



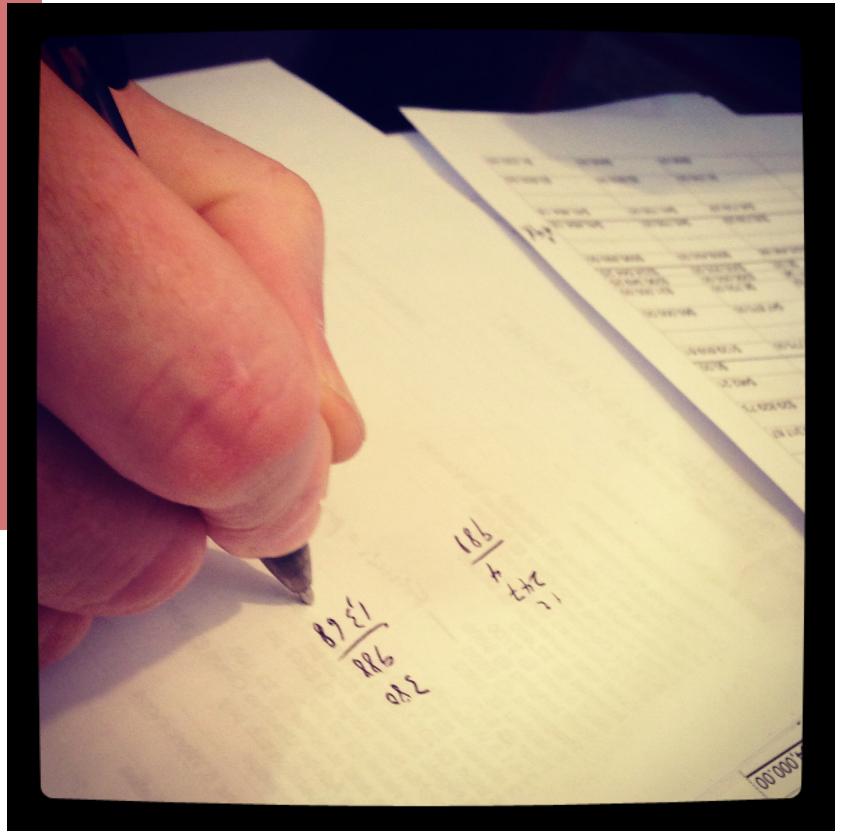
Journalism Education Association

Semiannual Report | Spring 2013

Officers analyze budget, weigh proposed changes for spring board meeting

visit www.jea.org for information

This photo originally appeared on **JEA's Instagram: @journalismeducation** from the winter finance committee meeting in Dallas.



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Membership: Voting membership has reset essentially to the figure it was before the promotional membership drive began in 2011. It now stands at 2,019, down 199 members from last fall and 337 from last spring. For perspective, JEA membership stood at 1,994 before the promotional membership drive began. Our highest concentration of members is in South Central (517), although it still dropped 28 members since last fall. The only region to see an increase in members from the spring was the Southwest (399), which netted a gain of five members ahead of its hosting the National High School Journalism Convention in San Francisco. Texas, which hosted last fall's convention, boasts the highest number of members: 253, a drop of one member from last fall.

Happenings:

Jan. 11-13: Planning meeting for 2013 Spring National JEA/NSPA Convention, San Francisco
Jan. 18-20: Planning meeting for 2014 Spring National JEA/NSPA Convention, San Diego
Jan. 31-Feb. 3: Executive Committee meeting, Dallas
Feb. 5-6: Career and Technical Education Conference, Manhattan, Kan.

For the board: In addition to normal operations, much of the winter and spring has been spent working on the budget, the JEA curriculum proposal, future JEA/NSPA national conventions, and the summer Advisers Institute in Las Vegas. We have continued to make enhancements to jea.org, and we have begun work on a membership benefits guide.

Financially, as the third quarter of fiscal year 2013 comes to a close, JEA has brought in \$680,076 in income (70 percent of our budget) and \$508,467 in expenses (53 percent of our budget). More up-to-date figures will be presented at the JEA board of directors meeting in April.



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Two years into 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 — Connie Fulkerson, Sharon Tally, Pam Boller and Arthi Subramanian — are the heart of our volunteer organization. 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 Antonio meeting last November and the subsequent motions and results.

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

- Appointed Mitch Eden as secretary. He will serve the remainder of the term (until April 30, 2014).
- Appointed Alyssa Boehringer of Texas to lead our Career and Technical Education Student Organization efforts. She will be under the Educational Initiatives Committee and work directly with CTE leader Jon Reese.
- Introduced a new curriculum module plan.
- Worked with JEA grant writer Megan Fromm to submit an educational grant, which was unsuccessful.
- Worked with Kelly and the Finance Committee to prepare the 2013-14 operating budget. Since then, I have worked with our board members to help them comprehend our finances and budget choices. I have also spent quite a bit of time with personal conversations with many of our general members discussing the budget proposal, restructuring proposal and board operations.
- Completed the Request for proposals (RFP) for JEA headquarters and disseminated it nationally.
- 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'm excited about our ideas and plans as we work together to move JEA forward in the next year of my presidential term. It truly is an honor to serve JEA. Thank you for the opportunity. Your trust means a lot to me. I will not let you down.



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It is an honor to promote JEA's programs and serve our membership. In the past few months, I've had the opportunity to support JEA in a variety of ways; some of those include:

- Serving on the committee for our headquarters site search and helping create a Request for Proposals (RFP), as well as maintaining a page on JEA's website to update members about the process.
- Creating materials (design/PSA and blog post) to recognize the 25th anniversary of the *Hazelwood* decision.
- Working with the Finance Committee to prepare a budget proposal for the board, both at a weekend meeting in Dallas in January and then via conference call on a weekly basis afterward.
- Maintaining the JEA Facebook page and Instagram feed with posts to inform and engage members.
- Serving as a liaison for state directors during the Journalist of the Year process, as well as recognizing state winners and their advisers through award badges on Facebook.
- Working on a revision to The Principals Guide to Journalism with Scholastic Press Rights Commission members and Quill and Scroll Executive Director Vanessa Shelton.
- Researching CTE and Career Technical Student Organizations.
- Developing a recognition system for state directors.
- Creating a social media student internship/training for national conventions, in partnership with NSPA.

During this time, I also have had the opportunity to work with local chair Don Bott as a member of the #hsjSF local committee. I designed the T-shirt and handled promotional aspects as well as served as On-site Critiques coordinator. It is amazing to see how our volunteers pull together so many pieces in partnership with the national organizations to help make each convention a success.

For the board: Thank you for all of the behind-the-scenes work to serve our members, and especially for the extra work involved this spring regarding the budget. I appreciate your commitment to JEA.



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After getting caught up to speed on the many happenings within the Executive Committee, I began work on the following:

- Participating in the RFP committee. Realizing this is a big fork in the road for JEA and an amazing opportunity to help define the organization for years to come. Cross referencing and compiling a

comprehensive list of potential partners to mail the RFP.

- JEA Budget. Again, getting caught up on the current budget through board members to understand the direction JEA is headed in order to not only maintain but thrive in a challenging economic environment.

- JEA position statement review. Editing and running the statements through John Bowen, Kim Green, Anita Wertz and Bradley Wilson for accuracy and necessity. Changes to be presented in San Francisco.

- Moving many of JEA's historical documents to Google Docs so they are easily transferred, updated and accessible for board members. These include: position statements and the historical record of motions passed.

- Familiarizing myself with secretary duties.

The past few weeks have been a whirlwind, but it has reinforced how valuable JEA is to its members. The current leadership team is passionate, hard-working and driven to push scholastic journalism to the forefront of education. Some selfless work is going on here on behalf of the masses. I am appreciative of the opportunity to help contribute and awed by my peers.



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Jack Kennedy

Executive Board business:

One face-to-face meeting, in Dallas, to hammer out the budget proposal for 2013-14, along with a variety of online and conference call meetings to discuss our three big initiatives for the spring of 2013: 1) the RFP for headquarters (either remaining at K-State or finding a new HQ); 2) a proposed reorganization plan for JEA leadership (including a white paper I wrote and shared with board members); and 3) a proposed budget that makes tough choices in an effort to maintain JEA's core missions while retaining a reserve fund equal to one year's expenses.

I would note that all of the above have been quite transparent, by any standard, though all the initiative language was produced by the elected officers of the organization. I have learned that a small and vocal group of members has quite a bit to say about the details of budgeting in particular, and hope to reach out to those members later this summer to encourage them to run for office. JEA's officers make no exclusive claim to wisdom, and we recognize the array of talent among the membership. We hope to find ways they can provide leadership to the organization beyond the JEAHELP listserv, which only reaches half our members.

Nominations Chair business:

Beyond gathering lists of potential candidates, the nominations process awaits a board decision on reorganization. The Nominations Committee is prepared to solicit candidates for all elected positions,

whether the board decides to retain the current structure or some new structure.

The Nominations Committee will ask all candidates to answer some common questions, in addition to their biographical data and general campaign language. We hope to expand the limits on election materials, making use of www.jea.org to give members a complete picture of whom they are considering for offices. The January 2014 election will be our first since going to three-year terms.

Awards Chair business:

The spring 2013 awards will be presented in San Francisco during the Saturday Advisers Luncheon, and the chair wants to thank all the committee members who have given their time and talent to make often difficult choices.

State Press Association business:

I continue as executive director of the Colorado High School Press Association, which allows me to see a broad array of issues involved in scholastic media from a different perspective. CHSPA is experimenting with a partnership with BetterNewspaperContest.com to host and administer our individual state contests in yearbook, newspaper and video broadcast — this is an expensive but sophisticated tool that may become useful at the national level.

CHSPA is sending two newly-named (and newly-retired) mentors for JEA Mentor training in San Francisco, as well as coordinating a variety of informal mentoring relationships, both in person and online. We have begun a new Press Law & Ethics certification program for all state advisers, under the leadership of Adam Dawkins of Regis Jesuit H.S., holding our first Saturday classes in Boulder and Colorado Springs.

CHSPA hosted its first Winter Thaw in February (shamelessly ripping off our friends in Iowa), with 32 advisers attending sessions led by Bobby Hawthorne and Mike McLean. Finally, we were delighted to have Governor John Hickenlooper speak to our annual Capitol Hill Press Conference, the first time a governor has joined us in 12 years.

Awards report from coordinator Connie Fulkerson

These honorees will be recognized at the National High School Journalism Convention April 25-28, 2013 in San Francisco:

First Amendment Press Freedom Award:

Francis Howell H.S., St. Charles, Mo.
Francis Howell North H.S., St. Charles, Mo.
Kirkwood (Mo.) H.S.
Lafayette H.S., Wildwood, Mo.

2012 H.L. Hall National Yearbook Adviser of the Year:

Cindy Todd - Westlake H.S., Austin, Texas

Distinguished Yearbook Advisers:

Michele Dunaway, MJE - Francis Howell H.S., St. Charles, Mo.
Tamra McCarthy, CJE - James C. Enochs H.S., Modesto, Calif.

Special Recognition Advisers:

Judy Cannaday - Harbor University H.S., Palm Harbor, Fla.
Margie DiCesare - Corona del Sol H.S., Tempe, Ariz.
Heather Nagel - Christ Presbyterian Academy, Nashville, Tenn.
Liz Palmer, CJE - duPont Manual H.S., Louisville, Ky.

2013 Linda S. Puntney Teacher Inspiration Award:

Candace Perkins Bowen, MJE - Kent (Ohio) State University

2013 Rising Stars:

Angela Banfield, CJE - Coronado H.S., Colorado Springs, Colo.
Colleen Bennett, CJE - Oak Ridge H.S., Orlando, Fla.
Keith Carlson, CJE - Naperville Central H.S., Naperville, Ill.
Tara Stepanek, CJE - Parkway Central H.S., Chesterfield, Mo.
Anthony Whitten, CJE - Westfield H.S., Chantilly, Va.

No awards will be presented for Student Journalist Impact Award, Cornerstone Award and Diversity Award.

JEA Commission Chairs



Kim Green

Kim Green, MJE

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We implemented the following:

- Created a new CJE Application for JEA members associated with business/commercial and professional enterprises.
- Created a new convention session highlighting recent MJE projects to help demystify the process. Dr. Joe Miranda came up with the idea and will moderate the session.
- Stopped mailing Certification applications; Sharon and Pam send them digitally to cut down on postage expenses.
- Offering CJE/MJE testing at JEA Advisers Institute again this summer.

The following projects remain in various stages of progress:

- Creating three versions of the MJE exam, updating the application, finalizing project guide/rubric.
- Reviewing first three versions of the CJE test keys to align with tests and to include additional broadcast-specific question options; then continue to develop additional version(s) of the CJE exam.
- Writing a series of articles for C:JET on "What's Next" initiative
- Examining a potential online course of study in conjunction with the Poynter Institute and NewsU for a potential new CJE Option.
- Developing a rubric to count JEA's new Adviser Institute as meeting the advising/teaching media/journalism course requirement for CJE Option A.

Action items continue to be:

- Aligning Certification initiatives with other JEA commissions,

committees, initiative.s

- 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. No word yet 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 that graduate credit from Kansas State can be earned for acquiring MJE status (project, exam, etc.).

Information items:

Thanks to former Certification Commissioner Sarah Nichols, 25 Jostens reps took the CJE test at their winter meeting.



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The Curriculum and Development Commission is active in two exciting endeavors. A possibly daunting challenge, the commission (and friends) is collecting 2,013 tips, tricks and more to share with JEA members. Also, we are working with other commissions and committees to develop an AP-like journalism test that could be used in a number of ways. Some JEA members are currently piloting this test to see how something like this might work in the future.

The commission is excited to see how the president's curriculum ideas progresses and hopes to be a helpful component of the Adviser's Institute this summer in Las Vegas.



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Happenings: Middle Madness heads for the computer lab in San Francisco, mixing the traditional games and announcements with technology.

JEA Junior High/Middle School Mail-in Contest: The Mail-in contest continues to showcase great work from junior high/middle school students across the country. The Mail-in contest is held twice a year. All information for can be found on the JEA website.

Aspiring Young Journalist Award: The due date for portfolios for the Aspiring Young Journalist Award has been changed to July 1. The address for submissions has changed. Portfolios should be mailed to Anita Marie Wertz, 2310 Janet Place, Stockton, CA 95209. Winners will be announced at the fall conference.



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The Outreach Academies were held during the 2012 summer. Ben Rosales chaired the San Antonio Outreach Academy and Steve O'Donoghue chaired the San Francisco Outreach Academy. A wrap up of the San Antonio Outreach Academy was held at the San Antonio convention. San Francisco will also host members of the San Francisco Outreach Academy in a conference wrap up.

The Teacher Cadre of Stan Zoller, Linda Shockley and Steve O'Donoghue worked with the local Outreach Academy chairs in helping them prepare the curriculum and program of each academy.

According to the JEA Executive Board, major changes in board members, projects, and funding are being proposed. If these proposals come to fruition, the Multicultural Commission will no longer exist. The Outreach Academy will be absorbed under another commission's stewardship.

Oct. 15 was the deadline for application for the Diversity Award. There were no applications submitted. This award is designed to highlight those who help forward diversity within classrooms, staffs, and publications.

At the San Antonio convention, Norma Kneese, Multicultural Chair, announced her retirement from public school teaching. She also announced her resignation as Multicultural Chair with the San Francisco convention to be her last convention. She will be teaching in China starting in the fall 2013. She was asked by President Mark Newton to submit several names as temporary replacements for her position until the next election. However, if board changes are made before the 2014 election, it may not be necessary to appoint a replacement.

Representing the Multicultural Commission and as a member of the Mentoring Committee, Norma Kneese taught a diversity training session to mentors. The session focused on recruiting more males into scholastic journalism.

At the San Antonio convention, several workshops discussed diversity and perspective. Steve O'Donoghue addressed the future of JEA's multicultural efforts. Ann Akers approached different perspectives in "It's not who you know..." Norma Kneese encouraged total coverage of all students in "Everybody has a story." Kate Klonowski's "Collaboration connection" attempted to help students to reach across boundaries. "Creating diverse staffs, breaking down stereotypes" was emphasized in Val Willingham and Amy Selner's session. Kara Peterson and Anthony Whitten offered strategies to help tell a more accurate story in "We're really diverse!"



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In addition to intervening in censorship issues and responding to legal and ethical questions, JEA's Scholastic Press Rights Commission focused its main efforts on these intensive projects:

- Our online 25th anniversary of Hazelwood project
- Our retreat work with Quill and Scroll to update The Principal's Guide.
- Our work on a new law and ethics Write-off

The Hazelwood Project: The commission's work to build an informative set of documents surrounding legal and ethical principles to offset the impact of the 25-year-old Supreme Court's Hazelwood decision began in December.

Commissioners first designed a series of 25 Tweets about handling effects of the decision and then added lesson plans, activities and support information to the tweets.

Commissioners also sought comments from advisers at the time and those who have advised since 1988, and paired them with the tweeted information providing a narrative from those most affected by the decision.

All the commission's materials, including daily and depth pieces and all related links, can be found on the Commission's blog:

- The 25th anniversary: Seeking a cure for the Hazelwood Blues. A call to action
- A Teacher's kit for curing Hazelwood
- Students, the First Amendment and the Supreme Court.

Since we redesigned the blog in November 2012, we have had more than 7,000 hits. We also began a series of weekly blogs by five bloggers: Megan Fromm, Jeff Kocur, Candace Perkins Bowen, Mark Goodman and Marina Hendricks. Commission chair John Bowen blogs regularly. Guests also contribute posts to the blog.

Updating the Principal's Guide: Nine commission members met with Quill and Scroll executive director at Kent State University the last weekend in March to update the 2002 version of The Principal's Guide available at present only in print. Before the retreat, commission members researched their areas individually and in teams.

The group worked for three days on the project, adding new chapters in areas like social media law and journalism's relationship with Common Core and P 21 standards, law and expanding others like ethics and adviser roles.

Plans are for the new Principal's Guide to have multiple formats – print, web, e-book and social media – and to be released in August. These formats will enable materials to be upgraded and create opportunities for interactive discussions.

Commissioners involved were: Jane Blystone, Candace Perkins Bowen, John Bowen, Megan Fromm, H.L. Hall, Marina Hendricks, Mark Goodman, Lori Keeley, Sarah Nichols, Randy Swikle and Quill and Scroll Executive Director Vanessa Shelton.

In other newly started work, retired commission member Fern Valentine will coordinate a group of commissioners willing to talk to advisers and/or students having issues with prior review. Commissioners involved are Megan Fromm, Glenn Morehouse Olson and John Tagliareni.

Law and ethics Write-off: The San Francisco convention will see a pilot of a new law and ethics Write-off. The competition will include multiple choice, short answer and situation questions.

Individual commissioner reports

Jane Blystone, MJE

Although I have not posted on the blog recently, I have participated in SPRC forum as at the fall convention and talked to an adviser about a story package that was causing some trouble in a school in eastern Pennsylvania. Supporting other teachers who are in the throes of having their positions cut has been a focus of the past several weeks.

I regularly review the “Legal Clips” from the National School Board Association to see their take on student press rights issues and post links and thoughts about them to the SPLC blog.

By far, the most exciting thing I have done since the past convention was to participate on the revision team for The Principal’s Guide to Scholastic Journalism by writing one chapter and helping to edit the document. This is so powerful to see the importance of collaboration to prepare the best possible piece for principals to use to guide their decision-making regarding student publications.

Candace Perkins Bowen, MJE

My work since last report (November 2012) was in four areas:

- I worked with five schools in Ohio that had censorship and prior review issues or, in one case, just destroying the program issues. The latter was Centerville High School, where I offered the adviser suggestions, volunteered to come to speak at a school board meeting, then ended up coaching a student via email to help her present their side at a school board meeting. This 16-year-old has Tourette’s and needed some confidence to overcome the tics she experiences. Bottom line: She did a great job.
- I wrote one law column for “Adviser Update,” the Winter 2013 edition, about one of my new “projects”: Keeping track of the new content area Praxis for high school journalism teachers, offered now only in Iowa but soon to be available in five more states. My concern is the law and ethics questions, which don’t all appear to be accurate (one answer is “Go ask your principal if it’s OK”). The test was scored in January by volunteers from the five states, and I have been gathering their reactions and anticipating the next step, though my previous outreach to the Educational Testing Services (ETS) folks was less than promising. I wrote the “Why Take Journalism?” and the “Standards” chapters with its offshoots to CCSS, CTE and P21, for the revision of “The Principal’s Guide to Scholastic Journalism.” (I also worked with the nine others to edit all the chapters.

Mary Kay Downes, MJE

My main task I agreed to at San Antonio was to contact all states via state directors to have them forward a request to their members

asking for stories that illustrated the need for full press rights in schools and districts.

When I reported back, I expressed frustration that some states had no state directors, and that I had a disappointing response. Very few passed on the information. It might have been that the holiday season interfered with communication, and it might be that some of the email addresses were no longer valid.

With that in mind, I suggest we make a concerted effort to identify at least one champion of student press rights per state – even if not one with a title. I have a hard time believing that there is such a dearth of those with passion, especially in the founding states where there was virtually no response. I am proud that Virginia responded!

Karen Flowers, CJE

Ironically, I have spent a lot of time this semester (since winter break) working with one of our newspaper/lit mag advisers who has probably lost his job for teaching a lesson in an AP English class about symbols. He stepped on the American flag to show it was “just a piece of cloth” while talking about his patriotism being in his heart, not in a symbol.

Three weeks went by and nothing happened. Then one of his students failed. The parent got to talking to her and she told him about this teacher “stomping on the flag.” The father never called the teacher; he just sent emails everywhere asking if this was the kind of teacher they wanted teaching in their community.

The teacher was put on leave with pay pending an investigation. Some investigation. News of course has gone viral. I’ve have corresponded with TV reporters, station managers, etc. for covering only one side of story or for being so inflammatory with their words on camera. The print media have been more balanced. I praised them in person.

The teacher is vice chair of our SCSPA board. He came to the Feb. 3 board meeting and told the board members what had happened. We used it as a time to talk about how their school media should/could cover something like this, and what this taught them about ethics and responsibility of covering a story just because they could. Good discussion.

He has received a letter of termination. He has asked for a hearing. If they fire him, I hope he brings a First Amendment suit. Only time will tell.

Megan Fromm, MJE

I’ve written blog posts, worked on the Hazelwood Teacher’s Kit, and also worked on the Principal’s Guide, of course. I’ve also made individual contact with a couple advisers on the listserv who were looking for guidance/a shoulder to vent on.

Marina Hendricks, CJE

My duties as one of the 45words advisers included participating in chats, responding to the students’ emails and social media posts, and supporting their presence at the San Antonio conference. I also continued to serve as the 45words “panic button” coordinator.

My posts for the SPRC blog began in October and continue monthly. For the Hazelwood anniversary, I provided feedback on and supported social media efforts. In late 2012 and early 2013, I worked with staff members at the Newseum in Washington, D.C., on behalf of the American Press Institute (sister organization of my

employer, NAA) to develop a three-unit curriculum for this year's Newspaper In Education Week celebration.

Lesson plan topics include the fairness formula, crisis coverage and evaluating the news. I wrote copy for the upcoming revision of the Principal's Guide to Scholastic Journalism and attended the related retreat at Kent State University. Finally, I am collaborating with Kathy Schrier and Mark Goodman on a PowerPoint that Kathy and I will use in San Francisco for a session on the legislative blueprint.

Lori Keekley, MJE

For commission work, I've organized and led the Constitution Day subcommittee in which we developed curricular materials celebrating the day.

Additionally, I've worked to support newspaper advisers facing censorship issues -- both those who have found us through the SPRC Panic Button and those from the JEA listserv. Currently, I worked on the Principal's Guide, and I attended the SPRC retreat at Kent State.

I also worked on the new law and ethics Write-off.

Janet McKinney

Adviser support: Again this year, I continue to personally mentor the three Indiana advisers who began teaching last year. For those advisers, it has been a much smoother year both with staff members, as well as administrators. My hope and goal for harmonious relationships has become a reality. I am helping all advisers and their journalists with feedback to improve quality of writing, reporting and coverage for responsible content. Unfortunately, the major problem for advisers in Indiana is the threat to the programs for financial reasons.

To save money, an increasing number of newspapers are switching to online to replace printed newspapers. As a result, I have fielded an increasing number of inquiries regarding how to work with high school journalists to best handle sensitive situations with online content. I am distressed by the superficial coverage and reporting on too many issues important to teenagers. The deterioration of solid, journalistic reporting and writing may become our greatest challenge to safeguard respect for high school journalism, much less to safeguard support for free press.

I have started working with retired advisers in Indiana to develop a plan on what we may do as a group with expertise to help advisers in our state. We have just started our hit list of priorities. Based on what I learn in my state, I plan to launch expansion of involving retired advisers on the national level through JEA.

State conventions: At the state conventions, I speak and promote JEA. This year I began offering free consultations to help any school in Indiana with problems, questions, concerns for press rights issues. With each newspaper and yearbook I critique, I clarify and document examples to assist with understanding copyright and other legal concerns.

Summer workshops: As coordinator of the yearbook workshop at Indiana University, I will develop updated curriculum for each session. I continue to focus on responsibilities and rights in student publications with an emphasis on copyright, fair use and ethics. Since the press rights icebreaker I developed last year was a success,

I plan to improve content for an encore this year. Great discussions last year. An adviser in Florida and an adviser in Colorado took the time to contact me personally about benefits of press rights content at the workshop.

Judging and critiquing: Copyright infringements in high school publications continue to dismay me when I judge for NSPA, CSPA and seven state organizations. Although I never witness the use of my feedback, I continue to devote extra time to explain in detail how the publication made the mistake and the method(s) to avoid the press law problems in the future. Some examples of problems are part of an at-a-glance handout I distribute at summer workshops and conventions. I never name the school or location.

Sarah Nichols, MJE

In the time since my last report, I have been involved in these ways:

- 25th anniversary of *Hazelwood*, including designing a poster, writing a blog post and using social media to share related resources.

- Ongoing work with the Student Partners on 45words initiatives, attending online meetings and advising students on projects such as blog posts, PSAs and activities promoting the First Amendment. I helped promote their Cross Country Cookies project during Scholastic Journalism Week and participated with my own students. We are working on virtual sessions to take place online via Google hangouts called "45 Minutes with 45words" so that students not attending the national convention can be part of press rights sessions and discussion from home.

- Working with other team members to revise, edit and write new chapters for the Principal's Guide to Scholastic Journalism, a project with Quill & Scroll. We worked collaboratively for several months and then attended a winter retreat at Kent State to complete final stages of editing.

- Serving as one of the SPRC Panic Button responders, I have connected students and advisers facing censorship with their state director and other parties prepared to help.

Glenn Morehouse Olson, CJE

I participated in the video quiz with JEA. I've commented on projects and kept up on the legislative work we started last March. I brought a group and attended our MN State convention. It's been a difficult path trying to combine Broadcast and Journalism. We have 2.5 million in cuts coming again next year - I'm hoping they don't try to cut me completely. I'd like to say I've done more - but I'm honestly doing my best to keep my head above water.

Matt Schott, CJE

Over the past six months, my main focus has been on 45words. We had a presence at the San Antonio convention and got to meet the new batch of Student Partners. While I was impressed by them, I was disappointed they were unable to present at the conference, as I am that they won't be at the upcoming San Francisco one. I think moving forward, it's going to be important for us to find sources of revenue to make 45words something that is a strong presence at our conventions. I'm not saying we should be paying for our partners

costs or anything, but if we're going to make it a requirement they attend one convention, I think it's incumbent upon us (and them) to find some ways to make that easier. We started 45words talking about doing something like that, but it seems to have gotten lost somewhere.

I'm enthused by the ideas the students in 45words have, but as always, it's the execution and completion that has been the frustrating part. I won't say I don't suffer from the same thing at times, but in the four years of this, that's been the one major problem we've had: lack of execution of a great idea.

Other than that, I've been – very slowly – working on a way to design the Blueprint for State Legislation that was created. Unfortunately, I haven't had much time to really just sit down with it. Hopefully, over spring break I will find some time.

Kathy Schrier, MJE

In March, WJEA held its state conference and write-off competition, featuring an appearance by Mary Beth Tinker and Mike Hiestand, who will soon begin their "Tinker Tour" across the US to promote the First Amendment. What a great day we had with 300+ students (which is why my report is so darned late!) We were also fortunate to have Brian Schraum, fresh from his two-year stint as SPLC Publications Fellow, who presented a session on access to information, heavily attended by kids who want to dig for the truth!

I'm looking forward to presenting a session in San Francisco with Mark Goodman and Marina Hendricks: State laws protecting student press freedom. We will be tweaking the presentation in the next month, as the convention draws near.

Here in Washington, we have hit a snag with our pursuit to introduce legislation, due to the current leadership in our state senate. Defeat would be virtually certain if we were to move forward right now. In the meantime, we are working to soften the stance of the state administrators groups, with the help of our current JEA Administrator of the Year, Susan Enfield, who oversees the Highline District, bordering Seattle.

Randy Swikle, MJE

I have been active with several projects in serving our SPRC mission. Among my activities:

- I am writing a companion book, "Rationale for Free & Responsible Student News Media" for our "Protocol for Free & Responsible Student News Media."
- I submitted a proposed chapter for Quill & Scroll's new "Principal's Guide to Scholastic Journalism." The chapter has this working title: "Collaboration and Protocol for Scholastic Journalism: Providing substance and structure for guiding student news media."
- I have written articles about the anniversary of *Hazelwood* for several Illinois newspapers.
- I have been meeting with editors of several Illinois newspapers to discuss the state of scholastic journalism and ways professional news media can support the cause of free and responsible student news media.
- I have board meetings with the Northern Illinois Newspaper Association (on Friday) and the Illinois Press Foundation (on March 21), and I will be discussing the Stan Zoller situation and a number of other issues relevant to the SPRC.
- I have been working with the IPF about the possibility of calling

key stakeholders of scholastic journalism to a collaboration about important issues that need to be addressed on this 25th anniversary of *Hazelwood*.

- I have been communicating on the JEA Listserv with individuals who are having free press issues at their schools.
- I am working with my mentees to help them with First Amendment teaching strategies and with developing policy

John Tagliareni

I offered sessions at the Garden State Scholastic Press Association Press Day Conference, at Rutgers University. I will continue to promote SPRC goals by working with Mr. Martin Gottlieb, the keynote speaker that day. He is the EIC of *The Record*, one of the largest newspapers in the state. I took the opportunity to discuss the status of scholastic journalism in NJ with him that day. We also communicated after the conference, and he has agreed to continue to work with me and the GSSPA. I will continue advance SPRC goals with him and his influential publication.

I also spoke at the Columbia Scholastic Press Association Fall Conference, in New York. I will present sessions at the CSPA Spring Convention in New York on March 20-22, 2013 at Columbia University and at the GSSPA Spring Conference at Rutgers.

I usually present sessions on controversial and sensitive issues as well as other topics. I cover the legal aspects of Tinker and *Hazelwood*, and I give students and advisers strategies for working with administrators. I always provide my contact information and help advisers and students with censorship issues. I have also referred them to the SPRC and the Student Press Law Center for further assistance.

As a past president of the GSSPA, I continue to discuss JEA goals with our executive board in order to promote them in New Jersey. At our Feb. 20, 2013 meeting, the board again agreed to link with the JEA SPLC website and to promote more goals, in addition promoting the Making a Difference Project and the *Hazelwood* 25th Anniversary materials.

I have contributed to SPRC projects as a member of two committees. I worked as a member of the editorial board on the Making a Difference Project. I also helped the commission with the 25th Anniversary of *Hazelwood* project with the 25 tips.

JEA Committee Chairs and Liaisons



Bradley Wilson

Bradley Wilson, MJE

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We set off this year ready to produce four quality issues pushing the envelope of journalism education while challenging educators and students in all aspects of media production. We succeeded. We've dealt with more demands on our time, including creation of the advisory group, — which we are excited about — reports and meetings.

Advisory board: After surveying board members and others active in JEA, the magazine staff (and others) compiled a list of names of people to consider as members of the magazine advisory group. We are working to obtain five members, but have four with a wide variety of experiences.

Income: Advertising sales continue to exceed budgeted expectations. This year alone, despite unfunded budget requests, the income from the magazine contributed an additional \$3,757 to the other areas of the budget. (In other words, the expenses for the magazine went up by \$235 while income went up by \$3,992. The additional income was not put back into the magazine.)

Further, actual income for the magazine during the past two years was \$16,539, a total that is \$2,547 above what JEA budgeted for anticipated advertising income. In other words, the magazine should contribute \$6,000 more than expected to JEA's income yet expenses have not changed substantially. We have also addressed three issues with staff members that are, as yet, unresolved.

- Advertising records show that we've received \$10,598.50 in income this fiscal year for C:JET. The profit/loss standard shows \$0.00. The transaction detail shows \$8,768.19. These should match to the penny. Why don't they?
- There are no names in the Transaction Detail provided by the national office. How do we know who has paid from this record?
- Assistant editor expenses need to be broken out like all other line items to accurately reflect travel, lodging and stipend lines.

Short-term goal updates

Explore vision for online presence of magazine.

New. We need a precise, effective name for the Online Plus version of the magazine as well as the logo visual connection.

- Introduce easy-to-recognize visual association:
- Each issue will feature an online article with a major emphasis promoting adviser growth and development.
- In the online content, place sidebar extras with special emphasis on classroom exercises or research links.
- Additional online content: Promote the possibility of monthly extras when they work appropriately for the topic.
- Use monthly extras when appropriate.
- Develop a more prominent link to online material on the JEA home page. Make it fast and simple for a print magazine user to connect to the Online Plus.
- Work with staff to provide cost projections for introducing digital advancements, such as an app for the magazine.

Solicit all advertisers in similar publications, including those by the Dow Jones News Fund, conference programs and other companies with which JEA does business and reporting all prospects as part of the semiannual report.

Undocumented progress. Pam Boller said, "I have made a few contacts but have not had any new vendors so far."

Increase actual income by \$1,000 each year for each of the next five years.

Completed. Again. Our advertising income this year is exceeding expectations, and the budget shows a \$4,000 increase. Only \$235 of that was put back into the magazine.

Increase budgeted income for advertising to reflect an average of actual income over the last five years.

Completed. The FY2014 budget includes \$13,992 for advertising.

Track all advertising and include list of all advertisers and income in the semiannual reports to the board.

Revisiting. We have a Google document that we are now using to share timely and accurate information about advertisers. This list is used as a run sheet as well. We need to modify this process in a couple ways.

- The names of the advertisers need to accurately reflect the actual name in the list of advertisers in the magazine as the advertiser wants it listed. This continued to be a problem as recently as the summer 2013 issue.
- We have had several disasters with late ads or ads not listed on the run sheet this year. The run sheet is the definitive list of advertising and needs to be maintained as contracts are signed. Late ads should not be accepted.

Increase budgeted expenses for stipends to \$3,000 for assistant editor, \$6,700 for editor (which reflects 2009 and 2010 levels).

Failed. Again. This budget change was not made despite excess revenue in advertising. Tie stipend to assistant editor to be 50 percent of editor's stipend.

Increase budgeted allocation for travel to include convention travel for the assistant editor (either spring or fall).

Completed. The budget includes three nights and \$380 in travel for both Boston and San Diego.

Increase budgeted allocation for contributors to \$1,000 (2009 level).

In progress. The FY2014 budget draft includes \$850 for contributors up from \$0 last year. Given how much competitive publications pay their contributors, this is insignificant.

Produce four issues of 32-48 pages on the published production schedule.

Completed. All issues have been distributed on time. The winter issue went to press one week early.

Additional information is available here:

http://issuu.com/wilsonbrad/docs/cjetsp13report_final



Aaron Manfull

Aaron Manfull, MJE

Digital Media Committee Chair

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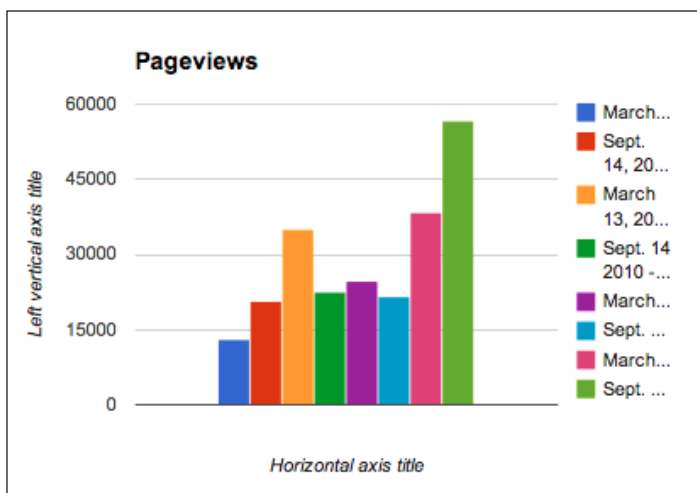
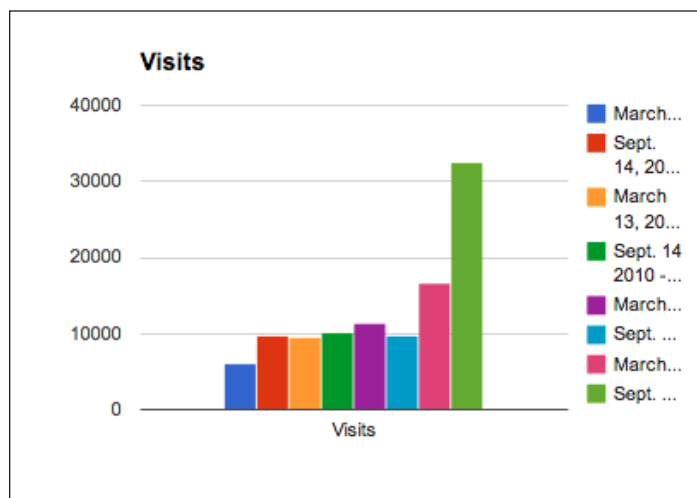
JEADigitalMedia.org completed four years in existence. The site has continued to grow and we have continually worked to reassess the most pressing needs of students and advisers. We have been tracking data so we can get a gauge of how we are doing with this. I will only touch on part of it here, please 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 550 posts published (roughly three per week), 106,525 visits, and 233,992 pageviews. There are more than 40 members of the committee who are on an email list. Eight 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:

Aaron Manfull - 24 posts
 Michelle Harmon - 7 posts
 Michelle Balmeo - 5 posts
 Don Goble - 5 posts
 Michael Hernandez - 5 posts
 Julie Dodd - 4 posts
 Matt Rasgorshek - 3 posts
 Jon Rogers - 3 posts

While some of the wording is cut off on the following charts, the graphs move from least the least recent 6-month period in dark blue to the most recent 6-month period, represented in light green (on the far right). The data shows a really nice last six months for the site.



Below are the most clicked posts/pages from the last 6 months:

<input type="checkbox"/>	1.	/	
<input type="checkbox"/>	2.	/2012/06/06/tutorial-how-to-use-imovie-on-the-ipad/	
<input type="checkbox"/>	3.	/2012/07/06/royalty-free-music-for-video-production/	
<input type="checkbox"/>	4.	/guide-to-broadcast-video/	
<input type="checkbox"/>	5.	/2011/07/15/sync-multiple-email-accounts-to-the-iphone/	
<input type="checkbox"/>	6.	/guide-to-broadcast-video	
<input type="checkbox"/>	7.	/2012/01/10/13-steps-for-creating-a-student-news-package/	
<input type="checkbox"/>	8.	/2012/01/16/you-can-use-indesign-cs-5-5-to-make-interactive-buttons-heres-a-tutorial-to-show-you-how/	
<input type="checkbox"/>	9.	/2012/06/18/how-to-generate-story-ideas-for-broadcast/	
<input type="checkbox"/>	10.	/2012/08/19/3-places-to-find-premium-responsive-wordpress-themes-for-your-news-site/	
<input type="checkbox"/>	11.	/2012/06/08/4739/	
<input type="checkbox"/>	12.	/2012/08/23/curriculum-for-a-high-school-social-media-class/	
<input type="checkbox"/>	13.	/2011/04/26/5-digital-media-sites-you-should-be-reading/	
<input type="checkbox"/>	14.	/2012/06/15/10-essentials-of-starting-a-broadcast-program/	
<input type="checkbox"/>	15.	/2012/10/12/making-the-editing-software-switch-final-cut-pro-versus-adobe-versus-avid/	
<input type="checkbox"/>	16.	/2012/09/08/create-interactive-infographics-using-infogram/	
<input type="checkbox"/>	17.	/2011/07/11/sample-combined-editorial-policy-for-high-school-student-media/	

We also have a presence on Twitter and Facebook (links below). With the efforts focused on creating posts and content for the site, those social accounts have not been as socially active as we would like. I attribute much of the increased visitor data to the broadcast/video guide in addition to the deep set of site archives which we now can boast.

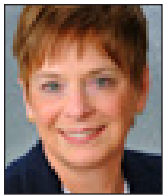
Most of our energies since San Antonio have been focused on keeping the site fresh with updated posts. We have plans to create a Digital Media Yearbook Guide and a Digital Media Multimedia Tool Guide. Our hope is to roll both of those out in 2013.

We will discuss our goals at our committee meeting in San Francisco but I have a feeling we will work to continue some of our current areas of focus: 1) Continue to post relevant articles for those wanting help with their online journey 3) Work to publicize the site more on the Listserv and other places 4) Work to create a multimedia tool guide (headed by Michelle Balmeo) and a yearbook guide (headed by Sarah Nichols).

As always, if there is anything anyone would like to see on the site, please email us at info@jeadigitalmedia.org.

Here are the links I said I would make available:

Visitor data for JEADigitalMedia.org: <http://bit.ly/9fEoUf>
Twitter: <http://twitter.com/jeadigitalmedia>
Facebook: <http://facebook.com/jeadigitalmedia>
Guide to Moving Online: <http://www.jeadigitalmedia.org/guide-to-moving-online/>
Guide to Video and Broadcast: <http://www.jeadigitalmedia.org/guide-to-broadcast-video/>



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Bowen

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With three subcommittees and Candace Bowen as overall chair, this group has been active taking steps to show how journalism is the new English...or a viable new career path...or just plain useful in this technological age.

Chair's work: Each of the three subcommittee chairs submitted information I will put into a white paper, draft to be ready to share in San Francisco, final version completed before Boston. This will show why those concerned with current educational initiatives should embrace journalism. It will show how journalism aligns naturally with Common Core State Standards (or their equivalents in other states that do not use these), employs 21st-century technology skills, emphasizes media/news/information literacy, promotes civic involvement and utilizes authentic assessment.

In a mini version of this, I have incorporated the concepts into a chapter for the revised "Principal's Guide to Scholastic Journalism," due out this summer in both hard copy and digital forms. A partnership of JEA's Scholastic Press Rights Commission and the Quill and Scroll Society, this updates the 2002 version with additional material about these curricular concerns, plus information about social media and other current issues.

Promotion of JEA's educational connections has been developing slowly. The "Educational Week" online reporter covering CCSS continues to express interest in writing about journalism and the standards, perhaps later this spring.

April 17 I hope to be better informed about CTE as I become one of the "professionals" involved in standards visionary work for the media pathway for Ohio. I hope such an up-close experience this year will make me better able to help that subcommittee.

One curricular "initiative" that came up unexpectedly in late November and needed to be addressed is the new Praxis test in Journalism (0223), to be administered in five states. <<http://www.ets.org/praxis/prepare/materials/0223>> A practice test (available

at the link above) has some frightening implications. Educators from the states that will use the test met in January to participate in a norming activity. Thanks to help from Linda Barrington, I have been working with Wisconsin representatives and others who participated in that to get a clear view of what this national service will say our journalism teachers need to know. My direct contact with ETS, which supplies the tests, has not been met with enthusiasm. My offer of help and information about JEA's certification assessments was rejected. I'll continue to work on that. My co-authored law column in the Winter Dow Jones "Adviser Update" sought more information on the topic.

Common Core: Subcommittee chair Brian Wilson contributed to the white paper materials and has continued to work with a committee in Michigan to align CCSS and journalism. Their group Wiki has gone a long ways toward setting up curriculum for other advisers. Those participating are Rod Satterthwaite, Dexter High School (newspaper strand); Julia Satterthwaite, Rochester High School (beginning journalism strand); Jesse McLean, Waterford Kettering High School (broadcast strand). Discussion of how to share this with others is the next step.

Wilson, as JEA's NCTE liaison, is also considering updating the NCTE Position Statement about the value and thus support of scholastic journalism that Linda Barrington convinced NCTE to pass in 2004. Wilson explains, "Nearly a decade later, it is still as important as ever, and perhaps even more so." <http://www.ncte.org/positions/statements/journalismnctc>.

Finally, Wilson's proposals, which will be sessions at the Fall 2013 NCTE convention, include several Boston-area JEA members and presentation that include journalism's use of 21st-century literacy. (See Wilson's NCTE report)

P21 partnership: Subcommittee chair Gary Lindsey contributed to the white paper content, continues to monitor information/news about the actual P21 Partnership, and is gathering materials to assemble material for a curriculum map using the JEA lesson plan module.

CTE/CTSO: Subcommittee chair Jon Reese contributed much information about CTE for the white paper. He also met with Carol Burke, his division director of the Georgia department of education's CTE area on Feb. 15, 2013, and found her supportive of the "fit" of print journalism under CTE and told Reese she was on board with moving the conversation to her higher-ups. His state (Georgia) board of ed has charged the CTE folks with revising curriculum for all intro classes, and they are beginning to wrap that up. She thinks the timing is good to ask the question: "Why isn't journalism under the same umbrella as broadcast?" Reese also had a good phone conversation with Matthew Gambill, the executive director of the Georgia Career & Technical Education Association (state association for ACTE). He sees the potential benefits for both journalism advisers and the organization and has agreed to forward Reece's initial appeal to the national organization's interim executive director. Reece plans to contact an official at Georgia Professional Standards Commission (the teacher credential folks) to discuss the process of certification for CTE teachers and how JEA might create an acceptable credential through its CJE/MJE process.

Reese and committee member Kristy Nyp are collaborating on a draft "Intro to CTE for Journalism Advisers" document to be completed by early April.

Also, Alyssa Boehringer has joined the group to explore the possibilities of have a Career and Technical Student Organization (CTSO), a co-curricular group that goes hand-in-hand with CTE by offering chances for leadership roles and other career development opportunities plus tests that demonstrate proficiency in applicable areas.



Linda Barrington

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Julie Dodd

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Committee members: Nick Ferentinos, Bill Flechtner, Peggy Gregory, Norma Kneese, Mary Anne McCloud and Judy Robinson.

The JEA Mentoring Program is completing its sixth year. To date, we've trained 40 mentors who have worked with more than 233 mentees in 17 states. The program for 2012-2013 has 33 active mentors.

The spring edition of JEA Mentoring Matters will be posted on the mentoring blog, with copies for distribution at the JEA/NSPA convention in San Francisco. We email the newsletter to funders and others interested in the program. The mentors distribute copies of the newsletter during their recruitment work at schools and state scholastic journalism workshops and conventions.

The mentor blog (<http://jeamentoring.org>) has been 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.

Events/Happenings: Mentor forums: Seventeen mentors attended the Mentor Forum in San Antonio. Topics included a review of the mentor log; technology, diversity, especially recruiting males, and distance mentoring. In addition to attending the forum, mentors who receive funding to attend a JEA/NSPA convention must present a session and assist with judging. The Mentor Forum is held the Thursday before the start of the convention.

Mentor/mentee achievements: We continue to collect data on the many accomplishments of the mentors, the mentees and their students. Mentors Marilyn Chapman and Martha Rothwell helped

launch the JEA version of the SIPA Quiz Bowl. Mentees and former mentees have made significant progress with the media they advise and in their own professional work. Dozens are attending state and national journalism conventions and taking their students with them. For example, Julieanne McClain is the secretary of the Ohio Scholastic Media Association board. Jessica Young is co-chair of the JEA/NSPA convention in San Diego and a new member of the Quill & Scroll board of trustees. Three students of mentees were selected to participate in last year's Al Neuharth Free Spirit Award, held at the Newseum.

JEA Funding: This is the sixth year of JEA's funding commitment to the program. Twice the board has voted to provide three-year funding. The funds from JEA pay for the mentor training and provide 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. A portion of the Yellow Chair funding is earmarked for stipends for California mentors. The rest of the funding is used to pay for travel and hotel for the mentors to attend one JEA/NSPA convention each year so they can attend the Mentor Forum and participate in convention activities.

We certainly value the annual financial support of Yellow Chair Foundation 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 were surprised when Mark Newton and Kelly Furnas, on behalf of the Executive Committee, asked the Mentoring Committee to contribute almost \$23,420 to fund a curriculum project that the Executive Committee proposed but had not been vetted by the JEA Board. The money was to come from the \$36,000 in carryover funds that the Mentoring Program had accumulated over the six years of the program, which is being used, in part, to help fund stipend scholarships for mentors. When the committee agreed to contribute \$11,710 (half the amount Mark and Kelly had requested), Kelly told us that wasn't adequate. When we received the 2/26/13 draft budget proposal, we learned that we could keep the carryover funds but that all new funding for the Mentoring Program had been cut. [The total Mentoring Program reduction from the 1/30/12 draft budget proposal to the 2/26/13 draft budget proposal was more than \$40,000. Without new JEA funds in the 2013-2014 budget, the Mentoring Program will not generate any matching funds from Yellow Chair.]

The Mentoring Committee has sent a recommendation to the Executive Committee that \$20,000 from the carryover funds be allocated to the new curriculum project. In exchange, the Mentoring Committee is requesting \$20,000 in new funds for 2013-2014. Without the new funding, which will generate funds from Yellow Chair, the program will cease to function at the end of the 2013-2014 school year. That budget motion will be submitted prior to the board meeting in San Francisco.

**Brian Wilson, CJE**

NCTE Liaison

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Brian Wilson

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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.

Happenings: In conjunction with my responsibilities as NCTE liaison, I am co-chairing a committee that is looking at aligning journalism standards with the English portion of the Common Core. I have completed a couple of documents (which were also submitted as part of my MJE project) that spell out some of those connections between journalism and language arts. The Prezi can be accessed here: <http://prezi.com/eacqyicvz5bl/what-journalists-know/>

And our Common Core Wiki can be found here:
<http://mipaccsalignment.wikispaces.com/home>

Convention: The NCTE yearly convention will be held in Boston from 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. We have also gotten approval for a second adviser to join me at the convention, so that we are able to do more networking. I have submitted several proposals and I'm waiting on acceptance notifications:

Submitted 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 Advisers 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 Advisers 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 Advisers 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:

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.
3. Attend sessions where we might be able to network. (Common Core, P21, media literacy groups, censorship awareness, etc.)
4. Present sessions that will draw in potential members and partners
5. Meet with as many potential JEA members as possible in the exhibit hall booth.
6. Work with other organizations (SPLC, ASNE, The Newseum, NSPA, CSPA) to our mutual benefit.

I am also in the process of looking into the logic/feasibility of updating the NCTE Position Statement submitted by Linda Barrington in 2004; nearly a decade later, it is still as important as ever, and perhaps even more so. Actually, "Updating" is probably the wrong term; it's already great and exists as part of the established Position Statements. But I wonder if we need to revisit it, write another one, etc. I'm not sure that NCTE is still practicing what is

promised in the statement. At any rate, you can read it here:
<http://www.ncte.org/positions/statements/journalismcurr>.



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Since I took over as the NJPLC chairperson for Jill Chittum this past summer, I have worked to expand the offerings we have as an NJPLC committee. In addition to teaching the traditional NJPLC pre-convention workshops, which we offered in San Antonio and will again offer in San Francisco, the biggest addition to the committee has been the expansion of the NJPLC website, www.njplc.jea.org.

Working with Kelly Furnas and Arthi Subramanian this past July, the old NJPLC website was successfully transferred over to a new domain that is housed under the JEA umbrella and is more in keeping with the JEA site's design.

The push is now to expand the content found on the NJPLC website. The vision for the website is that it will eventually include dozens of posts, articles, links, rubrics and attachments that will help journalism teachers become better at what they do. I have already sent an email to several journalism teachers and JEA members to get started on this endeavor. The articles will all be centered on the three basic Richard DuFour PLC questions: What do we want students to learn? How do we know when they know it? What do we do when they don't know it?

Down the road, I would love to be able to tie in each post with specific state or even national standards. Ultimately, the vision for this website is that it will become something as robust as the www.jeadigitalmedia.org website, with lots of different people from around the country contributing content on a regular basis. The website and the PLC training can and should work hand-in-hand. Groups will come in to be trained, so they'll need resources to get them started and trainers can point them to the site.

I have also spoken briefly with Tom Gayda (Development/ Curriculum Commission Chairperson) and Kim Green (Certification Commission Chairperson) regarding ways to cross-promote what we all are doing and avoid double-covering topics on our respective websites and other outlets, and I have already begun to populate the site with material.



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Events: SPA Roundtables are held at each JEA/NSPA convention. The roundtables are a two-hour block on Saturday mornings. Typically about 25 scholastic press groups are represented at the fall convention and about 15 at the spring convention. At each roundtable, I provide information from the JEA board meeting and ask other board members who are attending the roundtable to provide updates on their JEA initiatives. Several weeks before the roundtable, I solicit input from the SPA group to determine topics of interest and concern for discussion.

San Francisco Roundtable – Saturday, April 27, 2013

We'll continue the discussion we've been having about how technology can be used in contest programs. MIPA executive director Jeremy Steele has provided information to the group about national contest businesses. I've been asked to allow time during the meeting for conversation about the major issues that the JEA board is considering -- the request for proposals for JEA Headquarters, the reorganization of the JEA board, and major changes in JEA budget allocations.

San Antonio Roundtable – Nov. 17, 2012

Thanks to Vanessa Shelton, who moderated, as I was attending the National Communication Association Convention to present a paper on results of a survey of JEA broadcast and video advisers. Topics included:

- * Progress of SPAs moving toward digital evaluation and judging processes for contests.

- * Journalism certification/endorsement mapping project that the Center for Scholastic Journalism at Kent State is creating and discussion of making sure information for each state was accurate.

Happenings: JEA president Mark Newton asked me to conduct a survey of the scholastic press association directors to collect information that could be helpful to the Request for Proposals (RFP) Committee as it developed the RFP for the JEA headquarters. I developed a survey, part of which was based on questions that Mark submitted. I posted the survey on Survey Monkey and used my SPA email list to request that directors complete the survey. I received responses from 27 directors. I collated the results and sent those to Mark in January.

Of those who responded 65.5% had a sponsoring organization and 34.5% didn't. Membership varied from 12 advisers in Arizona to more than 8,000 students and teachers in Quill & Scroll. Time allocated to SPA work varied greatly as did compensation packages.

Compiling list of potential judges for student media evaluations:

At the San Antonio SPA roundtable, directors requested that we compile a list of potential judges that could be shared. I received names of judges from 11 states and shared that information with the SPA groups.

Sharing results of survey of JEA broadcast and video advisers:

As a member of the JEA Digital Media Committee, I had been part of discussions about the changes in broadcast and video production in school media programs and how JEA could help those advisers. Following the Committee's meeting in Minneapolis, I worked with UF doctoral student Christine Eschenfelder to create a survey of broadcast and video advisers. We coordinated that effort with Kelly Furnas and Aaron Manfull, promoting the survey on the JEA listserv and jeadigitalmedia.org.

After sharing an executive summary of the survey's results with the JEA Executive Committee and with Aaron and Michael Hernandez, Christine and I wrote and presented two papers on the results of the survey. We presented "High School Broadcast and Video Programs: Promoting Media Literacy, Expanding the School Community, and Going through Major Changes" at the National Communication Association Convention in Orlando in November, 2012, and we presented "Changes in High School Broadcast and Video Programs and the Assistance Media Advisers Need" at the AEJMC Scholastic Journalism Division's mid-winter meeting at the Poynter Institute in January, 2013. In both meetings, we promoted JEA and its offerings for advisers, in particular the JEA Digital Media website and Guide to Broadcast and Video. The NCA presentation was made in the K-12 Education Division, and no one in the session had known about JEA, although most of the presenters were involved in student media or media literacy.

Awards and honors: I contact the SPA email group to encourage directors to make nominations for the JEA awards, especially to nominate advisers who are retiring for the Lifetime Achievement Award. I also use the SPA email to remind scholastic press directors of the deadlines for SJOY. Additional awards promoted with the SPA email group include the AEJMC Scholastic Journalism Division's Robert P. Knight Multicultural Recruitment Award and the Innovative Outreach to Scholastic Journalism Award.

For the board: Several scholastic press association directors are concerned and have contacted me to ask for more explanation from the JEA board for why JEA is seeking a request for proposals for the JEA headquarters. SPA directors also have asked for more explanation of why recommendations are being made to reorganize the board, as they are concerned that changes in the board structure could provide less responsiveness to the membership.

Nancy Y. Smith, MJE**Write-off Committee Chair**

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The Write-off leadership structure is as follows:

Nancy Y. Smith, MJE Write-off Chair
Priscilla Frost, CJE Print/Design Coordinator
Bradley Wilson, CJE Photo Coordinator
Aaron Engelman, Broadcast Coordinator

Finances: The committee continues to streamline contest material and supplies. However, due to increasing costs, we will be increasing the entry fee to \$20 beginning in Fall 2013.

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

For the first time, all the design carry-in contest entries were uploaded via the JEA website and contest materials including photos were available there instead of through Flickr. We hope this made things easier for the students. Broadcast entry submission through SchoolTube seems to be going well, though we are continuing to look for easier solutions for students in these contests.

This summer we will be looking at all of the computer design categories and making updates/changes to those. We will also review the pilot of the Press Law & Ethics contest that John Bowen created for us. Finally, we will put together a pilot of a Junior High category for the Write-offs.

General notes: We need to look at space issues for many of the contests. It is becoming challenging to get enough space for the numbers of students entering. This spring we had to initiate caps on several contests because of space availability.

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

Recent numbers:

- Spring 2012 Seattle: 1,372 in 48 contests
- Fall 2013 San Antonio: 1,733 in 48 contests

JEA Regional Directors**Region 1: Northwest**

Sandra Coyer

Sandra Coyer, MJE**Region 1 Director**

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As the school year begins to wind down, Region 1 continues to look for ways to strengthen both state and regional membership. A large push in the region has been to provide advisers and students with relevant opportunities that allow for collaboration and networking. A common philosophical trend seems to be: together we can accomplish more.

Membership: Overall, membership in the region has remained steady for the most part, only down a few members. Alaska, although it does have one member in the national organization, is still without a state director. Outreach has happened, although many of the newspapers in the state seem to have transitioned from the print form to online.

National convention: Seattle is set to host the 2017 National Convention again, per the JEA Board vote this past month.

Events: Many of the states in the region hold fall, spring and summer activities and events. I have attempted to make my schedule coincide with those events with limited success. Plans are underway to attend the Montana state convention as well as make it to Oregon's state convention this coming year as well.

Initiatives and vision: Outreach and support have continued to be the fundamental initiatives of this region. The Region 1 Facebook page <http://www.facebook.com/JeaRegion1> has been operational since last year. The site is linked to many of the state organization's own Facebook pages. Additionally, I am attempting to coordinate with some of the state directors to make myself available to speak at conferences and workshops in order to cultivate the sharing environment. One exciting move has been the implementation of Today'sMeet.com as a way to increase communication and networking in the region.

Awards: A huge congratulations go out to all the award winners in the region. Names and awards are within the individual state reports with links to the organizations sponsoring the awards. Visit northwest.jea.org for state reports and additional information.

Region 2: Southwest

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Region 2 Director

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

Region 3: North Central



Gary Lindsay

Gary Lindsay, MJE

Region 3 Director

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JEA activities have kept me busy enough that I wonder how those who are not officially retired as I am are managing them. My activities for JEA are mostly in three areas: mentoring, leading the P21 Educational Initiatives subcommittee, and representing the North Central region as a board member. As JEA leadership is

proposing significant changes in our programming and structure, I have been learning as much as I can about the proposals and their implications, and communicating with members in my region about them.

One of the hot topics on JEA Help has been the employment status of Stan Zoller who was notified that he would not have a position in his district next year. Stan is one of the outstanding journalism educators in our region and JEA State Director for Illinois. Many North Central JEA members have written letters of support for Stan and tried to do what they can to influence the decision makers in his school district.

JEA Mentoring is active in Iowa, Illinois and Wisconsin, three states in our region, and generally regarded by members in our region as one of the most successful of JEA's programs. So it was no surprise to me to receive more than 30 emails and phone calls expressing concerns about proposed cuts to this program. Details about my own activities as a JEA mentor are included in the Iowa Report that appears on the regional domain website.

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

Region 4: South Central

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Region 4 Director

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With 541 JEA members in the South Central Region, 31 of those members have earned their MJE certification while 76 have completed the requirements for CJE recognition.

The region is proud of Mitch Eden, MJE, who was named secretary of the Journalism Education Board of Directors. JEA President Mark Newton, MJE, appointed Eden to serve an interim term that expires April 30, 2014. For the last seven years, Eden has been the scholastic journalism adviser at Kirkwood (Mo.) High School.

All of us are grateful to Lori Oglesbee, MJE, for her 12 years of service on the board. She served as secretary and as curriculum chair. Lori is the yearbook adviser at McKinney (Texas) High School.

Awards: Four St. Louis-area schools showed they actively support and protect the First Amendment rights of their students and teachers and have earned the 2013 First Amendment Press Freedom Award. Francis Howell High School and Francis Howell North High School, St. Charles, Mo., Kirkwood (Mo.) High School, and Lafayette High School, Wildwood, Mo., will be recognized at the opening keynote at the JEA/NSPA High School Journalism Convention in San Francisco April 25.

Cindy Todd, yearbook adviser at Westlake (Texas) High School was named as the 2013 Yearbook Adviser of the Year in January. Michele Dunaway, MJE, from Francis Howell High School in Saint Charles, Mo., will be honored as a Distinguished Adviser. Tara Stepanek, CJE, has been named as a 2013 Rising Star and she

will be honored at the Saturday luncheon in San Francisco. Tara teaches at Parkway Central High School in Chesterfield, Mo. Jake Palenske and Cindy Todd received the Gold Key during awards ceremonies at CSPA during the spring convention.

Congratulations to the outstanding programs, advisers and students who continue to receive recognition for their work on the state, regional and national levels.

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 Antonio convention in November, the Southeast Region 5 state directors and I have focused our attention on encouraging JEA members to renew their memberships. We have also worked on plans to fund mentors in additional states. SIPA, the North Carolina Scholastic Media 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) and Alabama (3). We would like to add a mentor in Mississippi.

In February, 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 San Francisco and Boston conventions. In March I attended the Southern Interscholastic Press Association convention, 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 San Francisco.

I have spent much of my time working on quiz bowl questions for the preliminary exam and buzzer rounds. I have participated in two conference calls to discuss the JEA budget and restructuring plans. After researching IRS guidelines for nonprofit organizations and "best practices" from the National Council of Nonprofit Organizations, I drafted a motion and policy regarding conflict of interest to present to the board in San Francisco.

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

Region 6: Mid-atlantic/Great Lakes



Rod Satterthwaite

Rod Satterthwaite, CJE

Region 6 Director

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Membership: The Great Lakes/Mid-Atlantic Region has 333 JEA members spread out over nine states. This number is down 10 from the fall report. We have 51 CJE's and 28 MJE's. Virginia leads the way in our region with 98 active members.

Happenings: The Delaware state director position is still vacant. We're still excited that a national convention will make its way to our region twice in the next four years. The fall 2014 convention will be in Washington, D.C. and the fall 2016 convention will be in Indianapolis.

We have 92 members in our regional Facebook group. If you'd like to join, search for "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 share/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 spring convention in San Francisco:

- 2013 Linda S. Puntney Teacher Inspiration Award: Candace Perkins Bowen, MJE, Kent State University, Kent, Ohio
- 2013 Rising Star: Anthony Whitten, CJE, Westfield High School, Chantilly, Va.

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

Region 7: Northeast



Jane Blystone

Jane Blystone, MJE

Region 7 Director

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Happenings: Great things are happening for the Boston convention. Advisers from three schools in the area are gearing up to serve as the local committee led by Brian Baron. See more in the Massachusetts state director report on the region's website.

I have been working with the Certification Commission and the Scholastic Press Rights Commission this winter, and there are some great things going on with these groups, so give me any feedback you might have. We encourage you to apply for certification as a CJE or MJE and contact me if you are having any censorship prior review problems in your school. I had the opportunity to work

with eight amazing champions of scholastic journalism on the new Principal's Guide for Scholastic Journalism in revision by Quill and Scroll.

We are still in need of three state directors in Maine, New Hampshire and Connecticut. JEA advisers in these states are encouraged to apply. Send me an email at jane.blystone@gmail.com if you are interested or have questions.

Facebook connections: We try weekly to post to our JEA Region 7 Facebook page Group members can post as well. If you are a member in the region, you are invited to join.

For the board: Three state directors needed in Maine, Connecticut and New Hampshire, and huge drops in membership in New York and Connecticut.

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

Upcoming JEA Deadlines

- May 31: Earlybird deadline, JEA Advisers Institute
- July 1: Program proposals due for Boston convention
- July 1: JEA Awards nominations due
- July 23: Fall C:JET copy deadline

Upcoming JEA Events

- April 25-28: JEA/NSPA Spring National High School Journalism Convention, San Francisco
- July 8-11: JEA Advisers Institute, Las Vegas

About this report:

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



Regardless of your experience level or the type of publications you advise, the Journalism Education Association Advisers Institute has programming specifically for you.

- intervention strategies for media advising
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- subject-specific professional learning
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- networking opportunities with scholastic journalism leaders and advisers

Earlybird registration for members: \$140

Flamingo Las Vegas hotel rooms: \$59/night



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PRINTED IN CANADA

Friesens
The Yearbook Company