

Minutes of the Journalism Education Association Board Meeting

Thursday, Nov. 18, 1999 8:30 a.m.

Crystal A in the Hilton • Atlanta, GA

President H.L. Hall called the meeting to order at 8:32 a.m., opening with a welcome to all to Atlanta. At this time, Hall noted that Linda Puntney had completed 10 years of service to JEA; by consensus, board members acknowledged her dedication to the organization and decided to recognize her at this convention.

Past President Candace Perkins Bowen called the roll. Those present included:

H.L. Hall, MJE, President
Rob Melton, MJE, Vice President
Carol Dreiling, CJE, Secretary
Candace Perkins Bowen, MJE, Past President
Linda Puntney, MJE, JEA Executive Director
Connie Fulkerson, JEA Administrative Assistant/Bookstore
Bradley Wilson, CJE, Publications Editor
Susan Hathaway Tantillo, MJE, Certification
Kathleen Zwiebel, CJE, Development/Curriculum
Norma Kneese, MJE, Multicultural
John Bowen, MJE, Scholastic Press Rights
Steve Matson, MJE, Region 1 Director
Tony Gomez, MJE, Region 2 Director
Ann Visser, MJE, Region 3 Director
Kathy Craghead, MJE, Region 4 Director
Sylvia Daughtry, Region 5 Director
Barbara Flanagan, Region 7 Director
Albert Martinez, Ad Hoc Board
Joe Nations, Ad Hoc Board
L Candy Suiso, Ad Hoc Board
Julea White, Ad Hoc Board
Sunnia Ko, Outreach Participant (The Manuel de Dios Unanue Magnet School for Journalism)
Louisa Caucia, Junior High/Middle School
Sister Rita Jeanne, FSPA, Treasurer Emeritus
Michele Dunaway, CJE, Junior High/Middle School
Molly Clemons, 75th Anniversary Co-Chair
Ron Clemons, MJE, 75th Anniversary Co-Chair
Pat Graff, MJE, NCTE Liaison
Julie Dodd, MJE, Scholastic Press Association Directors Liaison
Tom Rolnicki, National Scholastic Press Association Liaison

Old Business:

✓ Presentation information. Steve O'Donohue and Milt Lane asked for an endorsement for a national advertising program which would extend opportunities to both urban and rural schools who are cut off from national sources of advertising. The program would offer both value to the advertiser and the school while keeping control of advertising strictly with the school. It also offers no cost/no obligation to participating schools, guaranteeing a choice of ads and the right to accept them or not. While the program is in the exploring mode, it currently has approximately 400 schools in the network. It is currently funded by a non-profit foundation which plans to pay its bills. The website is www.campusadnetwork.org.

•The minutes of the Board and General Meetings from Albuquerque were approved on a motion by Sylvia Daughtry; second by Ann Visser. Motion carried unanimously.

✓ Linda Puntney reported on the Albuquerque Convention. The net profit was \$23,086.49. She noted that the cost of a small convention such as this one runs the same as larger ones. JEA still absorbs the AV costs, etc. Another concern lies in the out-of-state travel costs. She also presented the quarterly financial statements to the board. Linda indicated that the audit will be completed in June and a report will be presented in Kansas City in the fall, but the report could be mailed to board members earlier.

✓ Candace Perkins Bowen reported on the National Language Arts Standards. The prospectus is ready to be mailed. The process has involved typical book publishing guidelines with needed sample chapters or vignettes. The guidelines provide for parallel standards to those twelve on language arts; the plan is for them to be paired with language arts. No time limits have been established.

✓ Puntney reported on the Center of Scholastic Journalism. Basically it is on hold; she has been working with Roz Starks. This area needs a good deal of money for funding, and they continue to look for granting agencies. They have tried several including the Adam Berg Foundation. The interest in the Center is there; proponents will not give up, but the bottom line is that nothing has happened since the last report.

✓ Puntney reported on the Ryan White Award. The first winners are to be recognized here in Atlanta. First Place went to City High School, (Jack Kennedy) for their 16-page issue reporting on AIDS and sexuality issues; second place went to The Northerner for a series on AIDS in their school. No third place was awarded this year. Ten entries will receive Certificates of Participation.

✓ Julie Dodd and Perkins Bowen reported on Distance Learning. A survey of the membership will document attitudes, technology capabilities, capabilities regarding learning, etc. Questions to be considered involve graduate courses on line - what implications are there for tuition costs or credibility? One possibility would be JEA links to prepare for the certification exam. They will continue to work with John on legal issues. Hopefully a website might nudge people to try something. The timeline for this is the next convention; in addition, information will be forthcoming in a *NewsWire* article.

✓ Ron and Mollie Clemons filed a report on the 75th Anniversary. Mollie passed out copies of the publication, *Visions*, and reviewed its highlights. The hope is that members will use it as a living document as it provides pages in the publication to "Create Your Own History" as well as a personal five-year directory. Also presented was a scrapbook originally kept by Maude Staudenmeyer (president from 1945-1949). It was rejuvenated and as much material as possible was saved from the original. Included were such items as membership forms from the 40s, a copy of the 1945 Constitution and Bylaws, and several state convention mementos. Several biographies were included in the publication. As part of the celebration, the 75th anniversary pins and 20 year calendars will be presented at the adviser's luncheon.

At this point, Linda Puntney commended the Clemons on their vision of the 75th anniversary and their work in bringing it to life.

7 Ron continued the report by reading a letter from Ruth Marie Griggs, Virginia Widrig, and Ann Christine Hines. At the Keynote Presentations, the anniversary celebrations continue with students also being involved. Gifts such as an iMac, Adobe Photoshop, *Radical Write*, a scanner and cash will make schools and individuals happy. The finale of the celebration will fall on Saturday beginning at 8:30 p.m.. The evening will feature music by a DJ, recognition ceremonies, an auction of items, a birthday cake, entertainment including a variety of dancers, a special drawing and the auction of the 75th anniversary quill.

✓ Kathleen Zwiebel reported on the membership survey. Early survey results will be put on the JEA website. That target date is December; additional results and quotes will be put on website at a later date. The response rate was above 40 percent showing that people care. Zwiebel reported that many of the quotes were outstanding.

✓ President Hall and Bradley Wilson reported on AP Journalism Class. In December the AP Board meets and Hall has requested by letter to Lee Jones to be on the agenda. Hall reported that he called Jones on Monday and was told to send the letter again via e-mail with an enclosure. He did so and will contact Jones' office daily after the convention. We have no intention of stepping on the area covered by the AP Intensive Writing courses. The initial contact was made with Wade Curry who is now retired. Bradley reported that this is an issue in Texas, but the whole process will take a while. Requests must

Daughtry brought up an issue for information purposes. She voiced the need to educate JEA members about the importance of the early October deadline for booking rooms. She added that when rooms are cancelled, they do not go back to JEA. Perhaps an article in *NewsWire* might help to provide this information. Tom Rolnicki noted for our information that hotels sometimes turn down our convention bids because of their potential loss of money on food and beverages. Other issues were noted by President Hall and Dodd. Dodd has received a note from Barbara Plungy. Pat Graff also noted NCTE conflicts: convention dates, no booths to represent JEA at the NCTE meetings.

✓ Puntney reported on the status of the Alaskan cruise. The date is finalized: July 3-10, 2000. Academic credit will be available to participants through Kansas State University.

✓ Tony Gomez reported on the tentative plans for a Las Vegas Retreat. He provided information on rates at the Golden Nugget from July 31 - August 2, 2000 at \$65 per night. As a regional director, this activity would fulfill his membership activity. He expressed the need for seed money: \$1500 from the regional director's projects funds. The question is if any other directors are not tapping into the funds, may he use it for seed money? Discussion covered the ramifications of the retreat not making money. Will we dip into savings? Does this represent unprecedented spending by regional directors? Puntney will sit down with Tony to establish a budget. Rolnicki pointed out that we underserve some areas of the country. •Gomez moved that the Las Vegas Retreat be open to all advisers; second by Norma Kneese. Motion carried unanimously.

✓ Perkins Bowen reported on the proposed bylaw change.

Article VI.

Section 4: Emergency Votes

Voting on concerns of an urgent nature that should not wait until the next scheduled Board meeting could occur only if the Executive Committee has agreed unanimously that the item is an emergency. In such a case, the Executive Committee, through a special closed listserv set up for this purpose, will discuss the motion for a predetermined and limited length of time and then will vote via e-mail response to the President. The motion cannot be amended if this process is used and can only be passed, voted down or tabled until the next regular Board meeting.

•Perkins Bowen moved to accept the bylaw change; second by Susan Tantillo.

Discussion highlights: Wilson questioned the "closed" wording in the proposed change. Melton pointed out that the limits on the executive committee's participation on other matters are covered in Section III regarding phone conferences, and that the wording is intended to limit the numbers participating. President Hall pointed out that this deals with budget items only because the six months between board meetings can tie the hands of the committee. Puntney indicated that this refers only to issues which must be acted on immediately. Steve Matson inquired about precedents. Wilson (National Press Photographers Assn) and Zwiebel (CSPA) reported that their groups had some format that empowered their executive boards. Melton pointed out that this would empower the executive committee to exercise the right to act on behalf of all board members. Other comments with options to proceed: phone polls, summer officer board meeting, postcards, vote by mail. Gomez suggested that the board might give power to the executive committee up to \$5,000. Melton pointed out that a request by the write-off committee had to be postponed under current situation.

•Motion failed: Vote - 3 for, 9 against.

Motion by Michele Dunaway to accept the second amendment proposal; second by Tantillo.

Section 4: Emergency Votes

Voting on items or concerns that cannot wait until the next scheduled board meeting can occur if the president or vice president declares the item an emergency. In such a case, the Executive Committee, through an executive listserv or phone conference, will discuss the motion for no longer than 2 weeks and vote via e-mail or phone to the President. All results will be posted via e-mail, phone, mail, or president's memo to the board within one week of the decision, and the item may be added to the agenda for the next regular board meeting.

Amendment to motion: Craghead: drop the last statement about "on agenda"

Amendment to motion: Melton: just leave in president to declare an item an emergency.

Dunaway withdrew motion; Tantillo withdrew second

come from various state organizations. Hall said the AP Board had financial concerns as it takes about five years for them to break even. Both college people and high school teachers need to get involved. The next step involves a survey by the AP Board to determine colleges who will accept such credit and high schools who would teach it. The board will spend approximately \$1 million to write the curriculum and to instruct teachers.

Perkins Bowen raised the question as to which generic course would the credit be given - Intro to Mass Communications, Newswriting? She noted that universities have vested interest in their own journalism courses. Often no freshmen level journalism courses are offered. Dodd added that in Florida an undergraduate must complete 124 hours, with 36 maximum hours (12 courses) awarded for accreditation in journalism. At issue with AEJMC is this: can it be counted as a general elective or must it count as journalism credit?

✓ John Bowen reported on First Amendment Schools. In June the proposal had the support from the Freedom Forum, but by October, members voiced concern and asked five additional questions. To be recognized as a First Amendment School, a school must meet all criteria of the First Amendment. The Press Rights committees of JEA, NSPA, Quill & Scroll and CSPA are not of a single voice. The Freedom Forum has \$7,000 budgeted for this award. Some of the 16 questions about the school that will determine its eligibility include: Is the school on-line; if so, is it filtered or not? Do valedictorians have to submit their speeches for review? Are band and choir performance selections screened? Is prayer allowed at graduation? Are students punished for home websites? Can students refuse to participate in pep rallies, to stand for the Pledge of Allegiance? Bowen emphasized the need for recognition of such schools; money is not main point.

✓ Zwiebel reported on the Mentoring Program. It is ready to go; specifics will be published in *NewsWire*.

✓ Rob Melton offered information on Semiannual Report. It was available on-line for members before the Atlanta convention. He reported missing some reports due to computers being down in his classroom. As provided in the bylaws, Oct. 15 is the deadline for reports to be submitted.

•Kathy Craghead proposed the following: "I move that we ask the Vice President and *NewsWire* editor to come up with a direction sheet for reports from regional directors, state directors, commissions and committee chairs with deadline information in accordance with our bylaws." Second by Steve Matson. Motion carried unanimously.

✓ Perkins Bowen reported on ListServ. Addressed concerns voiced by participants. Kent State University ListServ members will meet on Dec. 9. Some comments include: can use an automatic line to unsubscribe (a digest is provided in some listservs), some problems we are experiencing will go away with use, they are continuing to finetune it. The ListServ has 207 members, so digest will be good here.

New Business:

✓ Sylvia Daughtry and Puntney reported on Atlanta Convention. Some check-in difficulties were experienced. At this point, we have 4,102 registered delegates with more walk-ins expected. A cancellation of keynote speaker Pat Mitchell was necessary due to surgery; Bobbie Baptista from CNN is her replacement. Sylvia welcomed the board members and reminded them of the SIPA reception. She noted that excellent items had been secured for the silent auction at the 75th celebration. Linda encouraged board members to let her know if they could not attend the celebration on Saturday. She mentioned the cancellation of cartoonist Chip Beck on the program. He can no longer be pro bono and is asking for \$1,000 plus expenses.

✓ Puntney reported on future convention sites: Anaheim Marriott in Anaheim, Calif., on April 6-9, 2000, and Hyatt and Westin Hotels in Kansas City, Mo., on Nov. 16-19, 2000. The theme of the Anaheim convention is the Y2J. Puntney presented the proposed budget for the spring 2001 San Francisco Convention, detailing a projected income of \$125,250 with projected expenditures of \$50,950 and projecting a net profit of \$74,300.

•Perkins Bowen moved to approved the proposed budget; second by Zwiebel. Motion carried unanimously.

Puntney reported that JEA and NSPA recommends Portland, OR as the site of the Spring 2003 convention. The Oregon Convention Center would be the site for all meetings and most events. Four hotels - Doubletree Lloyd Center, Radisson Hotel Portland, Courtyard by Marriott Lloyd Center, Holiday Inn Downtown - are within walking distance. Delegates can be given choice of hotels with varying rates.

•Motion to approve by Rob Melton; second by Daughtry. Motion carried unanimously.

After discussion, a new motion was proposed;

•Dunaway proposed the motion; seconded by Melton.

Section 4: Emergency Votes

Voting on items or concerns that cannot wait until the next scheduled board meeting can occur if the president declares the item an emergency.

One no vote defeated the question; it could not be raised again at this meeting.

✓ Perkins Bowen brought up a proposal for a new scholarship for someone entering the journalism teaching field. Few such scholarships exist although this varies from college to college. A committee was appointed: Chair - Perkins Bowen, Members - Daughtry, Pat Graff, Zwiebel, Dodd, Dreiling and Tantillo.

✓ Ann Visser reported on National Teacher Certification. Provided a handout and raised the question: can we help establish standards? For most teachers such certification is lucrative. Cost of certification runs about \$2,000, but most states pay the costs. Participants have a 30 to 50 percent pass rate. President Hall directed the Certification Commission to work with the National Teacher Certification group to explore the option of establishing a strand for journalism teachers.

✓ Zwiebel reported on Press Partnership ideas. She described the situation in Pennsylvania and provided a handout. The Pennsylvania Newspaper Press Association has a formal alliance with journalism educators. This includes help in areas such as mentoring, summer internships, regional workshops in local papers, and editors as guest speakers. It is a win-win situation for both.

Break for lunch

✓ Puntney spoke on scholarship application concerns. Entries must be submitted through state organizations as it is a state contest first and then a national contest. Headquarters cannot accept individual entries. State directors are asked to let headquarters know by Feb. 1 if a JOY entry is coming. The state's entry should be juried and must come through the state association or state director.

✓ Puntney and Hall gave the Council of Presidents report. Scott Bosley of ASNE indicated the desire to help individual teachers by providing scholarship to teachers. Council provided information on the *Time-Out for Diversity* self-analysis. Could it be considered as part of National Journalism Week? Comments from board members suggested that media educators work to add diversity to their staffs and to their coverage and that JEA publish a list of what might be done to make changes after an analysis of one's staff and coverage is made.

•Motion by Matson; second by Tantillo - That JEA places in the Scholastic Journalism Week packet the *Time-Out for Diversity* self-analysis information along with ideas for follow-up. Motion passed unanimously.

✓ A report on Endorsement and Partnerships by President Hall: Endorsement has been made to the Campaign for Tobacco-Free Kids®. The group sponsors two writing contests a year: one in the fall and one in the spring. The group awards \$750, \$500 and \$250 prizes for articles relating to tobacco use and abuse. The committee did not endorse the group who presented this morning. The decision was primarily based on two considerations: (1) Does this group's proposal fall in line with JEA's mission? (2) How much problem/concern is there in its profit/nonprofit status? JEA will revisit its previous endorsement of Highwired.net. Recent flyers sent to administrations promised control to administrators of every publication on-line. A question of identity arose: Highwired.net and Highwired.com. President Hall and the endorsement committee will meet with Highwired.net contacts to get more information.

✓ John Bowen presented the following addition to the JEA position statement about on-line freedom.

JEA strongly opposes any restriction on legally protected speech on scholastic journalism websites and specifically endorses the use of student names and/or photos. The Supreme Court's decision in the Communication Decency Act of 1996 said, "As the most participatory form of mass speech yet developed, the Internet deserves the highest form of protection from government intrusion." Since commercial print publications have no restrictions on use of names and/or photos, and since JEA believes scholastic publications should also experience similar freedoms, we see no difference in the way the scholastic publications using the Internet should be treated.

Motion by Bowen to add this statement; second by Matson. Passed unanimously.

Discussion Highlights: The number of incidents of rapists and stalkers is so minimal that they are basically nonexistent. It was suggested that education of schools and staff was necessary, with information statements provided to parents and school patrons a help. The NASSP's stance on this situation is that it is a local control issue. Much of the problems lies in the fact that it is an emotional issue, and little can be done to combat fear in people.

REPORTS:

★ Bowen and Perkins Bowen: The Student Press Law Center. SPLC has received a grant from SOROS to do strategic planning. One and a half days will be spent in Washington, DC with the entire board sharing in the planning.

★ President Hall directed thanks to Craghead for her and the committee's work on nominations and awards. They have provided press releases. He also thanked those who have volunteered to write columns for *Quill and Scroll* magazine. Those writers include: Daughtry, two multi-cultural committee members, Coy Henderson, ~~Pat Grant~~. Hall asked for additional volunteers for column writers and noted that adhering to the length requirements was necessary. He announced that Barbara Flanagan had resigned her position as Region 7 Director, citing her own job requirements. Hall indicated he would name a new director after advertising the position in the Northwest.

★ Funtney: Financial Report. The balance sheet as of October 31, 1999 shows Total Assets of \$ 511,906.65 and Total Liabilities and Equity as \$511,906.65. A profit and loss report on the 1999 Advisers Institute, Sequence II and III was also submitted. Sister Rita Jeanne filed her report on status of scholarship Funds. To date, only one claim for JOY scholarship money has been submitted. That came from the Journalist of the Year, Aaron Sharockman. She reported that our investments earned an average yield of 7.31%.

★ Melton: On-line Journalism. Reported on *Curriculum Technology Quarterly* a publication by the Association for the Supervision and Curriculum Development, (ASCD).

★ Ann Visser: Reported on *Tips for Traveling*, a document being created by Iowa advisers. It is a guide for advisers who attend conventions. Discussed the possibility of putting this on JEA's web page.

★ Steve Matson: Expressed greetings to JEA members from Fern Valentine. She suffered a minor stroke in the fall, but is better now. WJEA is publishing a 100 page member handbook, hoping to put all information in one area. They are working on draft 7.

★ Norma Kneese - Multicultural Commission. Introduced Albert Martinez who attended JEA's Adviser Institute. Spoke about minority scholarships to attend conventions. They are designed to bring in local people; the commission looks for sponsors to get these individuals to the convention. The application deadline, when they are due to the local committee, should be worked out with the local committee chair. The commission wants to revisit diversity training for the Board. It can be modeled first with the board and then offered as a workshop at conventions as diversity training for advisers. The commission may have something in place for the Board for Anaheim in the spring or in Kansas City in the fall.

★ Nominations Committee includes Cheryl Pell, John Hudnall and Chair Julie Dodd. The goal is to put at least two names on the ballot for all positions. They hope to have names of those who will run for board positions in place by Oct. 1.

★ Kneese - Outreach Committee. Encouraged regional directors to take information back to the different parts of the country so that more individuals can be reached.

★ CJET & NewsWire: Available in the bookstore are reprints of the CJET winter issue *Covering the unimaginable*. It represents more than 100 authors, many of whom had never heard of JEA. Several individuals contributed many hours of editing. We should also recognize the support from the professional press for this publication. *The Rocky Mountain News* in Denver was especially helpful for the Columbine coverage. The third issue will include anniversary coverage and the fourth issue has not set topic, but Wilson wished to solicit material.

NASSP

★ Graff reported on NCTE. NCTE will meet in New York and JEA can have a free table for display. Work is still underway with the NASSP on the Principal's Guide, but since the NCTE contact left and nothing had been recorded in writing, they basically have to start over again.

★ Dodd reported on Scholastic Press Association. A two-hour block of time has been set aside for their meeting in Atlanta. Board members and active people from any state are invited to attend if they should choose to do so.

★ Perkins Bowen reported information on Carol Lange's website Thinkquest. It is one of eight finalists for a website award. Check it out at www.thinkquest/library.adv.org/50084

★ Comments concerning status of computers and JEA were made by Jake Palenske, Headquarters webmaster. He reported that the version of MicroSoft being used is not Y2K compliant. We have three computers that belong to JEA. Connie Fulkerson has recently received an IMac with 330 mhz, after her old computer simply died. Palenske has literally duct-taped some powerbooks together that are being used by the Write-Off committee. Puntney and President Hall both need updated computers. He asked that we devise some kind of long-range plan to begin updating that sort of equipment on a regular basis.

★ For the final 30 minutes of the meeting time, President Hall divided the Board members into six groups with directions to (1) take a look at present expenditures and determine if we should make changes and (2) create a wish list - things you believe JEA should be spending money on in order to benefit its members. Results of those mini-sessions were presented to the Finance Committee Chair Melton for his committee's meeting.

★ Bernadette Tucker arrived and reported from the Write-Off Committee that things were going well. A total of 1,730 students representing 161 schools had registered for the contest.

At 3 p.m. Dunaway moved to adjourn; Kneese seconded. Motions carried by unanimous vote.