

MINUTES OF THE JOURNALISM EDUCATION ASSOCIATION
1990 FALL CONVENTION
Hyatt Regency Hotel, Indianapolis, IN

BOARD OF DIRECTORS MEETING--Oct. 25, 1990

PRESENT:

Dr. Ken Siver, President
Candy Perkins, Vice President
H. L. Hall, Secretary
Sister Rita Jeanne, Treasurer Emeritus
Dorothy McPhillips, Past President
Linda Puntney, Executive Secretary
Molly Clemons, C:JET Editor
Nancy Hall, Newswire Editor
Jack Wilson, North west Regional Director
Vicki Scorsone, Southwest Regional Director
Susan Hathaway, North Central Regional Director
Susan Massy, South Central Regional Director
Sherry Haklik, Northeast Regional Director
Margaret Johnston, Southeast Regional Director
Mike Brown, Certification Commission Chair
Betty Morton, Development/Curriculum Commission Chair
Connie Fulkerson, Publications Commission Chair
John Bowen, Scholastic Press Rights Commission Chair
Julie Dodd, Scholastic Press Associations Directors Liaison
Hilda Walker, Write-Off Committee Chair
Tom Rolnicki, NSPA Executive Director
Mark Kornmann, Indiana State Director and Indianapolis Convention co-chair
Marilyn Weaver, Indianapolis Convention co-chair
Jack Dvorak, Indianapolis Convention co-chair
Steve O'Donoghue, Northern California JEA

CALL TO ORDER: President Ken Siver called the meeting to order at 10:10 a.m.

ROLL CALL: Past President Dorothy McPhillips called the roll.

MINUTES: H. L. Hall distributed copies of the minutes of the last meeting and asked for corrections and additions. **Jack Wilson moved and Candy Perkins seconded that the minutes be approved as written. Motion passed.**

FINANCIAL REPORTS: Sister Rita Jeanne reported that current investments for JEA as of March 14, 1990, totaled \$106,211 with an estimated annual income of \$11,475. The average current yield of the portfolio is 10.80%. She also reported that the balance in the Scholarship Fund as of October 20, 1990 was \$10,604.05. She said that she had just paid \$300 to the third place winner of last year's contest, so the balance as of Oct. 25 was \$10,304.05. She said the scholarship balance was \$2,000 above the amount at this time last year.

Linda Puntney reviewed the September and October Profit and Loss Statements. The September statement showed income of \$5,529.85 and expenses of \$9,608.19 for a net loss of \$4,078.34. The report for Oct. 1-19 showed income of \$11,854.69 and expenses of \$11,475.11 for a net profit of \$379.78. The savings account balance was \$13,829.63, and the checking account balance was \$5,430.80. JEA also has a \$7,000 CD which matures 10/19/91. Linda also reported that the Gannett Savings Account was now closed. H. L. Hall asked why the secretary's account showed expenditures for travel when there had been none. Linda said she would check on the discrepancy.

Candy Perkins and Susan Hathaway asked if the regional directors or the vice president needed to give approval for state directors expenditures. Dorothy McPhillips said as long as their expenditures did not exceed budgeted amounts that no approval was necessary. Ken Siver congratulated Linda for the organization of the report and for its readability. **Betty Morton moved and Vicki Scorsone seconded that all the financial reports be approved. Motion passed.**

PRESIDENT'S REPORT: Ken Siver announced that this was the last board meeting for Jack Wilson, Nancy Hall, and Mike Brown. He thanked them for their work for JEA. Ken read a letter from Craig Trygstad announcing Craig's resignation as Issues Seminar Committee Chair effective at the spring 1991 convention. Ken also announced that Nancy Palmer had resigned as Junior High/Middle School Committee Chair. Ken announced that Scholastic Journalism Week would be Jan. 13-18, 1991. He said Diane Boyle would be at the convention to distribute materials for the week, but he had told her to give up on getting Congress to declare the week as Scholastic Journalism Week. Ken asked H. L. Hall and Candy Perkins to serve on the Personnel Committee with him. Ken discussed the case in Washington where three yearbook companies had paid more than \$500,000 to schools in an anti-trust suit. Ken said he had attended the AEJMC meeting in Minneapolis and had done a lot of networking. He announced a cooperative project with the American Society of Newspaper Editors. ASNE is sponsoring an essay contest on the First Amendment with a Dec. 31, 1990 postmark date. Ken asked the board to publicize the contest. Ken said that networking with NCTE continues. He said he had briefed NCTE leaders as to JEA's goals. He also said that NCTE was showing more interest in working with JEA since it had received a letter from an English teacher complaining that NCTE did little for journalism teachers. He said that he and Candy Perkins, Dorothy McPhillips, and Linda Puntney had met with NCTE leaders. Oct. 24, to discuss common concerns. Ken said that it looked like there would be a new relationship with NCTE as a result of the meeting. Julie Dodd said that Ben Nelms, editor of the English Journal, was now at the University of Florida. She thought JEA could work with him to get articles in the Journal. Ken said that Candy Perkins was our liaison with NCTE.

PAST PRESIDENT'S REPORT: Dorothy McPhillips said that most of her report was in the semi-annual report. She said that Outreach Project had been completed and that the balance of \$1,742.31 in the account had been sent to JEA Headquarters. She said that she thought the board should consider using honorarium money for critiques at conventions for the Scholarship Fund and that the board should take a position on non-JEA organizations making award presentations at conventions.

REGIONAL AND STATE DIRECTORS REPORT: Candy Perkins said that the state reports were in the semi-annual report. She said several reports had been sent to her on disk this time which made it easier to compile the overall report. She said that Margaret Johnston and Susan Hathaway had all of their state reports in on time, and she said that several state directors had been fired up about the contest to increase membership. Barbara Hines and Mary Minichello won the contest. There was some confusion concerning how to tabulate percentages so that is why two winners were named. Steve O'Donoghue asked why the Northern California report was not in the semi-annual report. Candy said she did not think it was on the disk, but she apologized for any oversight. Sherry Haklik said it was difficult to get all her state directors to report since she had 19 states in her region. She asked about the possibility of asking someone to assist her. Linda Puntney suggested that Sherry find someone who would voluntarily help her.

SCHOLASTIC PRESS RIGHTS COMMISSION REPORT: John Bowen said his report was in the semi-annual report. He said his commission had finished the booklet on the strength of the high school press following the Hazelwood East case and that his

commission had written articles for C:JET. The booklet is now at headquarters being printed.

CERTIFICATION COMMISSION REPORT: Mike Brown distributed a financial report for the Certification Commission Symposium showing that the Symposium was \$3,372.75 over budget. Most of the extra money was spent for lodging. Mike said lodging near the Gannett Headquarters was expensive, but he thought holding the Symposium at Gannett would probably bring additional grants from Gannett in the future as Gannett people saw the type of work JEA was doing firsthand. He also distributed a letter he had sent to Linda Puntney listing 35 things that needed to be done for the certification projects. Linda said that 24 of the 35 items had already been accomplished and that work was proceeding on the other 11. Mike said that 54 teachers would receive CJE certification this year. There were 33 announced last spring, and there will be 21 more announced at the Indianapolis convention. Mike said brochures promoting certification had been distributed to schools. Mike said the \$50 fee charged for CJE certification did not make money for JEA, but it was enough to break even providing at least 175 teachers applied for certification. He said he was not sure the \$75 fee for MJE certification would cover expenses. He said if the program was going to work that JEA would have to be willing to invest some money in it. Mike said the Symposium accomplished a lot, and he appreciated all those who had attended. Ken said the Symposium was very stimulating, and he commended Mike for all the work he had done. Sherry Haklik said that Mike was more than first class with his efforts. She rated his work as Gold Crown and Pacemaker quality.

PUBLICATIONS COMMISSION REPORT: Connie Fulkerson reported that the bookstore catalog had been mailed to 23,000 schools and that it had also been mailed to college media advisers and JEA members. She said 45 new items had been added to the catalog, including broadcast and photography materials. Ken Siver commended Connie for the attractive catalog. Connie gave credit for the design to two Kansas State students. Connie said the catalog also included blurbs about upcoming conventions. She also said the catalog and other JEA promotional materials had been mailed to all state directors and to some workshop directors. Mike Brown asked if the bookstore was profitable, and Connie said last year's profits were about \$3,000. Linda Puntney said that accounts receivable were down and the inventory was up so that indicated a healthy situation. Connie said that JEA purchases books at a 20-40% discount and they are sold to members for a 10% discount. Therefore, JEA is making 10-30% on each item. Ken Siver said he thought it was an excellent idea to send the catalog to college media advisers.

DEVELOPMENT/CURRICULUM COMMISSION REPORT: Betty Morton updated the report which she had in the semi-annual report. She said letters had gone out to publications advisers asking for copies of their publications for the "Have We Got News For You" project. She said she had received several, but she said she had not received any requests for the packages. She encouraged the regional directors to ask state directors to get their members to contribute. She also asked board members to jot down hints of things that had worked for them in the classroom. She said she planned to put together a hints booklet in recipe form. She said she would be at the registration desk at the Indianapolis convention to ask advisers for tips for the booklet. She said Sharon Gentry would be the commission member to compile the booklet. She also said that Susan Massy was working on an electronic media guidebook. Ken asked Susan what the guidebook would include. Susan said no definite plans had been made yet, but she hoped to include radio, TV, and video yearbook. Ken said he thought the Indianapolis convention had the best program on video he had ever seen. Tom Rolnicki said that it was difficult to identify video advisers. He suggested that JEA add a line on its membership form so advisers could indicate if they sponsored video productions.

SCHOLASTIC PRESS ASSOCIATIONS REPORT: Julie Dodd said she continued to hold sessions at each convention for scholastic press associations. She has been holding four sessions at the fall conventions and two at the spring conventions. She said she appreciated the fact that the sessions for the Indianapolis convention had been listed in a separate block in the program as it made it easier for delegates to find them. She said she hoped Alice Bonner would do a session in Chicago on minority recruitment. She said she also appreciated C:JET allowing college employees to write articles. She suggested to Molly Clemons that the articles might need to be edited to insure that they would be of interest to the high school readers. She said the International Association of Marketing Education was conducting an ad campaign on the First Amendment and the Bill of Rights. She also said INAME had left the Student Press Law Center off the list of resources and that she planned to notify it that it had missed a key group.

HEADQUARTERS REPORT: Linda Puntney said that membership was about 1,900, but since those who had not renewed would be dropped as of Nov. 1 that membership might drop slightly. She said certification had kept the headquarters staff busy, and she expressed thanks to Mike Brown and his commission for doing a super job. She said Nancy Hall had edited several certification publications, and she expressed thanks to Nancy for her work. Linda said she had attended the National Newspaper Association convention in Kansas City, and she said NNA was interested in working with JEA. She said she was writing an article for NNA's publication to suggest ways the two groups might work together. She said headquarters had purchased a new Macintosh computer and that the financial records were being converted to the Macintosh. She thanked Steve O'Donoghue for giving headquarters a modem. Linda said she had promoted JEA at a number of conferences and summer workshops. She said headquarters would begin working on a certification directory and that work would begin soon on a new membership directory. She also said the program for the Albuquerque convention would be produced at headquarters. Linda said that she had had a contract review with K-State, Oct. 9, and that K-State had indicated it wanted to continue its relationship with JEA. Mike Brown said that JEA probably needed to consider hiring additional help for headquarters to handle certification needs.

SCHOLARSHIP REPORT: Margaret Johnston said that the three winners from last year were all in college and were majoring in journalism. She said information for the next contest is out and that the form asked for hometown newspaper information and it also requested that a self-addressed stamped envelope be enclosed if portfolio was to be returned. She said a portfolio from Arizona had disappeared last year but that we were not legally responsible for it since no self-addressed envelope had been enclosed with the entry. Linda Puntney said that headquarters could take all portfolios and mail them. Molly Clemons suggested that guidelines for size of portfolios should be established. Ken Siver asked Margaret to study the issue and give a report at the spring 1991 convention.

AWARDS REPORT: Ken Siver said all awards were in the semi-annual report. Dorothy McPhillips asked if Lifetime Achievement Award winners had to be JEA members for at least 10 years. Ken Siver said he didn't know. He said he would refer the issue to the Awards Committee and ask for a report at the spring 1991 convention.

CONTESTS REPORT: Hilda Walker reported that Susan Hebel and Tom Kinzer were chairing the write-offs in Indianapolis and that Dan Waechter was chairing the computer contests. She said there were 24 competitions altogether, including four computer contests. She said the computer freehand art contest had been dropped. She said there were a total of 619 registrations for the 24 contests. She said the photography contests would be on-the-spot. She also announced that Sharon Gentry would chair the write-offs in Albuquerque.

MINORITY INVOLVEMENT REPORT: Sherry Haklik said she had talked to a lot of people and that she had a lot of information about what is being done around the country concerning minority involvement in journalism. She said several individuals had volunteered to serve on the committee, but she asked for additional suggestions. She said that Steve O'Donoghue had given her a wonderful proposal for a minority outreach project. She said she had established some goals for the committee. They include the following: (1) to get more minority students at conventions; (2) to get more minority journalism teachers at conventions; (3) to gather information on minority programs around the country; (4) to contact heads of minority journalism organizations to get their ideas; (5) to provide scholarships for minorities; (6) to change committee title to Multicultural Involvement; (7) to get state directors involved actively in minority recruitment and to run statewide minority contests; and (8) to get grant monies from Newspaper Fund and Gannett for committee work. Ken Siver said that there was no problem with changing the name of the committee to the Multicultural Involvement Committee. Candy Perkins said the Chicago convention committee was trying to obtain scholarships for minority students to attend. Ken Siver said he would be glad to work with ASNE to get it to put pressure on its members to provide scholarships. Margaret Johnston said she was concerned about changing name of committee since a lot of white students are also multicultural. She said newspapers were concerned about minority involvement, not multicultural involvement. Mike Brown said he hoped committee would include more high school teachers. Sherry Haklik asked the board to provide her with names of possible members.

INDIANAPOLIS CONVENTION: Marilyn Weaver said that 203 students had registered for Breakfast With A Pro at the Indianapolis convention. She also said 249 had signed up for the Advisers' Breakfast which Herff Jones will sponsor and that 212 had signed up for the Advisers' Luncheon at the Zoo. She said there were 1,483 pre-registered for the convention. Mark Kornmann said that 51 schools had signed up for critiques. He also said that Paul Page, the voice of Indy 500, would welcome the delegates. He said sessions were broad, including ones for junior high, literary magazine, and broadcasting. He said delegates not in contests could see the movie "Book of Love" and that they had a chance to enter a review contest. Jack Dvorak discussed the advisers' receptions and said 94 schools from 17 states had entered the write-offs.

TELECOMMUNICATIONS REPORT: Candy Perkins said that she and John Bowen had been involved with YNS and its on-line news bureau. She introduced Kathy Axe and Brenda Jacobs to demonstrate how the on-line program communications possibilities. After the demonstration, Candy read a letter from Craig Trygstad which suggested two possibilities for JEA. The first proposal was to establish on-line accounts for the JEA president and JEA headquarters between Nov. 1 and the Albuquerque convention at no cost to JEA. The normal annual fee is \$179 for each person. JEA would be responsible for on-line cost and for sending and receiving information. Candy said these costs would be minimal. She said both the president and headquarters would need a modem and Microsoft Works. Craig's second proposal was to establish on-line accounts for headquarters, the president, and eight additional individuals. Since Candy and John are already on-line, this would mean a possible 12 people. YNS would set this up for \$500 and would run the accounts from Nov. 1 through the Albuquerque convention. **Candy Perkins moved and H. L. Hall seconded that JEA establish on-line accounts for JEA Headquarters, the JEA president and up to eight additional IDs for board members. These members will be responsible for having software and modem and for paying on-line charges. For this service from Nov. 1 until April 12, JEA will pay Youth Communications \$500. This pilot program will be evaluated in Albuquerque.**

C:JET: Molly Clemons said the fall issue had been delayed because of the annual report, but it is at the printer now, and it should be out shortly. She said it would be 32

pages, including the annual report. She said John Bowen and members of his commission had written the articles. She said the winter issue would be done by Susan Massy and Jack Wilson on reporting, and the spring issue would be coordinated by Jane Pederson of Iowa State on college research. The summer issue will be coordinated by Candy Perkins and Susan Hathaway. She said she would like to see something on cooperative learning next year and perhaps an issue on satellite communications.

NEWSWIRE: Nancy Hall expressed thanks for those who sent materials in on time. Ken Siver thanked Nancy for the good job she had done with Newswire.

CONVENTION REPORTS: Dorothy McPhillips presented a summary financial report of the Seattle convention. The report showed a convention profit of \$19,515.32 with an additional \$3,421 for the Scholarship Fund. Tom Rolnicki said the convention had been a good cooperative venture and that the hotel had been pleased with the conduct of the delegates. **Margaret Johnston moved and Dorothy McPhillips seconded that the \$15 honorarium given for critiques be designated for the Scholarship Fund. All critiquers would have their registration fee waived. Motion failed.** Susan Hathaway moved and John Bowen seconded that those contacted to do critiques at JEA national conventions have their registration fee waived and be given a letter with the option to receive an honorarium or to make a tax-deductible donation of that money to the JEA Scholarship Fund. **Motion passed.** Vicki Scorsone distributed a flyer on the Albuquerque convention. She said they hoped to have Sam Donaldson as the keynote speaker, but the Mideast situation might not make that possible. She hoped to have confirmation shortly. Dorothy McPhillips presented a budget for the Albuquerque convention. **Candy Perkins moved and Margaret Johnston seconded that the Albuquerque budget be approved. Motion passed.** Dorothy McPhillips said about 60 speakers had been confirmed, and she urged board members to submit program proposals. Candy asked Dorothy not to schedule regional directors for sessions at the same time of the state directors' meeting. Candy also asked that headquarters send an updated state directors list to Dorothy. Candy reported that a preliminary brochure for the Chicago convention had been distributed. She said there were new people on the committee as well as several who had worked on past conventions. The theme is "The Sky's the Limit." She said Wayne Brasler would do a video festival. Linda Puntney said a local committee for the Denver convention would be formed prior to the Albuquerque convention. Ken Siver announced that Dorothy McPhillips would not take an active role with the Denver convention and that he would be looking for someone else to take charge. John Bowen said things were moving along for the Columbus convention. Linda Puntney said a contract had been signed with the Hyatt Regency in Kansas City for the fall 1995 convention. **Mike Brown moved and Betty Morton seconded that JEA hold its fall 1995 convention at the Hyatt Regency in Kansas City from Nov. 15-19. Motion passed.** Linda Puntney said that things were looking good for the spring 1994 convention to be in Portland.

OLD BUSINESS: John Bowen said he understood that the parties involved with the Marilyn Athmann case were trying to solve it out of court. Candy Perkins said that she was working on getting a grant proposal to establish a International Youth Journalism Exchange.

NEW BUSINESS: Ken Siver asked what JEA's position was on yearbook company reps being on convention programs. Dorothy said that the Call for Program Proposals form said that proposals where essential purpose is to promote items for sale or promote a company would not be accepted. Ken Siver said that it was probably time to consider board reorganization. The board was last reorganized in 1984. He said that perhaps the Publications Commission should be changed to committee status, and he thought that in the future the Multicultural Committee might need to be given commission status. He said we should look at reorganization for 1993. He

said we need to keep expenses in mind with any reorganization proposal. H. L. Hall suggested that the secretary might also serve as Newswire Editor. He said that the secretary had two major responsibilities--the semi-annual report and minutes. He also said he had handled 53 hotline requests the past year, but most of those had been phone conversations and took little time. Since Newswire deadlines are not at convention times, he thought the secretary would not be burdened by also doing the publication. Mike Brown said that since the secretary position was an elected one, he was concerned that someone incompetent might be elected and not do a good job with Newswire. Since Newswire is now an appointed position, the president can be certain he selects someone competent. Molly Clemons suggested that the Newswire editor still be appointed but that the president should appoint a board member--not necessarily the secretary. Ken Siver said he would notify candidates for secretary that they might have to take on the responsibility of Newswire and that he would do so before the business meeting tomorrow. Linda Puntney presented a proposal to hold an Advisers' Institute at Kansas State University during the summer of 1991. She suggested a three-week course. Board members suggested two units of credit for participants each week. Julie Dodd said that course titles were important for certification purposes. **Susan Massy moved and John Bowen seconded that Linda's proposal be accepted. Motion passed.** Ken Siver presented by-law language changes regarding membership and treasurer's responsibilities. **Betty Morton moved and Mike Brown seconded that the by-law language changes be approved. Motion passed.** Ken Siver discussed the possibility of JEA becoming an NCTE assembly. He said that JEA is already an NCTE affiliate. Ken distributed a list of requirements for assembly status. One requirement is that at least 25 JEA members also be NCTE members. Assembly status guarantees an organization a slot on the NCTE program. **Candy Perkins moved and Susan Hathaway seconded that JEA seek Assembly status with NCTE. Motion passed.** Ken distributed a letter from Marge Craig from Fort Meyers, FL, asking for JEA input on making journalism a fine arts credit. John Bowen said that some schools in Ohio have done that and Margaret Johnston said some schools in Georgia have also done that. Board members expressed concern about the need to keep it as an English credit. Julie Dodd said the state department in Florida would not accept it as an English credit. H. L. Hall suggested proposing to the state department that if the journalism courses are taught by certified English teachers that they should accept the courses as English credit. He said that's the way it is in Missouri. Susan Hathaway said that in Illinois as long as the course title contains the word "Writing" that the state department accepts the course as an English one. Julie Dodd will report the board's comments to Marge. Margaret Johnston said that Alyce Culpepper had suggested that lifetime JEA members be given a certificate. Linda Puntney said most lifetime members are honorary ones. Margaret Johnston also said that Sylvia Daughtry from Georgia had suggested that the JEA officer structure be changed to include a president-elect. Dorothy McPhillips said that at one time there had been a president-elect, but members thought this limited the number of terms a person could serve as president. Susan Massy said that she thought the present system provided for continuity. Ken Siver said there were advantages and disadvantages to both systems. Mike Brown suggested having public hearings at the Albuquerque and Chicago conventions to get membership input. Ken Siver asked Candy Perkins and H. L. Hall to serve on a committee to study the issue.

ADJOURNMENT: Vicki Scorsone moved and Dorothy McPhillips seconded that the meeting be adjourned.

Respectfully submitted,

H. L. Hall
Secretary*