

Get
Certified!



Certification
Commission
www.jea.org

Why Certification?

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Chair, JEA Certification Commission
San Antonio • Fall 2012



Commission Goals

- To promote scholastic journalism
- To recognize educators who possess the education and experience to teach scholastic journalism and/or advise student publications.
- To increase the availability of courses and workshops appropriate for the scholastic journalism teacher and adviser.



Commission Goals

- To provide educators a model which recommends sufficient background to teach journalism or advise student publications/broadcasts and encourages journalism teachers and advisers to increase their knowledge in the field.
- To improve public and school district perceptions of certified scholastic journalism teachers as professionals.



Commission Goals

- To provide model certification requirements for scholastic journalism in states which do not offer licensing in this field or whose requirements for licensing are minimal.
- To provide districts with a list of teachers who are “highly qualified” to accept positions as they become available.



Commission Goals

- To create a resource of highly qualified professionals to serve as speakers, judges, authors, and leaders.



Value of Certification

- Demonstrates qualifications to teach journalism, advise programs; shows professional status
- Validate credibility of program
- Recognize your commitment to training
- May assist in demonstrating “highly qualified” status
- Good for own sense of confidence



CJE Qualifications

- Provide evidence of a valid state teaching certificate (unless one is not required in special instances).

- Provide evidence of journalistic training from one of two options:
 - ➔ *Option A*
 - ➔ *Option B*



CJE Option A

- Copies of transcripts showing a college major or minor in journalism or mass communications, with 18 semester (27 quarter) credits, including course work in **news writing and reporting, communications/press law, and advising.**
- Credit may be from undergraduate, graduate, workshops (30+ hours), correspondence, or technology classes.



CJE Option B

- Provide evidence of at least three years, minimum, journalism teaching or advising and pass a written examination administered by JEA.
 - 2.5-hour test (word processed; paper)
 - Three sections:
 - ✓ multiple choice (50 questions)
 - ✓ demonstration (8)
 - ✓ short answer (20)



CJE Option B

- Questions are directly related to the JEA Teaching Standards
 - 1A — Knowledge of Curriculum and Content/Classroom
 - 1B — Knowledge of Curriculum and Content/Student Publications

Teaching standards are on the JEA Web site.



CJE Option B

- Focus on Media Law and Ethics
 - Must score 75%+
 - ✓ multiple choice
 - ✓ short answer
 - If fail media law and ethics section, must retake (within 1 year); do not have to retake other parts of the exam



MJE Qualifications

- Have earned CJE status
- Verify 5 years of journalism teaching or advising experience
- Submit a letter of endorsement from a supervisor or principal who has directly observed the journalism educator or adviser while teaching or advising



MJE Qualifications

- Show evidence of participation in scholastic journalism professional growth activities at local, state, regional, or national levels
- Pass the MJE examination
 - ✓ 2.5 hour essay test of the educator's knowledge and ability to advise others about journalism (word processed)



MJE Qualifications

- Exam covers (write on 4 of 5)...
 - ✓ Legal and ethical issues (must be answered)
 - ✓ Content, writing and editing
 - ✓ Graphics, design and production
 - ✓ Staff and administrative relationships
 - ✓ Business and advertising

about 35 minutes per question



MJE Qualifications

- Submit a pre-approved project, paper or teaching unit
 - ✓ Staff manual, stylebook
 - ✓ Mentoring program for state associations
 - ✓ Curriculum unit
 - ✓ “How To” manual
 - ✓ Program development and explanation
 - ➔ *Graduate credit from KSU*



Exam Study Guides

- Available on the JEA Web site

✓  CJE Study Guide

✓  MJE Study Guide (*being updated)



What Does JEA Do?

- Notifies administrators
- Issues press release to local media
- Honors certificate holder at adviser convention luncheon on Saturday
- Provides pin, plaque, directory
- “CJE” or “MJE” follows name in all JEA listings



Certification Fees



CJE:

- ✓ \$60 members; \$110 non-members
- ✓ \$10 renewal (every five years)



MJE:

- ✓ \$85 members; \$135 non-members
- ✓ \$10 renewal (every five years)



Deadlines

- October 1 for fall convention
- March 1 for spring convention
- Test results
 - ✓ 4-6 weeks after convention
 - ✓ Successful applicants will be recognized at the next convention during the Saturday adviser luncheon



Additional Information

- Follow us on...
 - ➔ Facebook: I'm Certified
 - ➔ Twitter: jeacertified
 - ✓ #CJE (study tips)
 - ✓ #MJE (study tips)
- Check the JEA Web site for updates
- kgreenmje@gmail.com