

**Journalism Education Association Board Meeting  
Thursday, April 13, 2011  
Sheraton Park Hotel at the Anaheim Resort**

President Jack Kennedy called meeting to order at 8:34 a.m.

Roll call by Past President Ann Visser:

Jack Kennedy, MJE, President and Executive/Finance Committee chair  
Bob Bair, MJE, Vice President and New Adviser Outreach Committee chair  
Linda Drake, CJE, Secretary and Awards Committee chair  
Ann Visser, MJE, Past President and Convention Consultant  
Kelly Furnas, JEA Executive Director  
Connie Fulkerson, JEA Administrative Assistant  
Bradley Wilson, CJE, C:JET editor and Technology Committee chair, Photography Contest Coordinator  
Mark Newton, MJE, Certification Commission chair  
Anita Marie Wertz, MJE, Junior High/Middle School Commission chair  
John Bowen, MJE, Scholastic Press Rights Commission chair  
Lori Olgesbee-Petter, CJE, Development/Curriculum Commission chair and Publications Committee chair  
Steve Matson, MJE, Region 1/Northwest Regional Director and Partnership/Endorsements Committee chair  
Ellen Austin, CJE, Region 2/Southwest Regional Director  
Gary Lindsay, MJE, Region 3/North Central Regional Director  
Wayna Polk, CJE, Region 4/South Central Regional Director and Scholarship Committee chair  
Brenda Gorsuch, MJE, Region 5/Southeast Regional Director and Administrator Outreach Committee chair  
Tom Gayda, MJE, Region 6/Mid-Atlantic and Great Lakes Regional Director and Scholastic Journalism Week chair and Write-off Chair  
Jane Blystone, MJE, Region 7/Northeast Regional Director and Membership Retention Committee chair  
Linda Barrington, MJE, NCTE Liaison/Assembly Director and Mentoring Program Committee co-chair  
Julie Dodd, MJE, Scholastic Press Association Directors Liaison, Mentoring Program Committee co-chair  
Aaron Manfull, MJE, Digital Media Committee chair  
Nancy Y. Smith, MJE, Write-off chair  
Candace Perkins Bowen, MJE, JEA Listserv Liaison  
Logan Aimone, MJE, NSPA Executive Director Liaison  
Jolene Combs, local committee co-chair  
Konnie Krislock, local committee co-chair  
Brian Wilson, CJE, future NCTE Liaison  
Javonna Bass, representing the Multicultural Commission

Guests:

Joe Humphrey, president of the Florida State Scholastic Press Association  
David Thorkelson, NSPA Board of Directors treasurer

Absent:

Norma Kneese, MJE, Multicultural Commission chair  
Carrie Faust, MJE, Write-off chair  
Sharon Tally, JEA Administrative Assistant (in JEA Bookstore)  
Pam Boller, JEA Administrative Assistant (in JEA Bookstore)  
Gloria "Lori" Eastman, Nominations Committee chair  
Patty Turley, MJE, Write-off chair  
Steve O'Donoghue, Outreach Academy (working)  
Linda Shockley, Outreach Academy (working)

Stan Zoller, Outreach Academy (working)

Kennedy welcomed guests. Aimone presented Furnas with Mickey Mouse ears and big hands.

Blystone made the motion to accept the board meeting minutes from the Kansas City Convention and Polk seconded. Motion passed unanimously.

Barrington asked to add committee reports to the agenda under reports.

A request to add membership promotion to the agenda discussion was made.

Furnas welcomed local chairs, Jolene Combs and Konnie Krislock, who then highlighted the activities planned for the convention. They presented all board members with a small gift from the local committee.

As of today, there are 3,814 attendees registered for the convention, so we will probably be short of 4,000. Aimone said the 2008 Anaheim convention had 4,469 attendees.

Furnas talked about KC convention. He discussed the issue with the Marriott about being full then turning away people then having people cancel rooms. The hotel wanted to charge attrition fees. After lengthy discussion, the hotel agreed to no attrition. Aimone encouraged attendees to understand that it is important to stay at the convention hotel. Kennedy suggested that we should not allow rooms to be booked until a certain date because he doesn't think people will change their manner of booking rooms. Aimone said he would like to hear what suggestions some of the advisers rather than have a long discussion here. Kennedy said to send suggestions to Aimone and Furnas. Visser suggested establishing a committee for this issue.

Matson made the motion to establish a committee to look at hotel booking for conventions. Polk seconded. The motion passed unanimously. The committee will consist of: Furnas, Aimone, Polk, Olgesbee-Petter and Gayda.

Furnas said investments show an increase of about 12 percent. He said that JEA is at about 80-90 percent of income and about 60 percent of expenses of the projected budget.

### **NSPA report**

Aimone gave the NSPA board report. He expressed his goal that JEA have a high level of confidence in NSPA. He reported that NSPA has the strictest financial controls of any of its national peer associations. Membership is steady during the current fiscal year and has increased more than 20 percent since 2007.

Aimone introduced David Therkelson, NSPA's board treasurer, who is a former nonprofit chief executive. He reported that NSPA Board members Jane Kirtley and Kathy Roberts Forde are leaving the board after having served three consecutive two-year terms. Aimone also announced that Kay Dawson began her position as accountant in March.

Aimone discussed the analysis of NSPA's revenue sources. He said it was determined that the revenue generated from the sales of pages in the convention registration booklets and programs does qualify as advertising as defined by the IRS. As a result, NSPA submitted tax

payments for the 2009-10 fiscal year to both the U.S. Treasury and the State of Minnesota. NSPA has sent an invoice to JEA for its share of that year's taxes. For the current fiscal year, NSPA has simply withheld the estimated payments from the Kansas City and Anaheim conventions, and will reconcile the total when the overall tax is calculated when NSPA completes its IRS Form 990.

The JEA/NSPA operating agreement is up for renewal, and Aimone expects to begin conversations with Furnas during the summer to have the approval in one year. He emphasized that JEA/NSPA partnership is very important to Aimone, the NSPA board and its members.

Aimone said the NSPA board is enthusiastic about the future sites of conventions. He said he has no attendance history in Minneapolis to know about budget planning. He intends to be conservative in his budget projections for the coming year. He said the board will consider the proposal for a registration rate increase for the fall 2012 and the spring 2013 conventions at its June meeting.

Aimone said that he had received a grant from the NAA Foundation to offer a three-day free workshop for Advising Digital Media at the University of Minnesota. He added that this will enhance their new series of journalism training seminars that have replaced their traditional summer workshop.

In closing, Aimone said that 2011 is the 90<sup>th</sup> anniversary of NSPA, providing a little history about the organization.

Olgesbee-Petter asked if there would be a display of the NSPA anniversary at the Minneapolis convention. Aimone said they in the process of working on plans for a celebration at the convention.

Kennedy said that he and Furnas have been participating in the NSPA board meeting conference calls.

Furnas said he would like to formalize the site selection process more so that he can bring that to each board meeting, including a proposal for the next convention site proposal and the next convention site request.

Newton made a motion to accept the Sheraton Denver proposal for 2015. Olgesbee-Petter seconded. During the discussion, Blystone expressed her support for Denver. Aimone said that this hotel would be able to house the convention without the use of the convention center. Wilson asked if they have ever negotiated Internet for conventions. Furnas said it would be expensive to include that in with room rates. Gorsuch said that many students need Internet connections for their online courses that they might be taking. Blystone said many people have access through their smart phones. Newton asked if this would be something that could be renegotiated at a later date. Motion passed unanimously.

Blystone made a motion to approve Orlando as the next site proposal. Gorsuch seconded. As part of the discussion, Joe Humphrey, as president of the Florida state press association, made an official request to consider Orlando as the site of a convention. Blystone expressed how impressed she was with one of the conventions she attended in Florida. Olgesbee-Petter said she thinks it would be wonderful to go to a place where they really want us.

Austin also expressed her interest in pursuing Orlando. Lindsay said that it would be very advantageous to attend a convention in the south. Motion passed unanimously.

### **Headquarters report**

Furnas shared his report on "A New Curriculum for a New Journalism". He implemented a new email newsletter from JEA headquarters. He also discussed the results of the JEA membership survey, and discussed the membership promotion. He said it is a little too early to tell whether this will be important based on the number of those who will re-join. He said it was very time consuming for headquarters staff. Gorsuch asked if the time window was too narrow. Furnas said that the yearbook companies requested that they have their memberships available to hand out during their summer workshops. Kennedy talked about how important the yearbook companies are to our organization and the importance of establishing a good working relationship with them. Gorsuch and Blystone expressed their thanks to Pam Boller for all her hard work on this project.

Gorsuch made a proposal to do this membership initiative again but to do it during the summer and that regional directors be given an additional 100 memberships as last year, and with due date by Oct. 1. Blystone seconded. During the discussion, Gayda asked if those who had lapsed membership could come in at half price for one year. Austin suggested join now and get 50%/50% for two years. The discussion will continue after mid-morning break.

### *Break 10-10:10*

North Carolina gave the most promo memberships. Gorsuch thinks we could be more successful if we have a plan, one that could be worked on during the summer and at the state conventions. Bair said this would be a great discussion during the state directors meeting on Friday. Furnas would like to see this as an electronic process, but we aren't there yet with the equipment we have. Members discussed the pros and cons of the program. Manful suggested that we make sure we follow up with the new members to make sure they are up-to-date on the JEA activities.

Olgesbee-Petter talked about offering student memberships for \$10, including access to social media site, updates from the Press Rights Commission and headquarters.

Gorsuch changed her motion: add 100 memberships to non members for each region, free first year, then \$25 for second year with a deadline of May 1, 2012. Blystone seconded. Motion passed, with one vote against. Bair will discuss this plan with the state directors during their meeting on Friday.

### **Hawaii Workshop**

Austin introduced the state director from Hawaii, Karin Swanson, who visited with the board about the Hawaii workshop held in December. She talked about the public school system in her state, as well as the situation of journalism advisers in the state. Austin expressed how important it was for this workshop to happen and how important it is for JEA to support programs like this.

### **State and regional reports**

Bair gave an update on the semiannual report. He is still missing some board members' reports as well as a few state directors' reports. There have been some changes in state directors. Bair will send an update to Fulkerson for headquarters to have when completed.

### **Digital Media Committee**

Manfull said he moved the website to Word Press, which has been more user friendly for everyone to use. Also using GoogleDocs has helped as well. He will discuss creating a downloadable guide for going online during his committee meeting. John Bowen said his committee would be willing to help with the legal aspect of this part in the guide.

### **JOY**

Polk said they will be editing the JOY rubric and getting it online. She is looking at ways to submit portfolios online, and hopes to have a DVD of the work as part of the submission. She would like to give the option to submit online next year, but to be completely online by 2014. She said that maybe they would change the number of pages in packets. Polk said that she had good response on the two-hour presentation on creating JOY portfolios. She wants to do a session for state directors so they will know how to judge those entries, which will help with JEA judging. Polk said they had 32 entries this year.

Gayda said he had people contact him about Flickr problems with uploading entries. He also said that he wants to give up Scholastic Journalism Week and he wants to look at a change on date of when board members' terms end (from July 1 to May 15). The date of the board retreat has been set for May 27-30, which will be for the 15 voting board members only.

Matson made a motion on behalf of the Endorsement Committee for JEA to endorse the Robert R. McCormick Foundation's "Protocol for Free & Responsible Student News Media". Motion passed unanimously.

### **C:JET**

Wilson said he has exhausted his supply of articles and so he is in need of new submissions. Advertising sales were very good in the spring. He was pleased that one of the items on the survey showed that C:JET is one of the top reasons for joining JEA. Newton asked if all issues of the magazine are archived. Wilson said he only has the last five years. Newton asked about having those available in PDF format for. Furnas said that it would be possible to purchase a digital format when the print version is already sold out. Lindsay said there are so many articles that would be good for our curriculum. Wilson said copyright issues come into concern. Newton echoed his support of using this as curriculum resources. Gayda said he would like to index old versions of C:JET by curriculum topics.

### **Write-offs**

Smith reported that they had 1,450 students entered. About \$40,000 in revenue has been raised for the year on Write-offs. They have implemented several changes to meet requests from judges and advisers.

Wilson said this is fourth convention for photo online submission, and they have had a few concerns and problems with this. The portrait contest is ready to become a permanent contest. Wilson made the motion to make the portrait contest a permanent contest. Motion passed unanimously.

Wilson also made a motion to pilot a photography non-convention contest, using the Write-off rules. Texas uses online submission and they must be JEA members. If more states did their photo contests this way, then we might have more JEA members. Motion passed unanimously.

### **Mentor Program**

Dodd said they have 20 mentors meeting today. This is the fourth year of the program. Barrington discussed the Mentoring Matters newsletter. She also pointed out there are many groups across the country who are donating to the mentor program.

Barrington said they are trying to help with expenses by doing their training at the conventions rather than during the summer. They are also trying to implement more technology with their teaching and between mentors and mentees. They thanked the board for their financial support and for making their committee a standing JEA committee. The mentors are also being required to make more reports on what is being done with the program. They also thanked headquarters for all their work. Kennedy added that they have done all this committee work without calling on many JEA resources. Visser said that they had also done an excellent job of keeping the board informed. Newton said he would like to see some of the data that they have collected during the last four years.

*Break for lunch*

### **Press Rights Commission**

Bowen gave an update on the work done at Poynter's: the Making a Difference project, expanded 45 Words group; teaching law and ethics; posters and materials available as well as some teaching materials. All of this is available on the Press Rights website. Blystone spoke about the Making a Difference project, and said she is still looking for more stories from students about their own situations. She said that she is looking for help with selecting these materials so they can get the information to headquarters ASAP. Kennedy commended the commission on its work.

Kennedy made presentations to those members who are leaving the board: Ann Visser, Bob Bair, Linda Drake, Ellen Austin and Steve Matson.

### **NCTE**

Barrington supplied the board with information on the background with the relationship between NCTE and JEA. She also gave a budget explanation for liaison with NCTE. She noted areas where JEA needs to revise the budget items. Visser asked that as Brian Wilson begins this position, any data on how JEA involvement affects this organization would help JEA.

### **SPA**

Dodd talked about the items that she wants to share with her session of SPA directors. She also spoke of the support that NAAF and Sandy Woodcock have given in previous years. They are currently looking at their support of scholastic journalism, which will probably be changing. Carol Knopf will probably be losing her position with RTDNA soon.

### **New Business**

Furnas proposed a rate increase of \$5 per attendee for the convention registration fee beginning with the fall 2012 convention in San Antonio. He suggested that every spring the

board looks at the rates to see how it is going. Wilson seconded the proposal. NSPA will also have to ratify this proposal as well.

During the discussion, Brian Wilson suggested that there be a larger difference between earlybird and regular costs. Olgebee-Petter suggested that registering on site be more expensive. Newton suggested charging more for those who do not use a convention hotel. Motion passed unanimously.

Furnas discussed the unrelated business income tax situation with NSPA on advertising in programs, booklets, and other promotional flyers distributed at conventions. He said that because of printing costs, etc. with C:JET, this would not affect that publication. Balfour pays for printing costs of the programs, booklets so this is the difference between JEA and NSPA situation.

### **Budget**

Kennedy explained that we had a budget deficit of about \$211,000 when the finance committee starting working on it. Approximately, two-thirds of the deficit was erased. The members discussed the different accounts where the money is located.

Olgesbee-Petter suggested allowing those schools who bring more than 20 students should be allowed to enter two students in a Write-off contests. She also suggested increasing the cost of Write-off contests. These are questions that need to go to the Write-off Committee.

Wilson thinks adding an IT person is a good idea and we could possibly even eventually make money by having that position.

Austin asks if there would be a possibility of getting any complimentary passes from NCTE. Olgesbee-Petter said she has spoken at NCTE but saw no benefits from doing so. She said we should either put money into committing ourselves to NCTE or just cut our ties.

Kennedy explained how many of the specialized projects that our members want to do could come out of our special projects line item (2-59.1)

Olgesbee-Petter suggested selling some yearbooks through the bookstore. Gayda suggested having some books to give to seniors as graduation gifts available for purchase at the bookstore.

There was discussion as to whether C:JET should be three issues or four and should the editor's stipend be changed back to \$6,500 instead of \$5,000 after a change two years ago.

Olgesbee-Peter asked how important the pin is for the certification program. Visser suggested that those who wanted to purchase a pin could do so.

Blystone and Gorsuch expressed concerns about cutting state directors' travel stipends from two conventions to one.

Olgesbee-Petter expressed her concerns about the ill will from the discussions we are having about the budget changes. Olgesbee-Petter applauded the financial committee. Mark Newton thanked the committee for creating a special projects fund in the budget.

Wilson said the board needs to do all of the philosophical discussion first and then the finance committee works on the budget and then it comes back to the board

The budget as amended was approved unanimously.

Gayda made a motion to adjourn at 3:43 and Visser seconded.