Minutes of the Journalism Education Association Nov. 19, 1992 Columbus, Ohio Board Meeting

Call to order

The meeting was called to order at 9:45 a.m. by President Ken Siver.

Present

Dr. Ken Siver, President Candace Perkins, Vice President Linda Puntney, Executive Director Judy Babb, Secretary, Newswire Editor Sister Rita Jeanne, Treasurer Emeritus Molly Clemons, C:JET Editor Vicki Scorsone, SW Regional Director Sherry Haklik, NE Regional Director Susan Tantillo, NC Regional Director Jack Harkrider, SC Regional Director Margaret Johnston, SE Regional Director, Scholarship Committee H. L. Hall, Certification Commission Jack Kennedy, Development/Curriculum Commission Connie Fulkerson, Publications Commission/Administrative Assistant John Bowen, Scholastic Press Rights Commission Julie Dodd, Scholastic Press Association Liaison Hilda Walker, Contest Committee Tom Rolnicki, NSPA Don Reeder, NSPA Linda Ballew, NW Regional Director Steve O'Donoghue, Multicultural Committee Mary Arnold, Multicultural Committee Robert Tohe, ad hoc board member Will Wooten, ad hoc board member Diane Honda, ad hoc board member Tony Gomez, ad hoc board member Ed Wiley, Freedom Forum

Motion to accept minutes as submitted approved

Siver asked if there were any corrections to the minutes. With none requested, the minutes were approved.

President's report Ken Siver

In May, a four-section survey was mailed to 1,411 JEA members. The return rate was 37 percent. In the preliminary summary, some of the numbers did not add up to 100 percent, so the information will not be released yet. Arnold and her assistants will check the numbers.

Siver spoke on the significance of doing the survey. He said one has not been done in a long time.

Kennedy went over some of the results. In the certification section, 34 percent of the respondents said they planned to get certified.

In the press rights section, 87 percent of the respondents said they taught a press rights unit. Prior review and prior restraint was not as big a problem as the survey team initially thought, but that may be because the respondents are active JEA members.

In the multicultural section, the racial breakdown of advisers, school and journalism students reflects the percentages of minority enrollment in the school.

Responses to curriculum questions showed the need for a computer application curriculum. Other high priority curriculum needs included design, photography, press rights and headline writing/design.

The bookstore had high marks in the survey. Macintosh computers are most used in student publication programs, but there are also a high percentage of IBM/IBM compatible users.

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Kennedy said answers to the question about what would make JEA more valuable to members included cried for help, praises, myths about JEA, etc. Kennedy said this reminds the board do a better job of communicating. Kennedy said three things stood out: 1. More specific lessons are needed. Some advisers are crying out to have complete lesson plans with examples, exercises and tests. 2. Members would like models of best stories with analysis from around the country. 3. Members need help convincing their administrations that JEA is worthwhile.

Siver said there is a proposal for models of best stories (Student Impact Award). Clemons said the winter issue of C:JET will have several lesson plans which could assist teachers.

Financial reports Sister Rita Jeanne

The current value of JEA's Scholarship Fund is \$19,906, an increase of \$12,062 with average yield of portfolio of 6.98 percent. Donations were \$4,545. Scholarship expenses were \$1,400.

JEA investments have a current value of \$177,194 with yield of 7 percent and estimated annual income of \$12,405. This is an increase of \$18,637 in seven months. Harkrider questioned keeping money in First Federal Capital Corp. since the yield was only 2.47 percent. Sister Rita Jeanne said the funds have been transferred and this will be reflected on the next report.

Financial reports approved

Scorsone moved to accept the financial reports. Perkins seconded. Motion carried.

Headquarters Profit and Loss Linda Puntney

Puntney said the profit-and-loss statement is a single sheet summary as requested at the last meeting. Puntney reminded the board that the budget was more than the projected income. Income to date is \$86,804.93 and projected income for the year is \$197,190. Expenditures are currently \$93,981.74 of budgeted \$222,792. No funds have yet been transferred from savings.

Haklik moved, Harkrider seconded to accept the financial report. Perkins asked why the convention incombine showed \$0. Puntney said the Denver convention wasn't reconciled as of Oct. 31 but would be reported today.

Headquarters financial report approved

Motion to approve report passed.

Siver called attention to semi-annual report. He said his report outlines JEA's goals and progress toward meeting them. The past president's report is in the semi-annual report.

Perkins reminded the board that state and regional directors now report annually instead of semi-annually. She said there had been better-than-average response for this report, and she would like to see more input from state directors in *Newswire*. Scorsone said Colorado Scholastic Press Association sent her a newspaper showing their first-place winners and that could be a way of sharing first-place winner models. Perkins said she noticed fewer press rights mentions and fewer states trying to pass student freedom of expression legislation.

Student Press Rights Commission Report John Bowen

Bowen said JEA will be working with the Freedom Forum to receive help getting legislation passed.

Dodd mentioned that the Poynter Institute is getting involved in press rights. In another legal matter she alerted the board to a conflict between Jostens and Herff Jones over class rings. In Dade County, Fla., Herff Jones had an exclusive contract to sell rings, but Jostens advertised its rings in student newspapers there. Herff Jones did not think Jostens should be allowed to advertise at all in Dade County student newspapers.

Scorsone said Jostens is suing Herff Jones for the same thing in her area since Jostens has the contract and Herff Jones doesn't.

Certification Commission Report H.L. Hall

Certification applications have been pouring in and headquarters has sent letters. In Columbus, 42 CJEs and one MJE will be recognized. Nine people will take the CJE test and five the MJE test. Two tests were given in Kansas and one in Washington this year. The commission will have a meeting tomorrow. Hall mentioned there are several new tests available now.

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Puntney said states are getting more interested in certification and Louisiana is considering using JEA certification guidelines for state certification. College Media Advisers also is considering modeling a certification program after JEA's. Ballew said her area is considering certification, too. Perkins said this may be a way of getting administrators to recognize the importance of JEA. Perkins said she had contacted an official of the National Association of Secondary School Principals who suggested running articles about certification in some of their publications to get the recognition from administrators.

Bookstore Report Connie Fulkerson

Fulkerson said JEA Bookstore is carrying a new videotape titled "Tinker v. Des Moines Public Schools: A Landmark Case in Student First Amendment Rights," which reunits the plaintiffs in the Tinker case. "Covering Sports Workbook" will also be available at the convention for the first time. She said the bookstore's best sellers are the "Associated Press Stylebook and Libel Manual," "The Newspaper Designer's Handbook" and "Using Newspapers to Teach Journalism," a publication Julie Dodd co-wrote.

Curriculum/ Development Commission Report Jack Kennedy

Discussion ensued about the publicity brochure which Kennedy said was not ready. He wondered exactly what was wanted. A question was posed if there should be a one-time brochure or several direct-mail pieces. Several suggestions were made on how the brochure should be presented, including without an envelope or packaged with "something lumpy" so curiosity would get the recipient to open the envelope. Siver asked if Kennedy had the Texas brochure. Kennedy said his principal had looked at the Texas brochure but on quizzing, his principal hadn't retained a lot. Siver suggested floating a graph, etc. Siver admitted the problem is getting people to read it. Clemons said if a piece of mail says journalism, often the administrator will route it to the journalism teacher and won't read it.

Harkrider suggested started with a graphically appealing brochure, not one that is copy heavy. He said to show administrators how the journalism program can be a curriculum leader. He suggested adding a postage-paid card that can be returned for more information. Clemons suggested get a principal's quote promoting JEA and running the brochure information in NASSP publications. She said she and other administrators often don't read the journal right away, but read the newsletter soon after it is received, so the newsletter may be the best source.

Siver referred to Page 2 of the April 9, 1992 minutes to tell what the board wanted. Clemons said she would assist Kennedy. Tony Gomez suggested JEA invite administrators to come to the conventions and possibly set up a session just for principals. Kennedy wanted to know how much money would be allotted to the promotional brochure. He said it could be an expensive project. Siver said there are approximately 25,000 high schools and JEA would mail to all. Siver said a brochure and a booth at a secondary school convention might be good. Grand thinking would be to do a video on the worth of journalism. Harkrider suggested another approach would be to send to the brochure to counselors. Kennedy reminded the board that he thought the purpose of the publicity was to promote attendance at journalism conventions.

Dodd suggested giving a copy of the survey to Jane Peterson who could suggest ideas for research topics. Dodd said JEA could use teaching units developed during summer workshops that offer college credit to journalism teachers.

Siver questioned the status of the electronic curriculum guide. Kennedy said he is having trouble getting copy from the committee members. He said they seem to be spending their efforts on convention. He said he is sending out another plea. Siver said there is a growing need and time to get on with it.

Scholastic Press Association Liaison Report Julie Dodd

Dodd said five sessions for scholastic press association directors will be offered during the convention and encouraged attendance. She said 15 to 30 people usually represent scholastic press associations. She sent out a newsletter to directors reminding them of what will be offered at the convention. Dodd says she has been asked by the group to do a survey of scholastic press association directors, to see the status of journalism in different states. The survey would ask who was in charge of the scholastic press association, title and job description. Questions about what type of academic is given for journalism courses would also be asked. She says it might prove helpful for improving academic credit situations in some states.

NCTE/JEA Assembly Candy Perkins

Perkins said the NCTE and JEA's fall conventions conflicted again this year. At the NCTE convention there will be an assembly session and a general session. The assembly will work on bylaws and trying to get NCTE and JEA to mesh and get their reports in *Newswire*. Pat Graff is at NCTE convention.

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Hall said NCTE also contacted him for a report on certification. Perkins said there was a hitch with communication. Ballew suggested JEA work on the state level to get a voice with affiliates. Siver said conventions continue to conflict and he really doesn't know the answer to that.

Headquarters Report Linda Puntney

Puntney called attention to the directory, Advisers Institute brochure and to membership totals. She encouraged board members to promote JEA membership. Puntney said California membership should increase with the spring convention in Long Beach, but membership still remains a concern.

Siver said Puntney is working on getting JEA archives in order—collecting from long-time members things of historical importance. Puntney said that planning for convention has delayed work on the archives but she plans to have a list of needs by the Long Beach convention. Puntney said she and Fulkerson were working on the archives because students might not recognize the importance of the documents.

Committee and Publications Reports

Nominations

Lorraine Reuther sent a letter saying she had sent 30 press releases about the winners, making the awards significant to the media. Dodd said her award announcement appeared on Page 2 of her local paper and several people had called. Reuther said there should have been a second notice/article in *Newswire* to publicize the nominations.

Write-off Contest Hilda Walker

Walker said there were 736 contestants competing at this convention. Walker said TV broadcast would become permanent and the handbook should be revised. Walker said she'd like the broadcast contests approved with room for adjustments. She also wanted to know TV broadcast would replace the radio news contest. Walker said a contest may be cancelled if not enough enter. The board concluded that radio is offered in many schools and that perhaps we need to promote it more to get more entries. Harkrider questioned why the wording for broadcast entries was a team of "more than three" rather than "two or more." Siver asked board to approve the video broadcast as an optional contest with room for revision. Moved by Perkins. Seconded by Bowen. Perkins said the committee would meet to discuss some of the problems. The numbers enrolled for the broadcast contests were 7, 6, 6 this time and a little more in Denver. Fulkerson said there wasn't much information in the registration booklet and a lot of people are concerned about the amount of equipment that must be brought. Puntney suggested changing the computer design to a carry-in contest like photography.

Video broadcast approved as an optional contest

There was a motion to approve video broadcast as an optional contest. Motion carries.

Multicultural Committee Report Steve O'Donoghue

In Denver, the committee proposed the board culturally diversify; consequently, four ad hoc members have been added to the board. There are four other teachers working with Walterene Swanston and Mary Amold. The committee has a full slate of activities which address multiculturalism and encouraging JEA participation. O'Donoghue said they had a successful reception last night. They hope to use the outreach program as a springboard to get people excited and get increased diversity of teachers involved in JEA. In Long Beach, the committee will become a commission. Friday they will discuss some of those issues and priorities. Outreach and curriculum are two of the issues. O'Donoghue said the committee will work with Jack Kennedy on that. The big issue will be to come up with strategies to get colleagues to recruit within a school to get minority involvement that reflects school demographics. He said one California survey showed journalism staffs are almost always underrepresented. There are 35 student scholarships for this convention. O'Donoghue said Swanston, who represents National Association of Black Journalists, will work to bring in more minority organizations to help with recruitment. Perkins said the committee is working on a two- or three-hour workshop on multiculturalism for the board.

Outreach members and their mentors are Dina Elder — J.A. Rios; Tony Gomez — Jack Harkrider; Diane Honda — Julie Dodd; Norma Kneese — Mary Amold; Carolyn Rivera — Marie Myers; Joyce Spight — Steve O'Donoghue; Robert Tohe — H.L. Hall, Willie Wooten — Jack Kennedy. Twenty-two individuals applied for the eight places.

Nomination Report

The slate of candidates will be announced at the business meeting. Nominations will be taken from the floor.

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Scholarship Report Margaret Johnston

Johnston said JEA has awarded two third-place scholarships from last year. The first-place scholarship still has not been given, but when the winner goes to a four-year college, it will be awarded. Second- and third-place scholarships for this year have been awarded. The first-place winner has not yet requested hers. Dodd asked about qualifications. Johnston said the winners usually cover all five criteria listed on the application. The problem in the past is that there has not been enough documentation. Johnston said she will be showing examples of winning portfolios during a session here.

Newswire Judy Babb

Babb asked for separation of jobs of secretary and *Newswire* editor. Siver said this issue would be discussed under new business. Haklik said perhaps state directors could send copy. Hall suggested that the semi-annual report from states could be source of information since most members don't see it.

C:JET Molly Clemons

The fall multicultural issue is in the mail. Haklik was in charge of the multicultural issue and only one article came in on time (actually a month late). Clemons said the magazine's format has been standardized. She said the nameplate and inside design has been changed. The next issue on certification is ready. Clemonds said there are great curriculum ideas in it that members can just pull out. The spring C:JET is the college research issue, coordinated by Jane Peterson. Jack Kennedy will be coordinating the summer issue on packaging the news. Clemons suggested ideas for future issues including outcomes-based education. She said JEA could lead in this. Dodd suggested we take results from ACT study and use that.

Convention Updates

Columbus:

Sarah Ortman and David Weisenburger, local convention coordinators, said there are three keynoters and a panel on student press rights tonight after the keynote. There are four issue seminars, and eight hands-on computer sessions at the Apple Classroom of Tomorrow. Break with a Pro will feature many professional people. There will be two student dances, one with a murder mystery and one featuring kaoroke. Tickets will be sold to two comedy club performances—two one-hour sessions. About 2,300 goody bags were filled with free gifts and coupons for Ohio Center rather than City Center. She said they have a record number of exhibitors. She said there were a large number of broadcast sessions and a large number of minority scholarships. Rolnicki said 1,942 have pre-registered and expects registration to top 2,000. Puntney praised Ortman and Weisenburger on all their work. She said we did not anticipate the numbers so there won't be enough programs for all. Photocopies will go to walk-ins. The convention update has just been delivered.

Denver:

Last spring, 1,620 attended the convention. Puntney said the Denver profit-and-loss statement will be presented at the business meeting.

Long Beach:

Rolnicki said the convention will be housed at two hotels and a third hotel will be for overflow. The program will be divided by hotels—newspaper at the Sheraton and yearbook at the Hyatt Regency. Exhibitors will have primary space in Hyatt and for the same price can set up in both places. Yearbook strand is a little weak, so Scorsone and Babb agreed to help obtain speakers. Puntney said board members need to tell our preferences on the hotels. Registration will be in the Hyatt Regency Pavilion. Dwight Bustrum, president of SCJEA, has agreed to help. There is no local committee. Siver said more sessions on video and yearbook are needed. There are volunteers for the swap shops, but no confirmed keynoters yet. The Queen Mary is closed so the advisers luncheon cannot be there. Alternate arrangements are being explored. Siver said JEA/NSPA are planning for about 3,000 students and advisers.

Washington, D.C.:

In October, JEA and NSPA convention planners met with Bob Atwood and Carol Lange. They agreed to cochair the local committee again. There is considerable amount of local support. Atwood and Lange have divided up the responsibilities and will have a lot of help there. Write-off registration will still be handled at headquarters, but arranging for Write-off speakers will be handled locally. Rolinki suggested the convention be promoted as a class trip to get administrators to accept it. The convention hotel is nicely located with meeting rooms on two floors. A lot of professionals will be asked to speak, and a mentoring clinic is being planned.

Portland:

Puntney, Reeder and Rolnicki plan to meet with the committee in late January. The local committee has started

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Convention Updates (cont.)

working on logos and themes and are willing to help. There are two hotels with more of a walk than in Long Beach, but a light rail connects them. The budget has already been approved.

Dallas:

Puntney and Siver met with about a dozen people on the state committee in October. Randy Vonderheid is the local committee chair, appointed by the Texas Association of Journalism Advisers. Vonderheid and Susan Komandosky will meet Dec. 4 to discuss the convention, which will be at the Hyatt Regency Reunion. All local chairs are assigned. They are looking for keynoters and planning activities.

Other conventions:

Hyatt Regency San Diego, the site of the spring 1995 convention, will be opening soon. Convention coordinators said it is beautiful.

Old Business

Teacher award — Siver

From Denver, the item on adding an award for teachers who make contributions to scholastic journalism or advising was re-opened for discussion. Hall said the award criteria should be more specific since a guidebook or something of that nature could be entered but it couldn't become JEA's property. Hall said the award criteria should say the project hasn't been published elsewhere. This award could become a service to get people to exercise creativity to help others in the classroom. It should urge people to refine their work and it could be competitive. Siver questioned how the board felt about the dollar amount and said it would come out of a general fund budget. Siver also mentioned certification projects. Rolnicki suggested the award be given a name that carries more prestige. He suggested "JEA Prize for Innovative Curriculum Development" or "...Innovative Curriculum" or "...Instructional Materials." Perkins suggested a committee meet and pass the award criteria at the spring meeting. The award would be presented at spring conventions. Johnston move table the award and resubmit it in Long Beach. Motion passed.

Motion to table juried teacher award until Long Beach approved

Perkins gave Bowen's report on the Marilyn Athmann case, saying there is nothing new.

New Business

ACLU Express Yourself program — O'Donoghue

O'Donoghue and Nick Ferentinos attended an ACLU-sponsored workshop and heard about a software program on First Amendment rights that ACLU had solicited money for and paid a software firm to develop. It is based on California law so the program may not be correct in all states but could be inspirational. O'Donoghue said the program will be distributed free and is not copy protected. ACLU is thinking about doing this on a national scale and needs a co-sponsor. They want to make the program freeware for everyone.

Hall suggested it would be a good project for Bowen's committee to look into. Bowen said he has an Ohio ACLU representative here tonight and he'll discuss it with him.

Freedom Forum — Judy Hines

Hines is working on a Freedom Forum project to update "Captive Voices." The Freedom Forum has a team of working journalists looking at the status and potential in scholastic journalism. She believes they need to study the same things "Captive Voices" looked into and more. She handed out a brochure and explained what they plan to do. Freedom Forum is planning to support scholastic journalism. They hope to publish the results this summer. They are asking advisers and students to talk to Freedom Forum people here.

New Student Award

Siver cited examples of young people whose journalistic works have made a difference. He proposed a Student Journalism Impact Award. Siver sees it as another calling for JEA. We could re-print the story and the background behind it. He said it speaks to what we know is the value of our curriculum and recognizes students who went beyond the norm. Clemons moved to discuss, Kennedy seconded. Siver said it would in financial obligation to JEA and needs a committee. He presented suggested criteria. Clemons wondered a college freshman could enter something they had published in the spring. It was suggested that the time frame be changed to one year. Other suggestions were made and were to be discussed further in committee. Harkrider moved to table the proposal and discuss it again in Long Beach. It was seconded by Haklik.

Motion to table student impact award until Long Beach approved

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Summer Workshop Guide — Perkins

Haklik said learned recently the Dow Jones Newspaper Fund summer workshop guide will be reinstated. The teacher workshops and teacher fellowships have been reinstated. Siver asked if the Advisers Institute is on the list. Dodd suggested another letter to The Newspaper Fund might be appropriate to thank them for reconsidering.

Advisers Institute — Puntney

Puntney said the Institute will be in three sequences. Last year, the emphasis was on coaching writing. This year, it's on design. Randy Stano of the *Miami Herald* will be there as well as a host of other professionals. The tuition cost has not been verified.

Newswire Judy Babb

Babb began the discussion about *Newswire*. She said that the problem isn't *Newswire* itself but a combination of all the projects given the secretary. She said a discussion over lunch determined that some part of job could go to JEA headquarters. Now the semi-annual report will be done by headquarters. Another problem is that Babb does not get enough information for *Newswire*. JEA Headquarters will send a letter to scholastic press associations to have them send newsletters to Babb. Committee and commission chairs will be contacted on a rotating basis and will be responsible for sending information. Each issue will focus on states, commissions or other issues. This could make dealing with *Newswire* easier.

Siver said information we're already producing could be included in *Newswire*. He said *Newswire* is JEA's No. 1 line of communication with members. It shouldn't be the secretary's responsibility alone for content. We need to do a better job of promoting what JEA is doing. Hall mentioned that Clemons doesn't do *C:JET* alone. Sharing the responsibility for *Newswire* would help.

Siver said Susan Hathaway Tantillo effectively used reminder mailings to get material. He said the consensus at lunch was to pull the annual report from the secretary, but to keep *Newswire* with secretary. Hathaway Tantillo suggested the secretary could send reminders and board members could provide small articles to *Newswire*.

Siver was concerned that membership at large doesn't see the semi-annual reports. Clemons suggested putting the annual report in directory. Clemons mentioned that not including the annual report in C:JET would speed up C:JET, too.

Siver said we also could publish award winners in the directory so people could refer to that list in deciding who to nominate for awards. It could help publicize our contests. The directory would be our yearbook. The deadline for state reports was set for July 15.

Siver explained the difference between fiscal year and school year, saying that the fiscal year is for finances, but the school year is used for annual reports.

Multicultural Committee Mary Arnold

Arnold said the Multicultural Committee had come up with a list of nine goals, with three to happen by next April:

- 1. A subcommittee of Mary Arnold, Craig Trygstad, Retha Hill and Ed Wiley will approach the new United States Department of Education and targeted state departments of education with specific proposals about awarding language arts credit for journalism.
- 2. A subcommittee of Walterene Swanston and Craig Trygstad will provide multicultural training for the JEA board during its April 1993 meeting. JEA will pay for their convention and travel expenses.
- 3. A subcommittee of Jay Rios, Reginald Ragland, Joyce Spight, Carolyn Rivera, Robert Tohe and Mary Arnold will develop and distribute a nationwide multicultural curriculum. The first will be on newswriting and will be completed by the April 1993 convention. Funds for the compiling and printing of the curriculum will be included in the budget request for 1993-94.

Recommendations to be funded and implemented in the 1993-94 fiscal year:

- 1. The outreach program will be extended for another year. Funds to support the program in the amount of \$4,000 will be needed.
- 2. A subcommittee of Walterene Swanston, Reginald Ragland and Norma Kneese will serve as a liaison with professional journalism associations including the minority journalism associations. Funds to pay the expenses of JEA members who attend these conventions will be requested.

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- 3. Develope a training manual for people to use in states because not everyone can come to the meetings. It could be used by minority journalists and advisers at state conventions.
- 4. A subcommittee of Jay Rios and Dina Elder will work with Connie Fulkerson to establish a clearinghouse for multicultural materials which will be established through the JEA Bookstore.

Recommendations to be funded and implemented in the 1994-95 fiscal year.

- 1. A subcommittee will create and distribute a monthly newsletter to advisers that includes multicultural curriculum and information on scholarships and workshops, programs and committees in the media, etc. Distribution will be to all high schools nationwide. Assistance will be sought from CSPA, NSPA and Quill and Scroll Society. Funds for the compiling, printing and distribution of the newsletter will be requested.
- 2. Bob Greenman will head a subcommittee to create a diversity awareness manual for high school journalists. Funds for the compiling and printing of the manual will be requested.

Motion to fund two people to come to Long Beach to do multicultural training of the board approved.

Perkins said the board needed to move to use the money from the contingency fund for the two people to come to Long Beach for the multicultural training of the board. Clemons wondered when this training would be done. They said they will need at least three hours to start this. They will tackle awareness, learning about stereotypes, prejudices, and other multicultural issues. Perkins said she thought it could be included in the Thursday format. A question was posed as to whether the Curriculum Commission would be involved. Arnold said yes.

Motion carried to fund two individuals' expenses to come to Long Beach for multicultural training of the board.

Motion to adjourn approved

There was a motion to adjourn at 4:20 p.m. Motion carried.

Respectfully submitted,

Judy Babb Secretary