

Journalism Education Association Board Meeting
Thursday, Nov. 9, 2001
Sheraton Fairfax A, Boston, Massachusetts

President H.L. Hall called the meeting to order at 8:30 a.m.

Past President Candace Perkins Bowen called the roll.

Those present included:

Board officers: H.L. Hall, president; Ann Visser, vice president; Terry Nelson, secretary; Candace Bowen, past president/convention coordinator. **JEA Headquarters:** Linda Puntney, JEA executive director; Connie Fulkerson, JEA administrative assistant. **Editor** Bradley Wilson, C:JET and Newswire publications. **Regional directors:** Steve Matson, Region 1; Tony Gomez, Region 2; Rod Howe, Region 3; Susan Roberts, Region 4; Sylvia Daughtry, Region 5; Carol Lange, Region 6; Jane Blystone, Region 7. **Commission chairs:** John Bowen, Scholastic Press Rights; Michael Dunlap, Development/Curriculum; Carla Harris, Certification; Norma Kneese, Multicultural; Mary Patrick, Junior High/Middle School; **AD HOC board member** Joe Nations. **Liaisons:** Julie Dodd, Scholastic Press Association Directors; Pat Graff, NCTE; Tom Rolnicki, NSPA executive director. **Outreach participant:** Anita Eatman, Florida Second participant Doug Peterson, from the Bureau of Indian Affairs, could not attend the convention because of travel and last minute release difficulties.

Approval of Minutes- Terry Nelson

The minutes of the Board meeting from San Francisco were corrected to read:
"Steve Matson from the northwest area reports that two workshops at Ashland, Oregon and Ellensburg, Washington are available for advisers and students. Contact the Web site at jcomm.uoregon.edu/~ojea/ for information about the adviser workshop at Southern Oregon State University, sponsored by the Oregon Journalism Education Association, and nwsp@ccmail.orst.edu for information about the student workshops at Oregon State University, sponsored by Northwest Scholastic Press., Steve Matson also asked to include the information for the Washington workshop at www.wjea.org.

Motion to approve minutes made by Susan Roberts; seconded by John Bowen.
Minutes were approved unanimously.

President H.L. Hall asked for a moment of silence for the victims, families, rescue workers and members of the military resulting from the terrorists attacks of Sept. 11.

Old Business

Profit/Loss Statement (San Francisco) - Linda Puntney
Report is not final due to outstanding money from uncollected registration fees amounting to \$8,602.00, half of which would be reflected as JEA income. Net income is reported at \$187,733.50, and that the group is on target with budget. Profit on the San Francisco convention is \$116,321.86, which included 5367 delegates: 4313 students; 656 advisers; 398, elementary registrants. Jane Blystone noted that this convention is the first time that 10 states have sponsored a national conference.

Motion made by Candace Bowen that we officially thank the local committee for a fine convention..

Seconded by Carla Harris. Approved unanimously.

Quarterly Financial Statements - Linda Puntney

As of Sept. 30, 2001 22.2% of the yearly income has been raised; with 18% spent. Total assets amount to \$644,594.01. The total income represents 120.7% of the amount anticipated, which was due to the success of the San Francisco convention.

National Standards - Candace Perkins Bowen

Candace reported on the need for JEA to draft national journalism standards and has collected various state standards, including those from Indiana, Michigan and Texas. Committee members include Cheryl Pell, MIPA; Randy Vonderheid, ILPC; Terry Nelson, IHSPA, in addition to Bowen and Puntney. The group is scheduled to meet immediately following the board meeting. Members will consider national standards to reflect journalism teachers and/or student outcomes. Has talked with Ball State University Dean Roy Weaver regarding what would be most useful to JEA members.

Candace also reported that the NCTE report on standards as they apply to journalism will be published in a book of vignettes, according to Pete Feeley, acquisitions editor, who expects to have the book published by next fall.

AP Journalism Class - H.L. Hall

Lee Jones of the AP board will present a session at this conference, summarizing the national survey at 10 p.m. on Friday.

Let Freedom Ring Award - John Bowen

Eighty-two schools applied for this distinction in its second year, with 10 receiving the award; nine of which are present at the convention. For the first time, a private school has been recognized. Advisers are reminded that they should reapply even if they received the award last year. Question raised that clarification may be needed on who makes the decision on content: teacher, adviser or student.

Semiannual Reports/Guidelines - Ann Visser

Five board members did not respond with reports. Ann asked for feedback from board members on how to proceed with members who did not prepare a semiannual report on a timely basis. H.L. Hall suggested that Ann Visser take it to the state directors' meeting to discuss. Ann will post report on the JEA Website next week following any corrections or additions. The deadlines for the reports are always October 15 and March 15.

K-State/JEA Contract - Linda Puntney

This area was presented out of order and pulled up in the agenda because of K-State guest Dr. Todd Simon's presence. All offices of JEA will now be located in Kedzie Hall as of May 1. Changes addressed: 1) delete administrative assistant, under Point 3, JEA Office Manager. and insert office manager. 2) Point #4, JEA Office Assistant, is a new addition to the contract of a JEA Office Assistant with KSU and JEA equally sharing the costs amounting to \$11,000 apiece. 3) Delete the words between the parenthesis in #1 of Workshops. 4) The words, times per year will be edited out of point #2, Publications.

Joe Nations
Susan Roberts

Motion made by Sylvia Daughtry and seconded by Michael Dunlap that we accept the new contract with the four amendments between JEA/KSU for another 5 years.

Motion carried unanimously.

Las Vegas Retreat - Tony Gomez and Linda Puntney

Tony Gomez reported that the Las Vegas Retreat was attended by 23 people for four days, which is an extension of an extra day. Next year the retreat will be held in Las Vegas again, although there is no contract yet and the parties are still in negotiations. Tony also noted that Linda Puntney always teaches without pay. Linda noted that she did not expect to be paid.

Motion made by Tony Gomez and seconded by Sylvia Daughtry to add Linda Puntney to the faculty list for payment of \$500 for her work on the Adviser Retreat.

Motion carried unanimously.

Scholarship for prospective J-teachers - Candace Perkins Bowen

It was reported that there were eight applicants for this scholarship. Candace reported the need to work on more brochures because of the low number of applicants. The final selection was made by JEA board members H.L.Hall and Jane Blystone, and Dow Jones deputy director Linda Waller, who unanimously selected Jennifer Lennox as the recipient.

Ryan White Award and Literacy Award - Carol Lange

Carol asked the board if she should seek to refile for the awards. Motion was made by Jane Blystone and seconded by Norma Kneese that Carol Lange submit grant application process for the NEA/JEA Innovation Literacy Promotion Award at \$1000.

Motion carried unanimously.

Favorite Teacher Award - Norma Kneese

Motion made by Norma Kneese and seconded by Mary Patrick to Implement the Teacher Impact Award of \$1000 as friendly amended by Bradley Wilson to reword the title to substitute the word Inspiration for Impact making the title the Teacher Inspiration Award.

Motion carried unanimously.

Regional Directors/Minority Advisers - Tony Gomez

Norma Kneese asked for additional follow-up to diversity issues. Terry Nelson suggested that the members of the Multicultural committee look at the possibility of a name change to Diversity... Tony Gomez suggested each regional director bring a person of color to each convention and tie the expense to the Outreach budget. Guidelines would need to be in place, such as paying \$100 refundable at the end of the conference. He noted there is \$1500 budgeted for outreach for the seven regions. Linda Puntney suggested that the group submit a budget proposal for April for the plans to take place in the fall of 2002. Linda also suggested that JEA find a room and a mentor for them, perhaps the regional directors can be responsible for mentoring. After some discussion on the practicality of new teachers attending the national convention over their own state convention, the recommendation was made that the regional directors have the state directors identify one teacher of color for attendance at the state level.

Council of Presidents - Linda Puntney

Linda reported attending the Council of Presidents meeting in Milwaukee with the theme of Newsrooms of Tomorrow and a youth involvement focus. She brought back some literature to share with members of the board. The board recessed for lunch at 12:05 p.m. and reconvened at 12:35 p.m.

Barbara Flanagan, local chair, welcomed the JEA board to Boston and reported there were a large number of professional speakers especially from the Boston Globe newspaper, a new narrative strand at the convention, 23 MediaTours that were all full, and 116 Scholarship recipients with JEA funding 50 and the rest funded from outside groups.

Technology Committee - Bradley Wilson

Bradley reported that the committee recommended to leave JEA Talk and Listserv alone, and to educate people about services in C:JET. This summer members of the committee visited the national office of JEA and upgraded hardware and revised the data base, which was prompted by staying up all night to prepare the Write Off Contest certificates. The committee members keyed in all names and their correct spelling, with each school having a School number and a JEA number so membership data base was not deleted whenever the JEA membership of a particular school expired. The members are also creating a Web Style Guide. Fifteen thousand dollars in the purchase of audio visual equipment, including three computer projection devises was proposed with the idea that the equipment would pay for itself in the reduction of renting hotel audio visual equipment each convention.

Listserv Recommendations - Candace Perkins Bowen

Candace reported that as of Sept. 25 there were 468 JEA members using the Listserv, and currently 466. Sylvia Daugherty suggested that the Board officially thank Candace for managing the listserv, while Candace gave credit to Bradley Wilson for articles on how to manage the Listserv.

Newswire Proposal - Bradley Wilson

Bradley suggested that the group randomly select 200 JEA members for analysis of the need for the two different publications: C:JET and Newswire. A focus group could be enlisted at the Dallas convention. The Board wanted to go on record to officially thank Bradley for his work on the publications.

Convention Committee Assessment - Candace Perkins Bowen/Carol Lange

Candace and Carol suggest that H.L. Hall appoint a committee to work with Linda Puntney and Tom Rolnicki to assess what we have now for parameters of local committee members, amount of work in addition to the national organizations roles.

Carol suggests that the group define the roles of the state director, regional director and board members. Steve Matson suggested guidelines passed on from each convention local chair to the next. H.L. appointed a committee with Candace as chairperson to report back in Phoenix with suggestions on responsibilities. He suggested that non-board members be on the committee also.

Endorsement and Partnerships - Steve Matson

Steve attempted to clear up and revise the definition of „partnerships,“

by adding a third category of sponsorships, which already exists, resulting in the Endorsement, Sponsorship and Partnership, "A" committee. Steve explained JEA currently has two partnerships: one with NSPA for the national convention; and a second with Kansas State University for the JEA headquarters. An endorsement would be like the Campaign for Tobacco-free Kids and an example of a sponsorship could be yearbook companies or Channel One.

Steve reported that Interactive Yearbook Company proposal was heard last night and that the company will consider being a sponsor. Steve advocates the creation of a new Endorsement/Sponsorship/Partnership committee.

Convention Updates - Linda Puntney/Candace Perkins Bowen

Tom Rolnicki, executive director of NSPA reported that there were 3071 delegates to the Boston convention, with 41 registered after Sept. 11 that were not attending, resulting in 3030 actual candidates. Because of the lower numbers of delegates, NSPA and JEA would register a \$42,000 loss each over expectations from past conventions. This year there are 405 delegates from the six states in New England. Jane Blystone and Barbara Flanagan were applauded for involving every single state in the region.

Linda reported that Atlanta, Georgia was tentatively slated for the Fall of 2004 due to the Marriott Marquee hotel in Atlanta pulling out. The dates will be Nov. 16-19, 2004, and that the Hotel rates at the Hyatt Regency will be under \$200 for a quad room.

Other potential future convention sites include Philadelphia, Nashville and Denver.

A motion was made by Jane Blystone and seconded by Carla Harris that JEA/NSPA go to Atlanta in the Fall of 2004. The motion carried unanimously.

Journalist of the Year - Linda Puntney/George Srour

George reported that as the former Journalist of the Year, there is effectively no way to give back to the organization and share experiences with other student journalists. The Indiana High School Press Association paid for George to come to Boston to address the board with his proposal and to speak at the convention.

A motion was made by Terry Nelson and seconded by Ann Visser to invite the National High School Journalist of the Year to the fall convention to speak and JEA will pay the hotel and transportation costs.

The motion carried.

Headquarters - Linda Puntney

Linda distributed a membership report which shows JEA with the largest membership ever with 2415 members. This number is due in part to the free JEA memberships provided by ASNE this year in their national programs and the free memberships offered to newcomers from the New England states as an enticement to join. Jane Blystone will write letters to the those with free memberships and

urge them to continue their memberships. Steve Matson suggested targeting states for increased membership when the national convention is close.

H.L.Hall said someone should track new people through the data base to see the results of the free memberships. The question of whether to reduce membership fees for college students will be brought up in the budget discussion.

Student Press Law Center Board Report - Candace Perkins Bowen and John Bowen
Candace reported that the SPLC reduced the number of board members and to keep contact with groups represented on the earlier larger board. There are also plans for an Advisory Council. Merle Dieleman is the JEA representative on the SPLC Board.

Regional Directors

Regional Director Jane Blystone reported that students editors were invited to be on the board by the Department of Education in Pennsylvania to help set stronger student publications code to state legislators.

Regional Director Rod Howe questioned the potential of JEA conducting Regional Conventions. Regional Director Carol Lange asked what the board was doing regarding principal conventions.

John Bowen reported that Guidelines for the Scholastic press, is due to be distributed to principals, and for members to report any problems with prior review or restraint to the Student Press Law Center.

Pat Graff advised that schools who offer journalism in their curriculum must be able to record where the standards are met, and can show administrators that journalism has good programs. Pat suggests that JEA needs to cultivate their NCTE contacts.

Commission Chairs

Carla Harris reports that there are 12 JEA members taking their tests for CJE, and 3 for MJE at the Boston convention.

Committee Chairs

Carla Harris requested written criteria for Lifetime Achievement Award.

Jane Blystone suggested applicants use a consistent form that will be available on the website and to restrict the entrant documentation to 3 to 5 pages.

H.L. Hall thanked Carla Harris for establishing a timeline for awards and their deadlines.

Julie Dodd asked Norma Kneese and Joe Nations to add names for a more diverse board for the nominations committee's consideration. The current committee makeup includes Bart Asato, John Hudnall, Vanessa Shelton and Cheryl Pell.

NCTE - Pat Graff, liaison

Pat reports that JEA will have a presence at the NCTE national convention in Baltimore next week. JEA is not on the program. It is important that we attend to forge a more concrete link with the English group particularly in regard to the writing and assessment of standards, and for book and publications, and censorship issues. Pat also reported to the board that if anyone wanted to call NCTE they have a CD rom of 300 books that have been challenged in regard to censorship, and that the group will write a letter for teachers if they need support.

Scholastic Press Associations - Julie Dodd, liaison
Julie reminded board members that there would be a meeting for all state press directors on the topics of financial and safety concerns at the state conventions, if any board members would like to attend.

Matters Introduced by Members
Tony Gomez requested a laptop PC for Sunday.

Ann Visser reminded board members never to look at the agenda and think it's going to be a short meeting.

A motion was made to adjourn by Rod Howe and seconded by Norma Kneese.

The meeting was adjourned at 3:30 p.m.

Respectfully submitted,
Terry Nelson, JEA secretary