

## Minutes of the Journalism Education Association Board Meeting

Hyatt Regency \* Dallas

November 21, 2002

- 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:

H.L. Hall, president

Ann Visser, vice president

Terry Nelson, secretary

Candace Bowen, past president

Linda Puntney, JEA executive director

Connie Fulkerson, JEA administrative assistant

Bradley Wilson, C:JET and Newswire editor

Regional directors: Jane Blystone, Region 7; Tony Gomez, Region 2; Rod Howe, Region 3; Carol Lange, Region 6; Steve Matson, Region 1; Susan Roberts, Region 4.

Commission chairs: John Bowen, Scholastic Press Rights; Mary Patrick, Junior High/Middle School; Norma Kneese, Multicultural; Carla Harris, Certification

AD HOC board members: Joe Nations and Theodora "Teddi" Johnson

Liaisons: Julie Dodd, Scholastic Press Association Directors; Diane Honda, NCTE

Tom Rolnicki, NSPA executive director

Outreach participants: Zena Whitworth, Hyattsville, Maryland and Nedone Brantley, Houston, Texas

- H.L. Hall recognized Carol Lange, Region 6 Director, and Terry Nelson, secretary, for their years of service to the board. Neither one is seeking

reelection. Hall also said he had accepted Mike Dunlap's resignation as Development/Curriculum chair, and he thanked Mike for his work with JEA.

- Minutes of the board meeting in Phoenix, Arizona were approved as amended to include Nashville's Opryland Hotel as the convention site, Nov. 9-12, 2006.

Minutes of the general membership meeting in Phoenix, Arizona were approved.

### **Old Business**

- Linda Puntney presented the profit and loss statement from the Phoenix convention. The total JEA income was \$139,825. Total JEA expenses were \$60,629.35 for a profit of \$79,195.65. There were 3605 total delegates, including 2711 students, 447 advisers, 285 comps. and 162 exhibitors.
- Linda Puntney presented the quarterly financial statement, reporting that the investments were down and that the portfolio decreased in market value in the amount of \$41,364 from April 1, 2002 until Oct. 31, 2002, for a decrease of 9.77%.
- H.L. Hall reported that the AP Journalism class was still being considered by the College Board, and that Director Lee Jones said the board was in the process of updating what the components should be in all AP classes and reviewing the present offerings. No formal decision will be made before the board's advisory committee meeting next spring.
- Rod Howe presented the resolution on Ethics of Awards Competition, and moved approval, which was seconded by Susan Roberts. After discussion, Terry Nelson presented an amendment that the resolution should delete the specific guidelines, ending with "In light of these canons, the Journalism Education association encourages its members to adhere to these ethical standards when announcing results of awards competitions. Carla Harris moved to table the resolution until after lunch so that members could study the resolution.
- Candace Bowen reported that the NCTE book showing how journalism met NCTE standards was finished and for sale in the JEA bookstore. The book was financed by JEA and NCTE.

- John Bowen reported that there were 89 applicants, with 29 semifinalists and seven finalists for the Let Freedom Ring award presented at the Thursday evening program in Dallas. “Lack of specific focus on who can petition in the schools and why” was given as the reason many schools did not become award recipients. John’s committee will review the questionnaire for the fall. Steve Matson suggested that the group consider drafting model school guidelines to be included in the packet mailed to all schools.
- Linda Puntney reported that 75 participants attended the Adviser’s institute, with 34 at the first institute in Las Vegas, the largest number ever; 15 enrolled in Desktop Publishing, and 26 enrolled in sequence 2. Carol Lange suggested that the group consider Philadelphia or Nashville, with its First Amendment Center, as alternate locations for the future.
- Norma Kneese announced that a brochure for the Teacher Inspiration Award had been mailed to JEA members and that the brochure was also available in the JEA Bookstore. The deadline for nominations is March 1. The first award will be presented in Portland this spring.
- H. L. Hall reported that the recommendation for the Semiannual report to become an annual report was defeated by the e-mail vote of the board because there was one vote against the change and an e-mail vote must be unanimous. It was moved by Ann Visser and seconded by Carla Harris that the semiannual report become a director’s report once a year. Motion carried 9-3. In a second related motion, it was moved by Rod Howe and seconded by Norma Kneese that the deadline for the annual report be March 15. Motion carried.
- Ann Visser reported that the mentoring program under the curriculum commission had in essence died and that Jane Blystone will assist Ann in starting the program back up. It was suggested that they contact former board member Kathy Zweibel who started the original initiative.
- Ann Visser and Linda Puntney reported that \$10,000 has been allotted in the budget for a Think Tank meeting with selected board members, including Candace Bowen, Julie Dodd, H.L. Hall, Rod Howe, Norma Kneese, Mary Patrick, Linda Puntney, Susan Roberts, Ann Visser and Bradley Wilson, and that the group needed suggestions for a focus of discussion from the list of topics which Board members received in their packets.

- Terry Nelson reported that at the spring budget meeting, money was allotted for the creation of a Career Brochure for students interested in pursuing Journalism Education. Norma Kneese, Candace Bowen, Susan Roberts and Linda Puntney agreed to be on the committee to create this document.
- H.L. Hall reported that an e-mail vote of Board members was taken during the summer to reduce the membership fee for first time JEA members to \$20 for teachers in Utah.

The motion passed unanimously.

### New Business

- Linda Puntney reported that there were no new convention site proposals.
- Linda Puntney reported that there was a need to build and retain membership. The practice of giving free or reduced memberships did not seem to be worth the expense. For the Boston convention, 212 memberships were given free, resulting in over \$6000 mailing costs to JEA, and only 39 advisers renewed their membership for the second year. Candace Bowen moved that “we host an Adviser’s Retreat in Nashville the summer of 2003; that we establish a mentoring program for teachers in contiguous states to Tennessee and hold three regional workshops: one in 2004, 2005 and 2006 in contiguous states to Tennessee.” The Motion carried.
- Linda Puntney and Bradley Wilson presented a new Advertising Rate Sheet with increased advertising prices and a revised structure for services for the C:JET and Newswire.
- Linda Puntney reported that the organization had undergone an audit and that we were “in good shape.”
- H.L. Hall said that complaints had been made regarding the board’s decision at the Phoenix meeting regarding the restrictions on complimentary registration fees for judges and speakers. Carla Harris moved and Rod Howe seconded that ‘we return to the former practice of comping those who present.

one workshop and judge.” Motion carried.

- The tabled motion regarding the Resolution for Ethics of Awards competition was brought back for discussion. The motion to accept the document as amended was defeated, 4-8. Board members asked Rod Howe if he could rewrite the resolution and present it again for adoption at a future board meeting.

- Candace Bowen sought advice from the board on how to disseminate the National Journalism Teachers Standards. It was suggested that Candace seek suggestions at the state director’s meeting, and that Linda Puntney should present the document at the NASSP meeting in San Diego. The suggestion was made for a similar document addressing Student Learning Outcome Standards to be drafted. Terry Nelson and Susan Roberts volunteered to help Candace create the student standards.

- Candace Bowen discussed the need for a bylaw revision to ~~Article IV: Board of Directors, Section 1: Officers~~. This section deals with the <sup>past</sup> president's responsibilities. She moved that “as a parliamentarian to the association’s board of directors:” be struck, that “coordinator” be changed to “consultant” and that “with special emphasis on his/her area(s) of expertise.” be added to the end of the statement. John Bowen seconded the motion. Motion carried.

- Bradley Wilson presented the Technology Committee’s Resolution on the Use of Copyrighted Images that addressed the use of images without the appropriate permission of the owner. The motion to accept the resolution as presented was made by John Bowen and seconded by Carol Lange. Motion carried.

- Mary Patrick presented a proposal for Middle School Mail-In Contest for review and consideration by the board. The proposal outlines the types of contests, rationale and time frame. Mary Patrick moved that “we allow Junior High Commission to consider applications of Write-In contests for middle school and junior high students.” The motion was seconded by Jane Blystone. Motion carried.

- Julie Dodd discussed the need for a policy addressing the possibility of

contests for students who choose to be home schooled. Currently no policy exists and questions have been raised. No action was taken.

- Norma Kneese expressed budget concerns for outreach programs. The group suggested this become an item for the Think Tank to explore.
- Julie Dodd presented the slate of officers for the 2003 elections. They are: Ann Visser, president; Tony Gomez and Jack Kennedy, vice president; Merle Dieleman and Susan Tantillo, secretary; Steve Matson, region 1 director; Ellen Kersey and Mark Newton, region 2 director; Bob Bair and Rod Howe, region 3 director; Linda Drake, Wayne Polk and Susan Roberts, region 4 director; Brenda Gorsuch and Anne Whitt, region 5 director; Carmen Mann, region 6 director; Jane Blystone, region 7 director; Carla Harris, certification commission chair; Lori Oglesbee, development/curriculum commission chair; Norma Kneese, multicultural commission chair; John Bowen, scholastic press rights commission chair; and Mary Patrick, middle school/junior high commission chair. This slate will be presented and nominations will also be taken from the floor at the general membership meeting.

#### **Reports (Additions to the seminannual report)**

- Linda Puntney, Headquarters, suggested that current board policy concerning board member's rooms at convention be changed. Current policy states that board members must share a room with another board member, or if they want to share with someone else or room by themselves they must pay the difference in the room cost. Tony Gomez moved that "we try for one year to give JEA board members and full time JEA staff a choice of a single or double room for national conventions. If they choose a double room, they can choose their own roommate." The motion was seconded by Steve Matson. Motion carried. This motion will be in effect for the Portland convention and the Washington, D.C. convention in 2003.
- Also under Headquarters, Linda Puntney asked that the board approve \$250 Christmas bonus checks to the full time staff of Connie Fulkerson, Claudia Ingwersen and Sharon Tally, and that it could be taken from the group's "Sunshine Fund." Ann Visser moved and Rod Howe seconded that "JEA headquarters staff will receive a \$250 Christmas bonus each." Motion carried.
- John Bowen announced that the next meeting of the Student Press Law

Center's Board would be at the Poynter's Institute in January, and that the Advisory Committee was becoming more active.

- In the President's Report, H.L. Hall announced that a rubric similar to one that Dick Johns had developed for the selection of the Dow Jones TOY program would be used in selecting the Yearbook Adviser of the Year. He also reported that both he and Linda would travel to the winner's school to announce the award in person.

- **Regional Director's Reports:**

Carol Lange, Region 6, reported that there were 24 entries in the feature writing and 4 entries in the editorial commentary portions of the Ryan White contest. Carol also reported that Sarah Ortman, long time member of JEA had resigned as the Ohio State Director.

Rod Howe, Region 3; reported that he had received complaints from members not receiving enough materials early enough for the national convention.

- **Commission Reports:**

Carla Harris, Certification, reported that many JEA members have not renewed their certification and suggested that regional directors make the contacts for renewals. She said of the 639 CJE members, only 405 were active. There are 117 MJE members.

- **Committee Reports:**

Carla Harris, Awards chair, announced that Rob Melton was the recipient of the "Carl Towley" award and would accept his award in Portland in the spring. The "Yearbook Adviser of the Year" announcement and presentation would also be made at the spring convention.

Terry Nelson, Scholastic Journalism Week chair, distributed copies of the new scholastic journalism publication that would be mailed to all members in mid-December.

- Bradley Wilson, editor of C:JET, announced that Issue #3 would include information about Maestro reporting, and that the Newswire publication would

be out Dec. 1.

- H.L. Hall reported that Diane Honda, the new NCTE liaison, was not present at the Board meeting because she was attending the NCTE meeting in Atlanta. He also reported that he and Linda Puntney and Carol Lange would be going to the NCTE meeting to present workshops immediately after the JEA convention ended.
- Julie Dodd, Scholastic Press Association liaison, reported there would be a meeting of the state press directors Saturday morning and that they were would discuss how to best work with yearbook publishing companies and security at state press conventions.

It was moved by Ann Visser and seconded by Terry Nelson that the meeting be adjourned. The meeting was adjourned at 2:30 p.m. (the earliest ever, according to H.L. Hall).



**Corrections to Board Meeting Minutes of the Journalism Education Association  
Hyatt Regency, Dallas, November 21, 2002**

Page 1: Diane Honda, NCTE Liaison, was absent as she was attending the NCTE convention.

Page 5, last bullet point should read: Julie Dodd asked if JEA or other scholastic groups have policies regarding including in contests students who choose to be home schooled. Currently JEA has no policy. No action was taken.

**Corrections to General Business Meeting Minutes of the Journalism Education Association  
Hyatt Regency, Dallas, November 22, 2002**

Page 1, end of third bullet point should read: Julie announced that the candidates' bios and photos and 150-word statement of goals would be published in Newswire and be posted on the web by mid-December.

Page 3: Carla Harris, Certification chair, announced that there have been 639 CJE recipients and 117 MJE recipients since the program began and reminded members that they needed to renew their certification every five years.

Page 3: Candace Perkins Bowen, past president, reported that the National Journalism Standards for Journalism Educators had been approved by the AEJMC at their national convention, and we need to get a copy of those teacher standards to the state departments of education.