allow him to travel to give exams in various states. He also encouraged board members to speak about the certification program when they went to state conventions.

Publications: Puntney spoke for Fulkerson saying that they are developing and increasing titles, had revised the catalogue to make listings more saleable. She reported that thad \$20,575.91 in sales and their concerns were the increase in postage, which would be adjusted for and the sale of older items. They would be reducing prices to sell these older gems.

Curriculum: Kennedy reported that he didn't know what projects they would be undertaking but that he was certain that they would be working on some of those older listing that Puntney had referred to. He said they would dovetail the curriculum commission with the JEA goals, specifically in relationship to electronic media. He referred members to the semi-annual report for the rest of the report.

Committees

Journalism Education Week-Siver reported that the new week will be late February. He said former chair Diane Boyle said that Congress was no longer approving education weeks and that we planned to celebrate without them.

Scholarship: Margaret Johnston said that there were 27 entries, an all time high and that they will be presenting certificates to all finalists as well as to the winners at the awards ceremony on Sunday.

Multi-Cultural: Sherry Haklik reported for Steve O'Donoghue. She said that they had had a two hour meeting in the morning and that the committee gave suggestions on things to do. They had two things to concentrate on: a brochure about the committee and its reasons for being and to sensitize journalism teachers that they need to address and get more minority students involved and that they would have a meeting before the Chicago convention. They want to target schools with high minority involvement. She said a highlight of the meeting was that some students had attended and suggested doing some materials in Spanish. They will also consider some Asian language.

Write-Off: Hilda Walker said Sarah Gentry chaired the 16 contests. They had dropped the radio contest. Photo was carry-in. They had 993 entered in the Write-Offs and 43 in the computer contest. Those entering came from 154 schools in 20 states. She wanted to commend the moderators and judges, especially the moderators who did double duty as judges.

Walker said that the Chicago Write-off local chair would be Barbara Schneider and that there would be a Literary Magazine contest in Chicago and also on-the-spot photo. She said that Cathy Daly would be the local Write-off chair for Denver.

Scorsone said she wanted to commend co-chair Sharon Gentry for all her work on the Write-Off contest in Albuquerque.

Publications

C-JET: Clemons told of the themes selected for the next several issues. She said that they would be repeating the one done on college research in two years and that this one was especially important because it was refereed which helped college people to get tenure. The upcoming issues and their coordinators are: Summer—Telecommunications/Perkins; Fall—Advertising/Temple University; Winter—Coaching Writing/Jack Kennedy and Jack Harkrider; Spring—Photo Management/Rod Vahl and Summer—Judging and Critiquing/Julie Dodd. Dodd said she needs input on the state level of good and bad stories on this issue.

Newsire: Judy Babb announced that the deadline for the May issue was May 1.

Scholastic Press Association: Dodd said they had met at the convention. She said they have a periodic newsletter and that they could get information out to the state directors.

Headquarters Report

Linda Puntney said one of her biggest concerns was that membership was down. She said current membership included 1,352 members, 143 extended members (not purchased this year) and 67 complimentary memberships for a total of 1562 members as of March 31, down from last year's of 1642. She said she had mailed out 400 letters to those who had been members and had picked up several memberships. Of the 43 who replied, most said their reasons for not joining were financial. She said one of her favorite projects was the Advisers Institute which would occur this summer and that they had applied for a \$40,000 grant from Gannett that had not yet been approved.

MOTION: To change the title of executive secretary to executive director. Moved and PASSED

Personnel committee: Siver said that Linda Puntney had come to Kansas State University as executive secretary a year and a half ago, replacing Dave Adams. The committee had evaluated Puntney's services and gave an overall glowing report and told her areas on which to work. The committee also recommended that the title be changed from executive secretary to executive director. **MOTION: Dorothy McPhillips moved that title of executive secretary be changed to executive director. Perkins seconded. PASSED.**

Resolution

RESOLUTION: John Bowen:

Whereas, 1991 is the 200th anniversary of the Bill of Rights and the First Amendment; and
Whereas JEA has taken a firm stand against prior review as educationally destructive; and
Whereas local, state, regional and national rating services reach a wide number of schools across the country, and can reinforce positive aspects of journalism;
Therefore, be it resolved JEA urges all local, state, regional and national rating services to give special recognition to schools which can validate they are free of prior review.
Such recognition could be given as bonus points, special certificates or other means selected by the organization.

Eligibility for this recognition would be based on a signed letter from the school's principal or other administrator on school stationery, stating publication(s) at that school are free from prior review.

MOTION: To urge all rating services to give special recognition to publications free of prior review. Move and PASSED

MOTION:Hall moved to adopt the resolution. Perkins seconded. Discussion ensued with Harkrider being concerned about the awarding of points. Tom Engleman said he would like to publish the names of those schools free of prior review. Bowen explained that one association in Ohio awards points, another gives a certificate and the third is undecided as to what recognition they will give to those free of prior review and that the resolution doesn't tell the organizations how to reward the schools. Rolnicki said NSPA is currently changing the marks of distinction for newspaper and that the fifth mark will be for leadership and that that could be incorporated there. McPhillips wanted to know if there was any way to compare those publications that didn't have prior review with those publications that did. Rolnicki said there wasn't yet and that it would be at least a year to a year and a half before it could be effected. Bowen said he would work on it. The resolution was voted on and PASSED.

Convention updates

Indianapolis: Kommann reported on the success of the Indianapolis and said that the local monies would be divided equally between three state groups and would be used for scholarships. Each of the three groups would receive approximately \$3,000.

Albuquerque: The final attendance numbers were 2,122 from 35 states and D.C. and that there were 150 walk-ins.

MOTION: To commend the local group for putting on such a great convention.

Moved and PASSED UNANIMOUSLY

MOTION: Hall moved that we commend the local group for putting on a great convention. Barbara Hines seconded it and it PASSED unanimously.

Chicago: Fall , 1991: Perkins told of progress on the convention and added that back by popular demand would be the advisers breakfast on the 95th floor of the Hancock Building.

Denver: Spring, 1992: Rolnicki said that Cathy Daly would be the local chair with cooperation from the Colorado High School Press, that the convention would be all in one hotel, the Denver Raddison in the heart of downtown Denver and that the first mailing of a Denver brochure would be out in August.

Columbus: Fall, 1992: Sarah Ortman said that the convention would be held during the 500th anniversary of Christopher Columbus, that Columbus, OH is the official city. The Hyatt Regency and convention center would be used and that the theme will be "Discover the New World of Journalism in Columbus." The students are currently working on a logo. The keynoter may possibly be Columbus native Bob Greene and that the Celebrity Auction with H.L.Hall as the auctioneer would be brought back.

Long Beach, Spring, 1993: The Sheraton and Hyatt Regency would be the two hotels, that they are one block apart and there was thought to locating most of the yearbook sessions in one hotel and the newspaper in the other.

Old Business

Telecommunications: Perkins reported that most board members were on line with modems and were sending reports.

Athmann Case: Bowen and Kormmann said the case was being negotiated with the board and that they were working with Mark Goodman, that they had found recent cases to help and that the case would be filed in federal court this week.

NCTE Assembly: Pat Graff, the committee chair for JEA/NCTE said she had gone to the three of the last four NCTE conventions and that there had only been two sessions on the national program and that through the status of assembly, JEA would be now guaranteed slots on the National NCTE program. A problem exists in that for the next several years, the conventions are at the same time. Her committee will ask for a one year extension before it is terminated to make transition from committee to assembly. She said we are listed first in the assembly brochure which will help promote awareness among NCTE members of the assembly's existence. The assembly is called: Assembly for Advisers of School Publications/JEA. She also suggested that JEA members attend the National Board for Teaching Certification meetings that are being held in every state and make them aware of our certification program.

New business

Reorganization: An open forum was held on the future of JEA and one recommendation came out that will require a by-law change at some time when we are voting. The proposal is to change the Publications Commission to committee status and the change the Multi-Cultural Committee to commission status. This would become effective in 1993 if approved in the next election.

"Spout Off about the Environment" Contest: Linda Puntney reported on the contest JEA board members moved to be a part of in the board members meeting. *See Board minutes.*

Matters Introduced

Local cut of national convention monies:

Mark Kormmann suggested that the local committees should get a certain percentage of the monies rather than the 50/50 NSPA/JEA split. He said that the conventions couldn't be done without the local committees help and that the state organizations could use the money for scholarships. Siver said that he thought the plan agreed upon at the Board Meeting is workable and that it would be taken under advisement. McPhillips said she thinks that loyalties don't need to be divided between local and national and the the locals reap the benefits without the money. Siver said he would like to give the plan an opportunity to work. Under the new plan, the local group would be provided with a stipend that will be part of the budget and tentatively set around \$1,000 and an allotment given to spend. If they don't spend the allotment, they get to keep it, plus the locals have opportunities to raise money. Puntney brought up the line item on state memberships that gives \$4

back to the state if members join JEA through a piggyback on state membership. Harkrider inserted that the national will work with the state/local groups to satisfy their concerns.

Harkrider gave out a handout on video yearbook and brought up an issue from the Taylor Publishing Company luncheon on digitally enhancing photos. He said a **question of ethics** was brought up and how it would effect judging. He suggested a committee be formed to meet with TPC and to develop criteria and guidelines for judging. Siver appointed Harkrider as an ad hoc committee to look into the issue

**MOTION: To pay Susan
Massy's airfare to convention
Moved and Passed**

Susan Massy requested that JEA pay her airfare to the convention since her duties as Critique chairman required her attendance at the convention and that the job had started when she was a member of the board. MOTION: McPhillips moved that JEA pay for the airfare this time. Hall seconded. Discussion ensued with Siver questioning whether this would set a dangerous precedence to fund volunteers and that there had been an unheralded number of requests for money this year. Rolnicki said that the critique should be self-supporting. Siver asked for a point of order as to the amount of the ticket, which was \$175. Massy also inserted as a point of order that the critiques had brought in \$2,050. MOTION PASSED to pay for Massy's ticket.

Adjourned

Siver thanked all and brought the meeting to a close at 5:55.

Respectfully submitted,
Judy Babb
Secretary