



Journalism Education Association

Semiannual Report | Fall 2013

executive committee visits JEA staff at K-State's Kedzie Hall during first of three site visits in headquarters selection process

visit headquarters.jea.org for more information



Front row: Connie Fulkerson, Mitch Eden. Row 2: Meredith Fey, Pam Boller, Sarah Nichols. Back row: Mark Newton, Kelly Furnas, Jack Kennedy. Photo by Bradley Wilson



See other photos and connect with JEA on Instagram:
@journalismeducation



Kelly Furnas

Kelly Furnas, CJE

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Membership: Voting membership stands at 2,056, up 37 members from last spring but down 162 from a comparable time last fall. Our highest concentration of members is in the South Central region (503), although it still dropped 42 members since last fall. Two regions saw membership increases — Southwest (412), up 18 from last fall, and North Central (293) up 14 from last fall. These gains include 15 new members in California, which posted the highest number of new members of any state since last spring. Conversely, we saw a loss of 17 members from Texas — our biggest loss in any state. California now is our most member-heavy state, with 241, compared with Texas' 236.

Happenings:

April 2: Kansas City Meeting (Mo.) Industry Council
June 22-27: JCAMP at Washington and Lee, Lexington, Va.
July 7-13: Advisers Institute and site visits, Las Vegas
July 21-23: Flint Hills Publications Workshop, Manhattan, Kan.
Aug. 17: Kansas Scholastic Press Association board of directors meeting, Manhattan, Kan.
Sept. 6-8: Planning meeting for 2013 Fall National JEA/NSPA Convention, Boston
Sept. 27-29: Planning meeting for 2013 Fall National JEA/NSPA Convention, Washington, D.C.
Oct. 19-20: Texas Association of Journalism Educators Fall Fiesta, San Antonio

For the board: Headquarters staff has had some changes since last April. Our Web/database developer moved to another job at Kansas State University, and we have filled that position with a part-time student intern. Our longtime bookkeeper retired and that position has now been refilled.

Financially, as the first quarter of fiscal year 2014 comes to a close, JEA has brought in \$94,384 in income (9 percent of our budget) and \$126,370 in expenses (12 percent of our budget). The organization stands with about \$1.2 million in total current assets. More up-to-date figures will be presented at the JEA board of directors meeting in November.

**Mark Newton, MJE****President**

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With only a little over half a year remaining in my three-year term, it continues to be an honor to serve as JEA president. The respect I have for our executive director and headquarters staff only grows. Executive Director Kelly Furnas and the office staff — especially Connie Fulkerson and Pam Boller — are the heart of our volunteer organization. It's an honor to welcome to the JEA headquarters staff, bookkeeper Meredith Fey and Web/database development intern Chris Cox. I am so thankful for all they do for me, the board of directors and, most importantly, our members.

Please take a few moments to review the notes from our San Francisco meeting last April and the subsequent motions and results.

The day-to-day tasks continue to keep me busy. The highlights of my last six months include:

- Represented JEA at events in Las Vegas (Advisers Institute) last summer and Texas (TAJE state conference) this fall.
- Supported commissions and committees with their efforts.
- Appointed Frank LoMonte to serve to the newly created SPLC liaison to JEA.
- Completed the request for proposals (RFP) process. I've been fortunate to work with an incredible team (Sarah Nichols, Mitch Eden, Jack Kennedy and Bradley Wilson) on such an important opportunity. While the opportunity has been challenging, the rewards promise to make JEA even more successful.
- Continue to spend a significant amount of time working on all kinds of JEA programs and initiatives, addressing challenges and working hard to accomplish everything that needs to be done.

I have said this in each of my reports as president and once again there is absolutely no reason to change even one word: Every conversation I have reminds me of how much our staff, board and members want what's best for our organization. We may not agree 100 percent on the problems or the solutions, but we always do agree to come together for the good of the organization.

I am proud of the JEA we have. It is, without a doubt, the preeminent scholastic media education organization in the world. Our mission and goals are aligned to help create the best journalism educators possible. Our operations are efficient and effective. Our future looks bright. Most importantly, it is so easy for me to see that every one of our successes — and those in the future as well — can be directly traced to the people. From our staff, to our elected and appointed board, to our partners, to our members, we all believe in JEA. Thank you for the opportunity to lead such an outstanding group of professionals, thank you for the opportunity to lead the Journalism Education Association.

**Sarah Nichols, MJE****Vice President**

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Sarah Nichols

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Each time I write this report I am reminded of what an honor it is to be part of the largest — and best — organization for journalism educators in the world. Thank you for the opportunity to serve as an officer. From our headquarters staff to our board members, committee chairs, state directors and other volunteers, we are fortunate to be part of a professional organization committed to such important core values of pedagogy, advocacy, innovation, community and excellence.

During the past six months, I have been busy with a variety of JEA activities, which include:

- Working with Kelly Furnas as coordinators of the JEA Curriculum Initiative, overseeing 14 curriculum leaders and offering feedback during the lesson plan development stage.
- Presenting instructional sessions at JEA Advisers Institute.
- Maintaining JEA's social media presence through our Facebook page and Instagram account (@journalismeducation).
- Posting articles as a contributor to JEA Digital Media and Scholastic Press Rights Commission websites.
- Working with John Bowen and a team of SPRC members to edit and complete the Principals Guide to Scholastic Journalism in partnership with Quill & Scroll (online and print editions).
- Serving as a member of the Dues Committee.
- Supporting state and regional directors with monthly communications and working to recruit state directors as needed.
- Promoting JEA Certification and other programs at summer adviser workshops, including the ASNE Reynolds High School Journalism Institute at Kent State and elsewhere.
- Supporting commissions and committees with ongoing and new projects, offering feedback, editing and promotion.
- Participating on the headquarters search committee (RFP).

Working with Mark, Jack, Mitch and Bradley during this challenging process has been incredibly rewarding. Each member of our team has devoted countless hours to research, inquiry, listening, discussion, problem-solving and critical thinking as we reviewed proposals, visited each location, weighed options and worked together in the best interests of our organization. This group could not be more committed to JEA. I wish every member could spend a weekend or two engaged in such passionate, informed, visionary dialogue about our organization in person — it was inspiring. I am grateful to the other committee members for the opportunity to learn from them and for their unwavering commitment to JEA.

I also appreciate the questions and feedback our board receives from members. We are lucky to have an engaged membership asking important questions and offering solutions. I know that working together at every level in our organization, we can continue to offer unparalleled programs that support journalism teachers, media advisers and the students they work with. Thank you for all you do!



Mitch Eden

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It's been a fun ride since San Francisco working with such passionate scholastic journalism leaders. I value the vision and energy of all the advisers selflessly working to push the JEA mission forward. Here are some of the projects I have been lucky enough to work on:

- RFP committee. Site visits to the three finalist locations followed by discussion and analysis of the potential partnerships.
- Working as part of the JEA Dues Committee evaluating member dues for fairness and developing revenue-generating ideas.
- Collaborating to create a JEA Listserv Snapshot to assist current members and help explain to non-members the daily mentoring and ideas generated on the listserve.
- Preparing and tracking any necessary electronic board votes.

Of all the tasks above, working with the RFP committee has been the most rewarding. This process has been thorough, thoughtful and intense. Working and collaborating with the committee has been exciting and energizing. In person and via conference call, the board members are thoughtful and make decisions based on what is best for JEA collectively. That thinking drives all discussion and decision making. This decision will impact JEA and its members not only immediately but for the next quarter century. This is an exciting time for scholastic journalism and JEA. I am appreciative of the opportunity to help contribute.



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There are a lot of times when I think I have the coolest job in JEA. When I get to reach out (as Nominations chair) to the most amazing educators I know, asking them to consider running for office, the responses I get are inspiring and touching. It's not always time for someone to run for an office, but that has little to do with what so many incredible JEA members are doing in their classrooms and on committees and on athletic fields and with their young families. I will be very proud to present the 2014 election slate in Boston. We have some courageous and dedicated people ready and able to continue JEA's leadership, and we have a deep bench of talent for the future.

It is also very cool to be part of the Awards Committee, getting to read about young advisers (Rising Stars) near the beginning of their careers, and veterans (Teacher Inspiration) who have been at this business for many years. The Awards Committee works

quietly and efficiently, and the membership owes them a debt. It's a bit time-consuming, to be honest, but I enjoy editing down the nomination materials and writing press releases and introductions for our winners, and I truly enjoy the privilege of introducing our honorees at convention luncheons.

I have been blessed to work with incredible friends and colleagues on our HQ search. I have often thought that I wish everyone on the board, everyone in JEA, could have had the time together this dedicated group has enjoyed. You will never hear anything but praise from me for JEA's officers. And working with Kelly Furnas on finances, bylaws, job descriptions and all things convention-related means I get to work with a smart, dedicated and passionate leader. Again, it's all good.

Finally, I am pleased that (wearing my SPA hat) Colorado has created a system that provides scholarships to the JEA Advisers Institute, beginning next summer. We think this will provide cutting-edge professional development while expanding the horizons of our state advisers.

Awards report from coordinator Connie Fulkerson

These honorees will be recognized at the National High School Journalism Convention in Boston:

Administrator of the Year

Evans Bryant Branigan III, North Central High School, Indianapolis, Ind.

Carl Towley Award

Linda Barrington, MJE, Mount Mary University, Milwaukee, Wis.

Friend of Scholastic Journalism

- Jim A. Angele, Lincoln, Neb.
- The Boston Globe, Brian McGrory, editor
- Dann P. Gire, The Chicago Daily Herald
- Tim Taylor, Butte County Office of Education, Oroville, Calif.

Lifetime Achievement Award

- Pat S. Graff, Albuquerque, N.M. (La Cueva High School, retired)
- Rod Howe, Omaha, Neb. (Westside High School, retired)
- Dianne Kuppig, Lincoln, Neb. (Lincoln Southwest High School, retired)
- Mary Luckenbill, CJE, Glendale, Ariz. (Deer Valley High School, retired)
- Cheryl Pell, East Lansing, Mich. (Michigan State University MIPA, retired)
- Ann Quinlan, Lincoln, Neb. (Lincoln Southeast High School, retired)
- Mark R. Sherwood, Orlando, Fla. (Milwee Middle School, retired)
- Terry L. Sollazzo, Valrice, Fla. (Wharton High School, retired)
- Darryl Stafford, Denver, Colo. (Kent Denver School, retired)
- Mark Thompson, CJE, Lake Villa, Ill. (Antioch Community High School, retired)
- Kay H. Windsor, Clemmons, N.C. (R.J. Reynolds High School, retired)

Medal of Merit

- Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.
- Karen Flowers, CJE, University of South Carolina, Columbia, S.C.
- Kim Green, MJE, Columbus (Ind.) North High School
- Cindy Todd, Westlake High School, Austin, Texas

Future Teacher Scholarships

- Shelby Brunk, Kansas State University, Manhattan, Kan
- Monique Zatcoff, Grand Canyon University, Phoenix, Ariz.
- John Dent, Kent (Ohio) State University

JEA Commission Chairs



Kim Green, MJE

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Kim Green

We implemented the following:

- Thanks to Connie Fulkerson, we are in the process of updating all printed and web-based material as well as pins to include our new CJE/MJE logos that complement the new JEA branding.
- Liz Walsh's idea of videos promoting Certification came to fruition thanks to the amazing team of Liz and Don Goble at the Advisers Institute in July. Check it out on the Certification page at www.jea.org.
- Chair Kim Green will proctor CJE/MJE testing at JEA Advisers Institute again this summer, marking testing at each JEA-AI since 2012.
- Chair Kim Green wrote JEA's guest column on Certification for Quill & Scroll Magazine's fall edition.

The following projects remain in various stages of progress:

- Examining a potential online course of study in conjunction with the Poynter Institute and NewsU for a potential new CJE Option as well as serving other JEA initiatives.
- We are beginning a new initiative: Commissioners will begin contacting CJE Renewals from San Antonio, San Francisco and Boston, personally inviting them to apply for their MJE, offering to mentor each through the process.
- Creating three versions of the MJE exam, updating the application, finalizing project guide/rubric.

Action items continue to be:

- Aligning Certification initiatives with other JEA commissions, committees, initiatives.
- Identifying more coursework/professional development that will help members complete the three required courses for CJE-Option A (news writing/reporting, media law and advising student media).
- Exploring using JEA Certification for state-approved

certification in journalism. Still no word on results of Kansas advisers asking that CJE and MJE certification fulfill the state's journalism teaching certification in lieu of the PRAXIS.

- Posting on the JEA website a database of all MJE projects.
- Posting on the JEA website the fact that graduate credit from Kansas State University can be earned for acquiring MJE status (project, exam, etc.).

Information items:

Joining Jostens in getting reps certified under Option C, Walsworth and Herff Jones will be testing reps in January. We have three reps testing under Option C in Boston.



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Anita Wertz

The Junior High/Middle School Commission is awaiting directions on how the proposed new Junior High/Middle School Media Contests will fit into the new JEA committee structure.

The new contests are intended to move the JH/MS Mail-in Write-Offs to digital submission with more categories.

The Aspiring Young Journalist Award will be announced at the fall convention. The deadline for portfolio submissions was moved to July 1 to allow entrants to include work from the entire school year.

The commission is excited for the piloting of the new on-site Write-off Contests for junior high/middle school journalists at the fall convention in Boston.



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John Bowen

Although the Scholastic Press Rights Commission's report may look similar from report to report, this one has several noteworthy differences.

First, we seem to have fewer specifically reported instances or situations of censorship from students, advisers or other involved parties. While such a situation might sound positive, we fear otherwise, fearing those involved simply are not reporting them or, worse, they are accepting the situation.

We will do more to check out what the reality is.

Secondly, the commission has completed some of its major projects and looks for new ones.

What we have accomplished:

- A long and detailed campaign, parallel to and in conjunction with, the SPLC's Cure Hazelwood, to highlight the educational devastation created by the Hazelwood decision and its related sidekicks, prior review and restraint. The campaign contains lessons and teaching activities, resources for Action Plans and awareness to combat Hazelwood's effects. All the materials are available on the commission website, <http://jeasprc.org>.
- The commission website was updated to expand its outreach in areas like ethical guidelines for online media, yearbooks and visual reporting. Other Essentials, as we call this group of resources, include A Teaching Kit for Curing Hazelwood, Students, the First Amendment and the Supreme Court, our Foundations series of basic legal and ethical statements, Fighting FERPA with Facts, and a link to the Social Media Toolbox.
- Commission members worked with Quill and Scroll executive director Vanessa Shelton to update The Principal's Guide to Scholastic Journalism and then to extend its outreach to include an online website. This was a major effort that involved substantive research, revisions and peer editing over the course of the year.
- Commission members continued to contribute lesson plans and activities for Constitution Day, Scholastic Journalism Week and at other times where felt such educational materials to be appropriate.
- Commission members collaborated to develop and judge a new Write Off law and ethics contest.
- The commission continued its support of and work with 45Words, our student partners group.
- Commission members continued to assist JEA members, students and others with censorship or ethical questions as such requests came to our notice.
- The commission is also continuing its recognition of student reporting that is Making a Difference, and will share this year's crop of student work.
- Seven commissioners and the commission chair assist with materials for the commission blogsite that appear weekly in areas such as FOIA, news literacy, journalism education, relationships with administrators, private school journalism, prior review and Making a Difference.
- The commission hopes to continue its series of working retreats at Kent State University in a topic to be chosen.
- The commission is open to suggestions from JEA members and others for future focus and projects.

Jane Blystone, MJE

I have been working to get the Making a Difference project entries judged and ready for posting during the school year on the JEA SPRC blog. I was interviewed by the Daily Hampshire Gazette in Northampton, Mass., regarding the state of scholastic newspapers in Region 7. I invited the reporter to our convention in Boston to see for herself. I have also responded the McCormick Foundation regarding their designation of Stevenson H.S. as a Democracy school when administrators censor student writing. Their only response was that the application supported the award.

Candace Bowen, MJE

I wrote and have posted to the commission blog. I arranged for Mike Hiestand and Mary Beth Tinker to be at the 45words booth at the Boston convention. I participated in a conference call to the 45words kids. I wrote a law column for the summer Dow Jones Adviser Update on the Tinker Tour.

Mary Kay Downes, MJE

I have presented information on prior review and our districts lack of it to all new advisers in FCPS.

With John's help, I provided information to the newspaper staff on the ethical discussion they should have before posting student's names on line – this case was a suicide and they use twitter as their source. The name had NOT been released by the police as all family members had not been notified.

With John's help, I secured information for our district on national companies that use student's intellectual property on their sites with no release or compensation.

I see a continued need to educate advisers and administrators on the importance of protecting press rights. Would love to develop a 'cheat sheet' with important facts to distribute.

Karen Flowers, CJE

I worked in these ways for press rights:

- SCSPA conference is sponsoring the Tinker Tour, so lots of sessions on press rights and responsibilities
- We plan to put a paper survey in the advisers' folders (and hope it will work better than the online ones we try) on "status" of editorial decision making and other press rights related info.
- SIPA convention will offer Adviser-Administrator Symposium – with focus to help advisers and administrators build better relationships. We know we won't get too many, if any, administrators, but hope advisers will come anyway.
- Always forward press rights info to our listserv.

Megan Fromm

This summer, I taught a law and ethics session at the Advisers Institute in Las Vegas. I contributed blog posts throughout the spring and have recommitted to writing them for this year.

I am presenting a law/ethics session in Boston and will judge the write-off contests. I supported and campaigned for the Tinker Tour both during the fundraising stage and continuing throughout the tour.

I helped a little (albeit not as much as I hoped to) in editing the Principal's Guide website and brainstorming as it went online.

Marina Hendricks, CJE

I worked on the Principal's Guide and a legislative presentation with Kathy Schrier and Mark Goodman in San Francisco, along with 45words activities. I am working on a doctorate at the University of Missouri. I was interviewed by the Norwich (Conn.) Bulletin in June about high school journalism. The link to the story is <http://www.norwichbulletin.com/news/x1968258219/High-school-newspapers-thriving>.

Mark Goodman

- Served on board of directors of Urban Scholastic Journalism Initiative
- Contributed monthly posts on press law to the SPRC blog.
- Helped create supporting curriculum for ebook called “Searchlights and Sunglasses” authored by Knight Foundation’s Eric Newton and to be published in November by Reynolds Journalism Institute.
- Participated in SPRC retreat to work on new edition of Principal’s Guide to Scholastic Journalism, Kent State University, Kent, Ohio.
- Spoke about student press freedom to high school journalists and advisers from Pittsburgh area at Robert Morris University First Amendment Day, Moon Township, Pa.
- Spoke about student press freedom and press law to high school journalists attending Asian American Journalists Association J-Camp in Washington, D.C.
- Presented session on copyright law to journalism teachers attending American Society of News Editors Reynolds Institute at Kent State University, Kent, Ohio.
- Participated in planning next phase of 1ForAll Campaign to increase First Amendment Awareness Campaign, hosted by the Newseum, Washington, D.C.

Lori Keekley, MJE

Since March, I have coordinated curriculum for Constitution Day, and I have begun writing the Law and Ethics curriculum for the JEA curriculum initiative.

Additionally, I have written a complimentary piece to the Principal’s Guide to Scholastic Journalism, which a large group updated at the most recent SPRC retreat, and was vetted by John Bowen, Sarah Nichols and Jeff Kocur.

I also answer requests for free news print press help whether notified officially through the Panic Button or through a listserv post. At national conventions, I’ve judged the Write-off Law and Ethics category and participated in the SPRC group sessions.

Sarah Nichols, MJE

In the time since our spring reports, I have continued to offer support to various commission projects such as the Principals Guide with Quill and Scroll (providing photos and helping with website theme and final content editing) and posted on the SPRC blog.

During summer workshops, I hosted two law/ethics sessions and an adviser roundtable on how to improve relationships with administrators. I also taught a press law unit for advisers within the Yearbook Advising course through Kent State University.

With much regret, I resigned in August from my position as one of the 45words adviser liaisons due to my increased responsibilities with the JEA Curriculum Initiative and RFP Committee. I will continue to support the 45words efforts in any ways possible and am proud of our students’ efforts.

In my role with JEA social media such as the Facebook page and Instagram, I promoted Constitution Day and related press rights activities such as the Tinker Tour. I am always looking for photos and related content of interest to our members and appreciate all submissions.

Glenn Morehouse Olson, CJE

I’ll be presenting on censorship and protocol at the Minnesota State convention Oct. 8. I hope to be able to give a shout out to scholastic journalism on Education Nation on Sunday.

I’ve just finished teaching a unit in ethics and rights in my Honors English Mass Media class.

I was able to work closely with a student from Russia last year and teach her how First Amendment works in US. She hopes to be a journalist in Russia...but was so impressed by our freedoms.

That’s some of what’s been happening here. In addition, I personally re-wrote our schools publications procedures to encompass forum for online, print, yearbook and broadcast.

Matt Schott, CJE

Since this time last year, I’ve continued to lead 45words, SPRC’s student outreach program, with varying levels of success.

We had a presence at the fall JEA/NSPA conference in San Antonio in the exhibition hall. However, in the spring, we did not have any presence.

Over the summer, we recruited a new group of student partners and their first planning meeting seemed to go well. They have plans in the works for a booth in Boston and are signed up to give a presentation there as well.

Individually, I spoke at the 2013 Washington Journalism and Media Conference about social media and some of the positive things about it, as well as some First Amendment perils.

Kathy Schrier, MJE

Here in Washington state, our three-day summer workshop at Western Washington University was especially First Amendment oriented this year. How could it not be, when our 2013 Expert in Residence was the SPRC’s own Carrie Faust?

A highlight of the workshop was a Student Press Rights panel (a la John Bowen sessions at JEA/NSPA conventions) moderated by Vince DeMiero, with a panel that included Carrie Faust, Mike Hiestand, Brian Schraum, Fern Valentine and me. It was a lively session with a high level of engagement from the audience of student journalists, many grappling with prior review, censorship, access to public information; and others just wanting to know more about their rights.

In September, our WJEA Journalism Day at the University of Washington drew 600 students and advisers. Following the keynote, we offered a Q/A session on student press rights, again moderated by Vince DeMiero. It’s amazing how many students in our state still don’t know that our state constitution guarantees their right to freedom of the press!

Randy Swikle, MJE

I am writing “Rationale for Free and Responsible Student News Media” to accompany the McCormick Foundation’s “Protocol for Free and Responsible Student News Media.

I am also writing a series of “45...” lists that promote First Amendment principles for scholastic journalism and/or skills, rationale, strategies, etc. that enhance teaching, learning and applying principles of scholastic journalism.

A few examples: “45 Tips for Keeping on Task in the Journalism Classroom,” “45 Journalism Start-Up Activities,” “45 Reasons for the Student Press to Engage in Authentic, American Journalism,”

“45 Priorities for Stakeholders To Consider in Aligning Student News Media with the Civic Mission of School,” “45 Arguments To Weigh in Deciding the Forum Status of Student News Media,” “45 Examples of the Need To Protect Student Expression in Scholastic Journalism,” “45 Safeguards that Help Protect the Integrity of Student News Media,” “45 Principles of Partnership the Inspire Stakeholders To Serve the Best Interests of School and Scholastic Journalism,” “45 Strategies for Holding Stakeholders of Scholastic Journalism Accountable,” “45 Answers to Questions Raised by Opponents of Student Press Rights.”

I am writing articles on scholastic press rights for professional media and scholastic journalism publications.

I am ready to begin transcribing the answers to my “student press rights” questions I posed to Justice Sandra Day O’Connor.

I continue to correspond with JEA Listserv contributors who seek strategies for student press rights challenges.

John Tagliareni

It seems that the climate for press freedom has declined even more in the last six months, and as a result, I have spent a large amount of time helping advisers in the New York- New Jersey metropolitan area with various issues. My position with the GSSPA as well as the SPRC gives me the opportunity to help and to give advice. Some concerns deal with the usual administrator attempts at control, but there have been incidents involving ethical issues that involved student staff members themselves and another dealing with a professional newspaper plagiarizing a student interview.

Unfortunately, since I retired from teaching and serving as adviser to Bear Facts, I have had to help the new adviser to protect the staff from censorship from administrative reactions to articles. I have also had to help him to fight any restrictions of field trips that would affect training of the staff. I sent emails to various school administrators, with whom I had worked over the years, and I even handed them documents to explain to them legal protections that belonged to Bear Facts. However, some turnover caused one key administrator to balk on approving the usual process for field trips. One field trip to Rutgers was denied, after the original date was postponed to December due to Hurricane Sandy. The CSPS Spring Convention nearly was cancelled as well.

The revised tenure laws in NJ have caused a chilling effect. Advisers are very concerned that the new areas and wording of their evaluations could cause them to lose tenure, not only for their classroom performance, but as publications advisers who may be punished for defending their students’ First Amendment Rights. We will address this latest concern because it is so basic, it threatens the entire backbone of adviser support.

I will again speak at the Garden State Scholastic Press Association Conference at Rutgers University on Oct. 28, 2013 and the GSSPA Spring Conference in May 2014. I will speak at the Columbia Scholastic Press Association all Conference on Nov. 4, 2013, and I will speak at the CSPS Spring Convention in New York in March 2014. I will present sessions on how to deal with controversial and sensitive issues I always cover the legal aspects of Tinker and Hazelwood, and I give students and advisers strategies for working with administrators. I discuss their rights and responsibilities and assist them if they are having any censorship issues.

Our conference, the GSSPA Fall Press Day at Rutgers University,

will have approximately 1,000 students from schools throughout NJ. We plan to have some sessions that will focus on eliminating editorializing. We are concerned that a good portion of the media does not do an ethical job of reporting, and many students have followed that model.

I have continued to work to support many of the commission’s goals. As a past president of the Garden State Scholastic Press Association and officer, I am able to discuss JEA goals with our executive board in order to promote them in New Jersey. I also will have the opportunity to discuss the status of scholastic journalism in NJ with the editorial board of The Record latter this fall. I hope to advance JEA goals with this influential publication.

JEA Committee Chairs and Liaisons



Bradley Wilson, MJE

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First, I apologize for the abbreviated report. Much of my time allocated to JEA has been spent working with the RFP committee. I couldn’t be more pleased with the progress of this group. And I’m privileged to work with such committed people that represent the best JEA has to offer. I will have a full, in-depth report in the spring.

Second, as usual, things are going well with the magazine. We have published our regular two issues on schedule as indicated at <http://jea.org/home/for-educators/cjet/>.

The fall issue was 40 pages and contained major contributions from

- Leslie Dennis — An in-depth profile of how Amy Medlock-Greene has built a successful broadcast program in South Carolina
- April Van Buren — How understanding information gathering can help in numerous situations, including traveling to a national JEA/NSPA convention
- Chris Waugaman and Chase Wofford — A series of articles on WordPress and how it can be used in a scholastic media environment

The issue also contained articles on media ethics by Chase Wofford and the Adobe Creative Cloud by Bradley Wilson. Overall, there were 15 unique contributors to this issue.

The winter issue was 36 pages and contributions from

- Dan Close — A series of bullet points on conducting better interviews.
 - Steve Gardiner — An in-depth look at how self-determination theory can be applied to the classroom.
 - Brad Lewis — A two-page article on how to use the Interactive Student Notebook in the media classroom.
 - Jacinda Dent — A series of Q&A articles on fair use including summaries of significant legal cases and many resources.
- The issue also contained an update on Associated Press style by

Bradley Wilson. Overall, there were 15 contributors to this issue.

As usual, Howard Spanogle, Connie Fulkerson and Pam Boller made significant contributions to both issues.

C:JET advisory group

Members: Ellen Austin, Amy DeVault, Val Kibler, Howard Spanogle, Bradley Wilson, Scott Winter

Readership survey

We haven't done one in more than a decade. The last survey basically showed that readers wanted more and that they love the magazine. There were few suggestions for coverage.

Discussion: Prospective members don't know what they need.

Some don't have a clue what JEA is. Only current members get the magazine in a timely fashion via mail. JEA members generally represent the more advanced folks in our profession.

Conclusion: It wouldn't hurt to do another readership survey online.

Future question: Where do readers get news about JEA now that NewsWire doesn't exist and the website is only marginally used for JEA news? How can we use the magazine as a recruiting tool?

Online presence

Bradley said he intends, after the JEA headquarters issue is settled, to ask for money to hire a college student to convert past issues into individual article, protected PDF files. These articles would be protected in the PDF format and made available for minimal cost at the online bookstore.

Discussion: There is no way to prevent redistribution once they are out there. Could be part of the curriculum initiative. Could be a good service for prospective members. Would have to be searchable. Even if they were redistributed, it would be a service to prospective members and cover sheet should contain information about JEA. What "online" does NOT mean is having an interactive presence. We just don't have the resources for this. We've tried online extras. We've tried providing putting featured articles online. There was no advantage to the organization or the magazine to being online. Without significant resources devoted to the magazine, having more than PDF files online, while maintaining high standards, will be more than difficult.

Future question: How would this impact relationship with EBSCO (online database of articles for researchers)?

Money/advertising

JEA has contracted with an outside vendor for advertising at www.jea.org. This has resulted in expensive advertising to some of the same companies that have advertised in C:JET in the past. There was an initial wave of concern due to lack of contact from JEA in advance. But there were also companies who advertised online at substantial cost.

Discussion: We do not have, and need, a unified advertising policy including contact information and potential advertising opportunities in printed magazine, online as well as conference program and pre-conference materials.

Board motion: JEA develop a comprehensive advertising policy

Future questions: Are we competing against ourselves? Is there a potential for package deals?

Coverage

We've had some difficulty getting contributors although we've never failed to fill a magazine and have several articles in the queue for upcoming issues.

Discussion: Howard said the new way of doing regional meet-eat-and-greets at the national conferences has made it impossible to reach each group for announcements about the magazine. State directors should be involved. Maybe put out a list of potential story ideas and ask state directors if they know someone who could write something or serve as a reporter. MJE projects rarely work. Secondary research projects rarely work and when they do, we need to make efforts to include lesson plans, how-to sidebars, etc. to push our members into the cutting edge. Research can do that. Solicitation of articles needs to be tangible, specific and to specific individuals. Often it is based on conference presentations. Brainstorm among this group for story ideas. Then find people to write/report.

Future questions: Should we create a website devoted solely to the magazine? Should the magazine have a social media presence?



Aaron Manfull

Aaron Manfull, MJE

Digital Media Committee Chair

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JEADigitalMedia.org is in its fourth year of existence. The site has continued to grow and we have continually worked to reassess the most pressing needs of students and advisers. We have been tracking data so we can get a gauge of how we are doing with this. I will only touch on part of it here; please let me know if you'd like to have any other data and I will make sure to get it to you.

I have decided to compare six-month periods of the site (from March 13-Sept. 13 and Sept. 14-March 12) each year that I do this. They are even six-month periods and will allow us to get an annual report together in time for each convention.

In our four years of existence, we had more than 600 posts published (roughly three per week), 148,902 visits, and 312,117 pageviews. Including myself, there are more than 40 members of the committee who are on an email list. Seventeen different people contributed posts to the site during the past six months. Five committee members are considered contributors for posting at least three times over the past six months or because they work with other parts of the site. They are:

Michelle Harmon - 21 posts

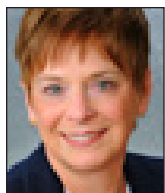
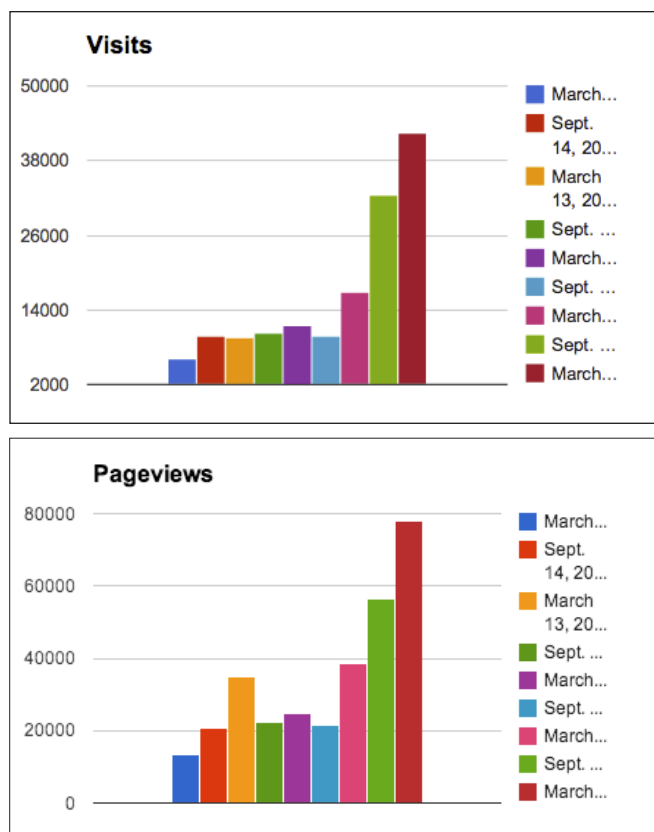
Aaron Manfull - 13 posts

Michael Hernandez - 7 posts

Michelle Balmeo - 2 posts and "Guide to Multimedia Tools"

Don Goble - 3 posts

While some of the wording is cut off on the following charts, the graphs move from the least recent six-month period in dark blue to the most recent six-month period, represented in light green (on the far right). The data shows a really nice last six months for the site.



Candace Perkins Bowen

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My main charge since the San Francisco convention was to gather the material from the various subcommittees (CTE: Jon Reese, Common Core: Brian Wilson, P21: Gary Lindsay, and CTSO: Alyssa Boehringer) to write a White Paper that states how today's educational initiatives mesh with JEA's mission and goals, putting them in the context of our members' media situations. This is available on request and has been submitted to President Mark Newton.

Our charges as stated when the committee was appointed are: (1) getting up to speed on all three of these educational initiatives so we could support our members with information and strategies they can put into action at their own schools, (2) staying current and in tune with what's going on because some other concept is sure to follow before too long, and (3) keeping two-way communication open so members inform the committee of new educational initiatives and the committee shares its findings with members and

creates useful materials for them.

Each subcommittee member has achieved the first charge and does have knowledge about his or her specific area. None of us have been very good about communicating with members, though some of that relates to the changing JEA structure and our confusion over our part in the curriculum project. As it appears we are no longer directly related to that, some of us have backed off, fearing we would be communicating information that runs counter to the project.

However, I have personally adopted the second point as my role, reading all I can about what is happening in the overall field. Someone was the first to spot the impact of Common Core or of P21. Can we prepared for the next idea? Though never a visionary, I turned my attention to threads and conversations that might give some clue to the future – and thus some need for JEA's focus. Here are some thoughts:

1. The Common Core State Standards may not be the answer for everyone. While technically 45 states have adopted the standards, two LARGE and influential ones have not: Texas and Virginia. Others, including Florida, and Georgia, where a major metropolitan newspaper last week had the headline, "Common Core off to rocky start in Ga." Other states and districts, as well, have chafed under what some think are federal mandates. To me, this might indicate that JEA not tie its curriculum TOO completely to CCSS. There might be ways to meet the standards and follow the guidelines that will help teachers but be a bit more generic.

2. Have we really kept an eye on the testing that is being linked to CCSS? Should we be doing that?

3. What about the new Praxis in journalism? Its content has some issues, but are we following what states are implementing and how it's working?

4. Another issue already on the horizon that will concern JEA's teacher/members: assessment of their teaching. How much of that is tied to scores? How much will/should/could student assessment tie directly to teacher assessment? How much will be a problem of academic freedom? What are such groups as CCSO (Council of Chief State School Officers) and its Interstate Teacher Assessment and Support Consortium (InTASC) make a difference to our members?

These are just some thoughts to keep in mind as JEA probably is sunsetting this committee as it is currently configured.

CTSO for Journalism

Educational Initiatives report, Alyssa Boehringer

Recommendation: CTE representatives from each state compile list of CTE members (must receive Perkins funding to be designated Career Technical Education)

- JEA office keep a list of all members who are designated CTE
- These groups start documenting conventions, professional development and student competitions
- Start a letter-writing campaign to the state boards of education

What is a CTSO?

A career and technology student organization is a student group that is designed to provide professional experience and career training through a school's career and technology education program. CTSOs best function when integrated into the CTE curriculum,

allowing educators to provide curriculum-based career experience using funds from the Carl D. Perkins Vocational and Technical Education Act of 2006. Perkins funds are utilized to help support the development and improvement of CTE programs through specific means, including professional development for CTE teachers and providing hands-on learning experiences for students.

CTSOs are formed on the state level by organized groups of CTE programs, meeting regularly on the local and state level to provide educational experiences, compete, and provide professional development for teachers. Programs must be designated CTE programs by the state board of education and must be designated CTE to receive Perkins funding. Programs must receive Perkins funding to form a CTSO.

The US Department of Education has recognized 11 career and technology student organizations:

- Professionals of America (BPA)
- Distributive Education Clubs of America (DECA)
- Future Business Leaders of America–Phi Beta Lambda (FBLA–PBL)
- Family, Career and Community Leaders of America (FCCLA)
- Health Occupations Students of America (HOSA) 4
- National FFA Organization (FFA)
- National Young Farmer Educational Association (NYFEA)
- National Postsecondary Agricultural Student (PAS) Organization
- SkillsUSA (formerly Vocational Industrial Clubs of America)
- Technology Student Association (TSA)
- Future Educators of America (FEA)

For more information about CTSOs, visit the US Department of Education Office of Vocational and Adult Education website or visit websites for established CTSOs.

<http://www2.ed.gov/about/offices/list/ovae/index.html>

<http://www.tsaweb.org/sites/default/files/CTSO-Guide.pdf>

<http://www.tsaweb.org/sites/default/files/Perkins-Guide.pdf>

http://www.futureeducators.org/about/docs/CTSO_FAQlo.pdf



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Peggy Gregory

Committee members: Julie Dodd, Bill Flechtner, Mary Anne McCloud and Judy Robinson.

The JEA Mentoring Program is beginning its seventh year. With the six new mentors who received training in San Francisco,

we've now trained 46 mentors who have worked with more than 250 mentees in 17 states. The program for 2014-2015 has 37 active mentors. Three mentors retired over the summer: Katy Gray (Colorado), Marie Parsons (Alabama) and Randy Swikle (Illinois).

Consequences of the \$30,000 budget cut:

- Cancel the Mentor Forum for the Boston Convention.

Typically about 20 mentors would have attended the convention to participate in the Mentor Forum. In addition to attending the training session, each mentor was required to do two of the following: judge for Write-off contests, teach a session, do on-the-spot judging, or assist with the JEA Quiz Bowl.

- Cancel training for new mentors at the San Diego Convention.

We know of at least three and possibly five mentors who would have been ready for training. With additional funding next year we will be able to offer training at the spring 2015 convention.

- Cancel JEA Mentoring Matters. In the past it was posted on the mentoring blog, with copies for distribution at the JEA/NSPA conventions. We emailed the newsletter to funders and others interested in the program. The mentors distributed copies of the newsletter during their recruitment work at schools and state scholastic journalism workshops and conventions.

The mentor blog (<http://jeamentoring.org>) continues to be a useful tool not only for publicizing the ongoing work of the program but as a way for mentors to share ideas and happenings with the rest of the group. Committee members, mentors and mentees contribute to the blog.

Although in April we thought we'd be giving back to JEA \$24,000 in carryover money, by the end of the fiscal year, we actually returned \$52,000 to JEA. This was money that Mark Newton and Kelly Furnas told us would be put toward the new curriculum project because the mentors and mentees would be involved in helping test the curriculum materials.

Events/Happenings: Because of insufficient JEA funding, the fall Mentor Forum has been cancelled as well as training for new mentors, scheduled for the spring convention in San Diego. We are starting to provide some mentor training through Go-to-Webinar. Committee members and mentors are conducting the training. The webinar videos are posted on YouTube and the mentor blog.

Rather than commit to three-year funding, the JEA Board is providing \$10,000 in funding for just one year. Until now, the funds from JEA have paid for the mentor training and partial stipends for some mentors when states cannot sustain the full cost of stipends. The JEA Mentoring Program each year has received funding from Yellow Chair Foundation. The Yellow Chair funding has been set to be almost at the level of the JEA funding. This year, a portion of the Yellow Chair funding is earmarked for stipends for California mentor and the rest will be used to support mentor stipends in states that cannot pay the full cost of stipends. At the Boston convention, the committee will ask for an additional \$20,000 to pay for travel and hotel expenses for the mentors to attend the Mentor Forum at the San Diego convention and volunteer to present sessions, judge and critique.

We certainly value the six years of financial support Yellow Chair Foundation has given to the JEA Mentoring Program, and we appreciate the 20 other funders who are helping fund mentor stipends.

For the board: We appreciate the support of the JEA Mentor Program that we have received from the JEA Board for the past six years. The JEA funding is the underpinning of the Mentoring Program. All other financial support from Yellow Chair and state and regional funders is based on JEA's commitment to the program.

We understand that the current JEA executive board is proud of the Mentor Program and believes that it is successful. We are determined to continue the work of the Mentor Program. President Mark Newton has charged us with reinventing the program to provide for the integration of mentoring with Outreach Academy.



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NCTE Liaison

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Membership: All members of JEA are automatically members of the NCTE Assembly for Advisors of Student Publications. Our group is the largest assembly in NCTE. I sent an email to the listserv that hopefully helped explain this:

As chance would have it, both JEA/NSPA and NCTE are holding fall conventions in Boston this year; NCTE is the week immediately after JEA, November 21-25.

As our JEA liaison to NCTE, I wanted to make sure that you all were aware of the fact that your JEA membership also makes you a member of the largest assembly in NCTE: the Assembly of Advisors of Student Publications. We will have a JEA booth at the NCTE exhibit hall and will be presenting a few journalism-inspired sessions to help convert our English-teaching friends to the dark world of publications-advicing. Hmmm. That came across as way more sinister than I intended. You know what I meant.

At any rate, I'm wondering if any of you might be going to the NCTE convention in addition to JEA. Please note that I'm not on a recruiting mission; just checking to see who might already be planning on it. If you are, feel free to stop by some of our sessions and see us in the exhibit hall. I promise not to put you to work! Unless you want me to! Please shoot me an email at bwilson3560@gmail.com if you are planning on attending. On Saturday evening we'll have a session for new advisers; I'd love to have you be part of that, regardless of your experience level.

Thanks to Carol Lange, Jane Blystone, Brian Baron, Colleen Simpson and Will Higgins, who all have agreed to help out, we've got some GREAT sessions lined up. Please scroll to the bottom of this email for more specific session info.

Thanks and see you in Boston! Maybe even twice!

Happenings/Convention: The NCTE yearly convention will be held in Boston Nov. 21-24. This is week after the JEA convention, which is conveniently also in Boston. Several area-advisers are scheduled to join me for the conference, and we'll have a booth similar to what we've had in years' past. Carol Lange and a few other advisers have agreed to help out in the booth, so that we are able to do more networking. Here are our accepted NCTE proposals:

Intensive Journalistic Writing: (Re)Inventing the Ways You Approach Reading and Writing in AP English Composition and Journalism Classes

Speakers: Carol Lange, Colleen Simpson Gacic, (and, possibly, Alex Kaplan and Brian Baron)

Session Format = Daylong Workshops

Topic of Emphasis = 21st-Century Literacy

Reviewer Level of Interest = Secondary

Audience Level of Interest = Middle, Secondary, Teacher Education

Sponsored by = Assembly of Advisors of Student Publications

Annotation = Have you wondered how to get your students excited about writing, or how to make your journalism program more challenging — or even if an Advanced Placement English Language and Composition program could work in your school? Our team of experienced educators will share examples and lessons filled with concrete methods and materials that you can use to make journalism and English partners in (re)inventing learning in your classroom.

Description = Traditional rhetorical modes can be used in nontraditional ways to encourage student writing, research, reading and vocabulary development. Using the journalistic approach to writing with immersion into a varied collection of mainly non-fiction literary samples from many different times, countries and cultures, students find relevance in and inspiration for their work. IJW is designed to offer students the best of both worlds: writing programs which teach the clear, concise style of the journalist and reading programs which demand higher-level thinking skills and analysis of literature. Students write about their world, applying the techniques learned in models. Attend to experience how to implement such a curriculum in your school.

True Stories: Teaching the craft of non-fiction through the work of Susan Orlean and Rick Bragg.

Speaker: Brian Baron

Session Format = Conversations

Topic of Emphasis = 21st-Century Literacy

Reviewer Level of Interest = Secondary

Audience Level of Interest = Secondary

Sponsored by = Assembly of Advisors of Student Publications

Annotation = True Stories: Teaching the craft of non-fiction through the work of Susan Orlean and Rick Bragg.

Description = English teachers are used to analyzing stories, but not as accustomed to this task when the stories are true. Learn how to incorporate the works of two of America's non-fiction masters into your high school English class, and how you can use their work to create non-fiction writing assignments for your students.

Advising a yearbook, newspaper, magazine, or website: I need help!

Speaker: Brian Wilson (and whoever else might be at the convention)

Session Format = Special Interest Group (Saturday evening session)

Topic of Emphasis = 21st-Century Literacy

Reviewer Level of Interest = Secondary

Audience Level of Interest = Middle, Secondary

Sponsored by = Assembly of Advisors of Student Publications

Annotation = Have you been asked to advise a student publication? Or has a newspaper/yearbook/website/ broadcast been thrust upon you? Or maybe, just maybe, you are actually thinking about starting up a publication of your own freewill! We can help make your transition from teacher to publication adviser as smooth as possible.

Description = Journalism can be intense. But it can also provide a teacher with the most rewarding teaching experiences possible. In today's world, where investigative reporting, writing for an audience, 21st Century Literacy, and non-fiction are stressed, publications can be an excellent platform for meeting components of the English Language Arts Common Core. If you would like to find out more about how to get a publication off the ground, please join us! Speakers and participants in this session have experience in advising newspapers, websites, broadcast programs, and yearbooks. We can give you all you need to start providing your students with what THEY need to be successful.

Goals: Last time I submitted goals that I have been working on:

1. Expand our sphere of influence within NCTE. As JEA members, we comprise the largest assembly in all of NCTE, called

the Assembly of Advisers of Student Publications.

2. Seek out other convention speakers and officials with whom we might be able to work. (This will happen at the convention.)

3. Attend sessions where we might be able to network. (Common Core, P21, media literacy groups, censorship awareness)

4. Present sessions that will draw in potential members and partners (I believe that we have some strong ones lined up; the goal is to connect to both journalism and English so that we can draw a crowd. I think this will happen.)

5. Meet with as many potential JEA members as possible in the exhibit hall booth: expanding the number of people who can help will definitely benefit us.

6. Work with other organizations (SPLC, ASNE, The Newseum, NSPA, CSPA) to our mutual benefit. I have sent emails to several of these organizations asking for materials that they might want us to have in the booth at the convention.

Nancy Y. Smith, MJE

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National Write-off Team:

Nancy Y. Smith, MJE Write-off Chair
Priscilla Frost, CJE Print/Design Coordinator
Bradley Wilson, CJE Photo Coordinator
Aaron Engelman, Broadcast Coordinator
Boston Local Chairs:
Colleen Simpson, Write-off Contests/Judges
Bretton Zinger, Broadcasting

Finances: Due to rising costs, we have increased the Write-off entry fee to \$20.

Contest updates: We continue to make revisions to the contests and critique sheets. Specific feedback from the judges makes it easier for us to maintain a great experience for our students.

The Computer Design categories have been reworked into four Graphic Design Contests (Infographic, Advertising, Photo Illustration and Logo). Prompts/materials are available on the JEA website the day after registration closes (similar to Newspaper/Yearbook/Lit Mag Design contests) and entries must be uploaded before the convention. Broadcast entry submission is now available through SchoolTube, Vimeo or You Tube and contestants provide their link on a Google Doc. We are in our second convention of the Press Law & Ethics Write-off contest and will be piloting a Jr. High/Middle School writing contest in Boston.

General notes: We need to look at space issues for some venues. It is becoming challenging to get enough space for the numbers of students entering. Last spring we had to initiate caps on several contests because of space availability. Fortunately there is a lot of space in Boston.

We also continue to seek quality judges and enough of them. As more students enter, we need more help. Advisers must be willing to get involved if we are going to continue to provide a great contest.

In San Francisco, the Awards Ceremony was conducted in conjunction with the NSPA awards on Saturday. We are not opposed to scheduling that way again in the future.

Follow us on Twitter! @JEAWOFF

Recent numbers:

Fall 2013 in San Antonio: 1,733 in 48 contests

Spring 2013 in San Francisco: 1,482 in 48 contests

JEA Regional Directors

Region 1: Northwest



Sandra Coyer

Sandra Coyer, MJE

Region 1 Director
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Providing journalism advisers with professional development within the region is a large part of the support systems provided by all state organizations. Many look for new ways to incorporate young advisers in order to share the benefits of both state and national membership. Such opportunities range from state conventions to Journalism Days and Press Days at partnering universities.

Likewise, these opportunities also provide avenues for student journalists to break out of the traditional educational confines of the classroom and into situations where they can dialogue in small and large group settings with other advisers as well as professionals in their states. One state in particular attempted to utilize social media (via Facebook) to connect not only editorial leaders at their summer camp but all staffers in attendance.

Membership outreach in all states is one of the highest priorities mentioned by almost all of the state directors in their fall reports. As one state director mentions, "it is obvious that younger advisers need to find reasons to be professionally involved in our [state] organization" the same holds true for membership in the national organization. This outreach to younger advisers is a goal of this region in order to not only increase membership but increase the number of advisers who stay with advising past their initial first 3-4 years. The goal of the region is to increase membership in the national organization (and consequently state organizations) by 10 percent by spring.

Region 2: Southwest

Carrie Faust, MJE

Region 2 Director

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The Southwest region currently has 436 JEA members – Arizona 55, California 263, Colorado 78, Hawaii 10, Nevada 15, New Mexico 18, and Utah 10. Of those, 57 have earned Certified Journalism Educator (CJE) certification and 15 have earned Master Journalism Educator (MJE) certification.

Regional news: JEA welcomes Peggy Gregory of Arizona as co-chair to the Mentoring Committee. Cassandra Workman, CJE, of Nevada is the module leader for design in the JEA Curriculum Initiative. The following Region 2 advisers will be honored by JEA at the Boston convention: Carrie Faust, MJE, of Colorado as a Medal of Merit recipient, Tim Taylor, superintendent, Butte County Office of Education in Oroville, Calif. as a Friend of Scholastic Journalism, and JEA Lifetime Achievement Award winners: Pat S. Graff, Albuquerque, N.M. (La Cueva High School, retired), Mary Luckenbill, CJE (Glendale, Ariz., retired), and Darryl Stafford (Denver, Colo., retired). Also, Arizona State Director Carmen Wendt, MJE, will be honored as an NSPA Pioneer.

Of note is a new scholastic journalism organization in Nevada. The Southern Nevada Society of Journalists is hosting journalism contests for both yearbook and newspaper students and working on partnerships with local universities. If you wish to know more about SNSJ, please check out their website at followsnsj.com or contact Cassandra Workman at clworkman@interact.ccsd.net.

I am excited to see many of you Nov. 14-17 in Boston for the JEA/NSPA Fall National High School Convention! Please plan to stop by and say “hi” to the rest of our region at the Regional Meet and Greet from 9 -10:30 p.m. Thursday at the Sheraton.

Finally, our Southwest/Region 2 Facebook page has grown to 87 members. We want all advisers in the Region 2 area – JEA members or not – to join our community. Please use this link to join: <https://www.facebook.com/groups/JEASouthwestRegion2/>.

Reports from Region 2 state directors are available online at southwest.jea.org.

Region 3: North Central



Gary Lindsay, MJE

Region 3 Director

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Gary Lindsay

Two new initiatives just announced in North and South Dakota and planned for rollout in the spring lead the news from our region.

The initiatives are the work of the Summit Group, lead by Jessica Jensen, instructor at South Dakota State University, Coordinator of High School Journalism at SDS and Coordinator of the South Dakota High School Press Association.

North Dakota JEA State Director Sue Skalicky, MJE identified two main aspects of the initiative in her Fall Report:

(1) #JournalismIs Campaign: Students from the SDSU Ad Copy and Layout class of college sophomores created an advertising campaign targeting high school students. The goals of the campaign are to:

- Rebrand journalism as exciting, interactive, and an opportunity for unique experiences,
- Redefine journalism as storytelling through multiple media, and Spark interest among high school students for a career in journalism.

Campaign staffers concluded that journalism has a negative perception because high school students don't know what it is. The team of students proposed redefining journalism as a fun, exciting career with unique experiences while inviting students to join the conversation. Posters, videos and social media platforms were created to engage high school students. All of the deliverables use the hash tagged logo and tagline “#JournalismIs.” Because Twitter is quickly becoming the favorite social site among teens, the students included the recognizable hash tag symbol as a design element, but it serves double duty as a searchable topic on the Twitter website. This tagline is designed to be interactive and push students to understand the new journalism and participate in redefining it by searching the hash tag, re-tweeting comments and pictures, and tweeting their own experiences or beliefs about journalism. The posters serve as a way to get the word out in schools, where teens spend most of their day. The videos include humor – something teens are most apt to view and share. The Twitter feed can be integrated into other social media platforms to provide an easy way to share the conversation.

The campaign stresses that journalism is the backbone of many new and exciting careers, and journalism can offer unique, once-in-a-lifetime opportunities. By showing teens exactly what they can expect and inviting them to join the conversation in redefining journalism, the students make journalism relevant and give teens a say in their future careers.

(2) Getting Started Turnkey Curriculum Kit: This Summit taskforce compiled materials for a turnkey journalism curriculum, one any school or district can pick up and go with. They created a getting started package organized around the #JournalismIs theme. It also includes posters, videos and other promotional materials developed by students from USD and BHSU.

The package contains a description of the curriculum, objectives and discusses how the curriculum is aligned with national standards. Two curriculum guides will also be included:

- **Beginning Journalism** by Candace Perkins Bowen and John Bowen, www.jea.org. This guide shows teachers a range of options and how to tailor a new or existing course to meet their needs. Included are ancillary materials for immediate classroom use.

- **Student Voices: A curriculum guide to enhance extracurricular student publications** by Trevor Ivan, www.jea.org. This guide is a collection of lessons designed to provide training about basic aspects of journalism and publication production for

extracurricular student publications.

If sufficient external funding is obtained, the getting started kit will also include a one-year free subscription (\$60 value) to the Journalism Education Association. The high school teachers on the curriculum taskforce recommended inclusion of this item because JEA provides a gateway to materials through the bookstore and many opportunities to network and learn from other journalism educators.

Visit northcentral.jea.org for state reports and additional information about Region 3.

Region 4: South Central

Wayna Polk, CJE

Region 4 Director

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With regional membership of over 511 in the South Central Region of JEA, the role of scholastic journalism in our region remains strong.

Our region continues to produce some of the best publications in the country. These programs garner individual recognition on the state, regional and national levels and the publications and broadcasts are ranked among the top in the country. Check out how these schools, their journalists and publications did in recent contests:

Quill and Scroll: quillandscroll.org.

Southern Interscholastic Press Association: sipa.sc.edu

Columbia Scholastic Press Association: cspa.columbia.edu

National Scholastic Press Association: www.studentpress.org

Journalism Education Association: jea.org

At the spring convention in San Francisco, students from our region earned recognition in the JEA High School Journalist of the Year competition. Kelci Davis, Francis Howell Central High School (St. Charles, MO, Matthew Schott – adviser) and Daniel J. Hersh, St. Mark's School of Texas (Dallas, Ray Westbrook - adviser) were named as runners-up for the award and each received a \$1,000 scholarship from JEA.

Our region is proud of our advisers who were recognized as Dow Jones News Funds 2013 National High School Journalism Teacher of the Year award winners. Congratulations to Charla Harris, Pleasant Grove High School (Pleasant Grove, Texas) and Matthew Schott, Francis Howell Central High School (Cottleville, Mo.) who were honored as Distinguished Advisers and to Michele Dunaway, Francis Howell High School (St. Charles, Mo) and Ana Rosenthal, The Hockaday School, (Dallas, Texas) who were named as Special Recognition Advisers.

McKinney High School publications adviser Lori Oglesbee-Petter, MJE, will serve as writing basics module leader for the JEA Curriculum Initiative. Her writing expertise will be invaluable as the initiative moves forward with revised curriculum for our members.

Since last spring I have visited with some of our region's advisers at workshops and events in Arkansas, Oklahoma, Louisiana and Texas promoting our organization and the Fall JEA/NSPA

convention. In addition to those regional events I have worked with advisers from Alabama, Florida, Georgia, South Carolina, North Carolina and Tennessee at various summer and fall publications workshops and press association events.

Please join the JEA Region 4 South Central Facebook group and share your news, ideas and thoughts with our members.

Visit southcentral.jea.org for state reports and additional information about Region 4.

Region 5: Southeast



Brenda Gorsuch

Brenda Gorsuch, MJE

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Since the San Francisco convention last spring, the Southeast Region 5 state directors and I have focused our attention on running summer and fall workshops, getting school started and encouraging members to renew their memberships. Scholastic journalism remains strong in the Southeast, but the economy is still limiting the number of students participating in workshops. North Carolina had increased numbers of students for the summer workshop and fall workshops.

SIPA, the North Carolina Scholastic Media Association, the Mississippi Scholastic Press Association and the Alabama Scholastic Press Association continue to support JEA mentors in Region 5 states. We currently have mentors in North Carolina (3), South Carolina (1), Mississippi (1) and Alabama (3).

In June, I attended the North Carolina Scholastic Media Advisers Association meeting at the University of North Carolina at Chapel Hill. I encouraged members to renew JEA memberships and to plan on attending either the Boston or San Diego conventions. In September I attended the Southern Interscholastic Press Association executive committee meeting in Atlanta, where I also promoted JEA memberships and participation. I met with the SIPA Endowment Committee and JEA mentor Marilyn Chapman to finalize plans for the National Journalism Quiz Bowl in Boston.

I have spent much of my time since the SIPA meeting working on quiz bowl questions for the preliminary exam and buzzer rounds. I have worked with Kelly Furnas and the JEA staff on quiz bowl logistics to increase the number of teams in the buzzer rounds. We have 26 teams for Boston; 16 teams will compete in our expanded buzzer rounds.

Visit southeast.jea.org for state reports and additional information about Region 5.

Region 6: Mid-atlantic/Great Lakes



Rod
Satterthwaite

Rod Satterthwaite, CJE

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Membership: The Great Lakes/Mid-Atlantic Region has 322 JEA members spread out over nine states/regions. This number is down 11 from last spring's report. We have 51 CJs and 28 MJs. Virginia leads the way in our region with 93 active members.

Happenings: The Delaware state director position is still vacant. In addition, state directors in Maryland and West Virginia are interested in stepping down. If you would be interested in any of these positions or would like to nominate someone for them, please email me at rod.satterthwaite@gmail.com.

Two national conventions in our region get closer by the minute. The fall 2014 convention will be in Washington, D.C. and the fall 2016 convention will be in Indianapolis.

We have 94 members in our regional Facebook group. If you'd like to join, search for the group name "JEA Mid-Atlantic/Great Lakes Region 6" and request to join. It's a great way to keep up with happenings in our region and celebrate all our region has to offer.

Awards and honors: Congratulations to the following people from Region 6 who will receive national recognition at the fall convention in Boston:

- Jim Streisel, MJE, from Carmel (Ind.) HS is Dow Jones Newspaper Fun Journalism Teacher of the Year
- Kim Green, MJE, from Columbus North (Ind.) HS is a 2013 Pioneer Award winner from NSPA and a JEA Medal of Merit winner
- Evans Bryant Branigan III from North Central (Ind.) HS is JEA Administrator of the Year
- Cheryl Pell, CJE, from Michigan State University and former Executive Director of the Michigan Interscholastic Press Association is a JEA Lifetime Achievement Award Winner

Final words of thanks: Due to the reorganization of the JEA board approved at last spring's meeting, there will be only two regional director positions up for election, and I have chosen not to run for one of these.

Thank you for the chance to serve our region over the last three years. It's been a chance to work with some amazing JEA members and scholastic journalism rock stars. I've learned a lot and grown in many ways from being part of the JEA board and interacting with the amazing professionals who were a part of it. I will miss it.

Visit magl.jea.org for state reports and additional information about Region 6.

Region 7: Northeast



Jane Blystone

Jane Blystone, MJE

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Happenings: The state directors in this region are pushing journalism to the limit as we are ready to host the fall JEA convention in this region.

The Boston Convention local committee, led by Massachusetts member Brian Baron, has been working furiously for the Boston convention next month. Massachusetts State Director Colleen Simpson is heading the local Write-off team. Vermont State Director Nancy Olson leads the team for On-site critiques. New York State Director Starr Sackstein hosts an online Twitter chat at #jerdchat on Thursdays with topics of current concert to journalism advisers. Mike Simons, member from New York, does an occasional survey for the JEAHELP listserv. I have been working on the Making a Difference project, which launched its first segment on www.jeasprc.org blog on Oct. 15.

State directors: We are still in need of three directors: Connecticut, Maine and New Hampshire. We are sad that Connecticut State Director Stephen Rexford had to leave us as he is now teaching in a middle school and not working with publications. JEA advisers in Connecticut, Maine and New Hampshire are encouraged to apply. Send me an email at jane.blystone@gmail.com if you are interested or have questions.

Facebook connections: We try to post weekly to our JEA Region 7 Facebook pages. Group members can post as well. If you are a member in the region, you are invited to join. We hope to see many photos of members and their students up on the page during the convention. You can join our Facebook at JEA Northeast Region 7.

Concerns for the board: Three state directors needed in the region: Connecticut, Maine and New Hampshire. We have had huge drops in membership in New York and Connecticut in the past year. Currently, we have 185 members in this region, up three from the spring report.

Visit northeast.jea.org for state reports and additional information about Region 7.

About this report:

Per JEA job descriptions and bylaws, all board members, committee chairs, liaisons and state directors are required to submit fall reports by Oct. 15. JEA Vice President Sarah Nichols compiled this document, which reflects reports submitted between Oct. 10-Nov. 1, 2013. For the latest news and information, visit www.jea.org.