

Minutes of the Journalism Education Association Board Meeting

Thursday, November 20, 2003

Washington Hilton, Washington, D.C.

- President Ann Visser called the meeting to order at 8:32 a.m..

- Past President H.L. Hall called roll. In attendance were:

Ann Visser, MJE, president and Finance Committee chair

Jack Kennedy, MJE, vice president and Scholastic Journalism Week chair

Susan Tantillo, MJE, secretary and Award Committee co-chair

H.L. Hall, MJE, past president

Linda Puntney, MJE, JEA executive director

Connie Fulkerson, JEA administrative assistant

Bradley Wilson, CJE, C:JET editor and Technology Committee chair

Carla Harris, MJE, Certification Commission chair

Lori Oglesbee, CJE, Development/Curriculum Commission chair

Mary Patrick, CJE, Junior High/Middle School Commission chair

Norma Kneese, MJE, Multicultural Commission chair and Outreach Committee chair

John Bowen, MJE, Scholastic Press Rights Commission chair

Steve Matson, MJE, Region 1/Northwest Regional Director

Ellen Kersey, CJE, Region 2/Southwest Regional Director and Award Committee co-chair

Bob Bair, MJE, Region 3/North Central Regional Director and Publications Committee chair

Susan Roberts, MJE, Region 4/South Central Regional Director

Brenda Gorsuch, MJE, Region 5/Southeast Regional Director

Carmen Mann, CJE, Region 6/Mid-Atlantic and Great Lakes Regional Director

Jane Blystone, MJE, Region 7/Northeast Regional Director and Scholarship Committee chair

Joe Nations, Ad Hoc Board Member

Theodora "Teddi" Johnson, Ad Hoc Board Member

Cristina Casero, Outreach Participant

Julie Dodd, MJE, Scholastic Press Association Directors Liaison and Nominations Committee chair

Candace Perkins Bowen, MJE, JEA Listserv Liaison

Tom Rolnicki, NSPA Executive Director

- Approval of board and general membership meeting minutes (Portland):

Addition to board meeting minutes for April 10:

Page 6: Hall also thanked Rod Howe, CJE and unsuccessful regional director candidate, for his past service to JEA.

Hall moved to accept both sets of minutes with the addition. Kneese seconded. Motion passed.

Old Business

- Profit/Loss Statement (Portland)...Puntney

Puntney reported JEA income of \$156,944.20 (including Write-offs) from the Portland convention and JEA expenses of \$71,943.01 for a JEA profit of \$85,001.19.

Additional expenses are incurred in renting a convention center. JEA and NSPA paid \$28,550 (split 50/50) to rent the Portland Center. The center charged \$625 to turn rooms for Write-offs. JEA and NSPA received \$15,525 (split 50/50) from hotels to help pay for the center. Additional hotel income may still be realized. Of 3596 delegates, 254 were complimentary. \$2060 remains uncollected. NSPA does not accept new convention registrations from uncollected schools until they pay past debt.

- Quarterly Financial Statements...Puntney

Puntney presented the July through October 2003 Profit/Loss with Budget. JEA has income of \$310,443.08 and expenses of \$169,226.77 for net income of \$141,216.31 for that period.

- JEA Portfolio Performance...Puntney

Puntney summarized JEA's Portfolio performance January 1, 2003 to October 31, 2003: Opening balance was \$379,886.99 and closing balance was \$437,320.50 for a gain of \$57,433.51 or 15.12%. The gain since April is 11.4%.

- AP Journalism Class...Hall

The contact person is now Walt Jiminez, new director of the College Board. Jiminez said the group is continuing to identify possible courses for AP status but is now seeking financial partners to develop them. Hall suggested he contact Scott Bosley at ASNE. However, to date Hall had not received a copy of a letter from the College Board to ASNE requesting such help. Last May the College Board approved new world languages courses. While College Board directors have been speaking favorably for four years about developing an AP Journalism class, nothing has happened. No movement in speech or drama areas either.

- Let Freedom Ring Award...J. Bowen

Of 158 schools applying, 17 made the semifinal round and three are winners. All three are previous winners. The committee will continue to tweak questions. The question of "Who makes the final decision?" continues to cause problems for schools when different people in the school respond differently. Prior review automatically disqualifies a school from the program. The winners all have very strong administrative support and carry the principles of the First Amendment through all media as public forums. Students choose dramatic productions. Advisers can review content but not make decisions about content. Problems include Internet filters not being removed when student publications staffs ask, petitions cleared by the administration, mandating the Pledge without an opt-out provision, prohibiting names and faces on Web sites, adviser control of the literary magazine, dress codes that interfere with political speech. Unsuccessful semifinalists receive a letter telling them why they were not selected.

Ideas from discussion:

- Discuss the program at the State/Regional Directors meeting so they understand the program recognizes all aspects of the First Amendment, not just publications.
- Call semifinalist applicants before selecting the finalists.

- Add a convention session about how to be a successful applicant.
- Create a rubric and checklist to be returned to all entrants.
- Put a list of bullet items on JEA Web site about what constitutes a First Amendment School.

J. Bowen cautioned about coaching/discussing/educating for how to get past the first round.

Kennedy asked what JEA could do to put more resources behind this program. He said putting the First Amendment back in schools is the most important thing we are doing nationally.

• Annual Report...Kennedy/Wilson

Puntney thanked Wilson for making the dream of a "slick-looking annual report" happen. After praising the first-ever JEA Annual Report, board members suggested the following:

- Improve the state report section.
- Create a template for basic state report information.
- Create more opportunities for anecdotes from states since those were the best reading.
- Turn winners of awards into quick reads.
- Add Teacher Inspiration Award recipients.
- Add Future Teacher Scholarship winners.
- Continue to publish Write-off winners.
- Include more JEA photos.
- Showcase the five major JEA projects/initiatives of the year.

Deadlines: Regional Directors gather information by March 15 and send to the vice president for presentation at the spring convention. The Annual Report deadline for updates is May 15. Since the fiscal year ends June 30, final financial information can be added then.

• Advisers Institute...Puntney

Three sequences will be offered in 2004:

Sequence 1, Nashville Retreat at the First Amendment Center in Nashville: June 13-18, Nashville, Tenn.

Sequence 2, Advising School Publications: July 18-23, Manhattan, Kan.

Sequence 3, Desktop Publishing: July 23-28, Manhattan, Kan.

Cost is \$285 per sequence. Graduate credit is \$189 per credit hour, maximum two hours.

• Teacher Inspiration Award...Hall

Hall questioned the future of this award and who is in charge of it. Tantillo and Kersey agreed to add it to the responsibilities of the Award Committee along with Carl Towley, Medal of Merit, Media Citation, Administrator of the Year and Lifetime Achievement Award. Teacher Inspiration Award is presented at the spring convention with an application deadline of March 1.

• Mentoring Program...Oglesbee

Oglesbee reported receiving more mentor volunteers than she could use. Her plan is to have forms on the Web site by January for both mentors and mentees. She hopes to get names of first-year advisers from Headquarters.

Oglesbee also reported on her experience at the Jostens think tank. With turnover of 1000 new yearbook advisers each year, Jostens is looking for ways to encourage them to stay. Oglesbee suggested Jostens pay JEA dues so advisers are connected to a peer network. This could branch out to the other yearbook companies also. Other ideas are to have the companies pay JEA dues for the advisers' first three years, since these are the critical ones, and to establish a Listserv just for first-year advisers. Puntney thanked Oglesbee for suggesting to Jostens the idea of paying memberships.

- Middle School Contests...Patrick

Patrick reported the 33 entries in the new mail-in contest will be judged following judging for the 12 middle school contestants entered in Write-offs at this convention. Only two students have material in both mail-in and Write-off contests. Patrick will return certificates and rubrics to mail-in contestants. She reported the \$10 entry fee will cover expenses.

- Career Brochure...Puntney

Puntney gave board members the following assignment with a deadline of Dec. 1 to her at Headquarters. Send your responses to "Why go into journalism education?" The brochure's audience is convention students, other high school journalism students, high school counselors, colleges of education, journalism schools, Teach for America program, College Media Advisers, AEJMC Scholastic Journalism Division. Her goal is to have the brochure ready for the spring convention.

- Think Tanks...Visser

C. Bowen will attend a brainstorming session Sunday following the convention hosted by Ball State University and made possible through a grant from the John S. and James L. Knight Foundation. J-Ideas, Institute of Digital Education, Activities and Scholarship, focuses on the impact of technology on scholastic journalism.

- Tennessee Area Outreach...Puntney/Hall

The membership list shows an increase from seven members in the fall of 2002 to 23 in the fall of 2003. These are not free memberships but real, paid memberships. Puntney is doing workshops in the area for Herff Jones. The 2004 Advisers Institute Sequence 1 will be at the First Amendment Center in Nashville. Hall is doing Jostens workshops and has become director of the Middle Tennessee Scholastic Press Association. That group's spring conference will be March 9. Members of JEA's Executive Committee agreed to go to Nashville for their March meeting and to speak at the conference.

- Listserv...C. Bowen

C. Bowen reminded the Board the generic term is "e-mail distribution list." She reported JEAHELP has 709 members as of this convention and said the service began in October of 1998. JEATALK is for JEA personnel.

- Future Teacher Scholarship...C. Bowen

Since encouragement of future journalism teachers is the goal, at C. Bowen's request the Executive Committee voted by e-mail ballot to award three \$1000 scholarships this year since three applicants were unusually strong. They attend Ball State, Kansas State and the University of Iowa. The scholarships will be presented at tonight's keynote.

New Business

- **Proposed Convention Sites...Puntney/Rolnicki**

April 20-23, 2006, San Francisco at the Hilton -- Contracts are signed with firm dates and rates.

April 12-15, 2007, Denver at a Hyatt now under construction -- Contracts are pending. Could use convention center if needed.

Hall moved and Blystone seconded **that the Board approve the sites as suggested.** Motion passed.

- **Partnerships and Endorsements...Puntney**

Puntney presented information and materials from a non-partisan group called Freedom's Answer. It uses teens not yet eligible to vote to encourage all people of voting age to vote. A booklet called "Freedom's Answer" is being included in adviser bags at this convention. A representative of the group has asked to make a 10-minute presentation at Friday's keynote at this convention. Among a list of 67 groups giving their support to Freedom's Answer are Quill and Scroll, the NASSP, the National Association of School Boards, the Newspaper Association of America.

Matson moved and Mann seconded **that JEA endorse Freedom's Answer program to get out the vote.** Motion carried with one vote against.

- **Membership Directory...Harris**

Harris raised a concern that the directory should be more timely. It should be after the election in an election year to include current officers and have a late enough deadline in the fall to include new advisers when they join at the beginning of the school year. Suggestions included publishing directory supplements, posting new members on the JEATALK list monthly, making sure State Directors receive their information packets at the beginning of the school year, using JEATALK as a reminder for State and Regional Directors to request membership status information from Sharon Tally at Headquarters. With JEA's rolling memberships it will always be impossible to have a completely up-to-date directory. However, once a member joins, he/she will appear in the next directory and continue to be listed unless dues lapse.

The plan will continue to be for Headquarters to publish the directory as early in the fall as possible, to publish the bookstore catalogue in the spring, and in election years to send a 2-page supplement with officer contact information to members following the election.

- **Membership Form/Ethnicity Addition...Kneese**

Kneese reported she was unable to include a blank on the convention registration form for this convention because NSPA said "no." Therefore, she and her helpers will distribute the "JEA Multicultural Commission

Survey” at registration, adviser receptions, adviser hospitality, General Membership Meeting and anywhere else they think of to gather information. Her goal is to get specific names of multicultural advisers to make personal contact to get them involved. One-half of the outreach advisers since 1992 are no longer involved.

- **UNITY Conference...Kneese**

The UNITY Conference every five years is the largest gathering of media professionals from different ethnic backgrounds. It includes members of Black, Hispanic, Asian, Native American and GBL professional journalism organizations. This is the third. The first was in San Francisco, the second in Seattle. UNITY 04 will be in Washington, D.C. August 4-8, 2004. Kneese has proposed a session and will hear in January or February if it has been accepted.

Kneese moved and J. Bowen seconded that JEA budget membership and registration for Joe Nations, Norma Kneese, Teddi Johnson and a member of the Executive Committee in the amount of \$1235 to attend UNITY 04 although efforts will be made to obtain sponsorships from other sources. The group representing JEA will submit to the Board a report containing information on future goals and outcomes from this UNITY convention or future conventions. Motion passed.

- **Yearbook Adviser of the Year...Hall**

Costs of the program are not covered by \$2000 from each of the four major yearbook companies (Jostens, Herff Jones, Walsworth, Taylor). The \$8000 from these yearbook companies has remained the same since the program began in 1996. Costs include \$1000 to the winner and \$500 to each Distinguished Adviser (usually three or four) for use in their publications programs, plaques, travel and room for winner to accept at convention, travel to present the award at winner's school, promotion. Hall explained that if an individual is nominated a second time, he or she can only move up in the program, i.e. a Distinguished Adviser cannot repeat as Distinguished Adviser. Jostens' marketing manager asked JEA to find support from other organizations to parallel Dow Jones' support of the High School Journalism Teacher of the Year. If additional funding can be found, the winner could travel to speaking engagements as the Dow Jones winner does. Suggestions for funding included American Society of Magazine Publishers, Adobe, foundations, Apple, Kodak, photo studios, airlines. **Committee to work on this: Kennedy, Hall, Matson, Puntney.**

- **J and S Printing Brochure...Puntney**

When writing blurbs promoting JEA in the materials of other organizations, Puntney, as Executive Director, will include a line that says, "This is not an endorsement of _____" where _____ is the name of the organization in whose materials the blurb appears.

- **Online Services...Wilson**

Wilson described plans to post on the Web site forms to submit lesson plans. His major project, which he hopes to complete for use in 2005, is to enable online membership renewal, bookstore orders and Write-off registration. These would be in a password-protected, members-only section of the Web site. Both time and money will be required.

Mann moved and Roberts seconded that the Board appropriate \$5000 from the Think Tank fund specifically for the use of bringing the membership database, Write-off registration and bookstore online by the fall of 2004. Motion passed.

- Kentucky Outreach...Puntney

We need to do an event in Kentucky in 2004-05.

- JEA Membership Growth...Puntney

In 1987 JEA had 1080 voting members (advisers). As of October 2003, JEA has 2015 voting members. The largest number of voting members was 2144 in fall of 2001 when JEA gave free memberships to those in the Northeast Region. Voting members are down 2% from fall 2002 to fall 2003 while overall membership is up 1% in the same period. Non-voting members include yearbook companies and reps, libraries, state press associations, and others who are not teacher-advisers.

Implications: JEA needs to promote memberships. Communicate more on a one-to-one basis. Figure out how to better serve and keep members.

- Communication...Visser/Roberts

E-mail is convenient but not always reliable. A letter or phone call backup is important if we get no response to an e-mail. We should get in the habit of verifying receipt of an e-mail if we are not going to respond immediately. Board members need to model good communication. Changes of contact information can be sent to jea@spub.ksu.edu.

- National Board Certification...Visser

National Board Certification carries bonus pay in some states. One solution to no test being available in journalism education is to test in English or some other related area and use journalism class materials for the portfolio. "Highly qualified" is a state-determined designation tied to No Child Left Behind legislation. The Certification Commission will explore whether individual states would accept CJE/MJE achievements as part of their "highly qualified" designation.

- Impact of No Child Left Behind...Kennedy

Kennedy moved and Hall seconded that JEA will create a committee to monitor the effects of the No Child Left Behind legislation and make recommendations to the Board as plans of action. An initial report will be presented during the San Diego convention. Motion passed. Committee: Kennedy, chair; Roberts, Gorsuch, Blair, Visser, Nations.

Reports

- Convention Updates...Puntney

Washington, D.C. registration is at 4700 before walk-ins. Wide involvement of professionals is both a plus and a minus as a number have already been pulled away to focus on other responsibilities. This is a problem with the cartooning strand. On the other hand, book signings with authors in the bookstore and following keynotes are a plus.

- Headquarters...Puntney

Although JEA personnel had hoped to move to renovated space in Kedzie Hall, Puntney reported it now looks like that will not happen. She also reported Dr. Todd Simon is stepping down as director of the A. Q. Miller School of Journalism/Mass Communication. He will stay on at Kansas State. A national search is underway for his replacement.

Hall moved and Roberts seconded that JEA thank Dr. Todd Simon for his support of the organization during his tenure at K-State. Motion passed.

Mann moved and Matson seconded that the JEA Board direct the president to write a letter to the administration of the A.Q. Miller School of Journalism/Mass Communications and the administration of Kansas State University expressing the board's concern over the space allotment for the National Headquarters and to encourage the school to find suitable space for the offices and three employees with all deliberate speed. Motion passed.

- Student Press Law Center Board Report...J. Bowen, C. Bowen

Revised Law of Student Press book is due out after the *Hosty v. Carter* (Governors State University in Illinois) case is heard again in January. The Knight Foundation is promising matching funds to help SPLC. SPLC has established a speakers' bureau to provide support for demands on Mark Goodman to speak. The Sixth Circuit Court of Appeals was to hear the Wooster (Ohio) case but it has been settled out of court upholding the students and their newspaper as a public forum. The Wooster School District must pay all legal fees and will make donations to SPLC and SPJ.

- Curriculum Commission...Oglesbee

She reported the success of Listserv-delivered weekly style quizzes with keys provided and lesson idea of the week with a high of 132 requests for the 9-11 PowerPoint presentation and a low of nine requests for caption writing. She wants to try Web site input for lesson ideas with Wilson's help. She also wants to use MJE projects for ideas.

Rebecca Plumley of McKinney North HS, McKinney, Texas, has completed the photojournalism curriculum guide in three-hole punch format. It will be photocopied and ready for sale Jan. 1 in shrink-wrap to keep costs down. This will also facilitate updating. Purchasers can obtain their own three-hole binder. In the future the plan is for these guides to be available for download from the members-only partition of the Web site.

Newspaper, yearbook and beginning journalism curriculum guides are in progress and Oglesbee hopes to have them completed by the San Diego convention. She needs an author for the broadcast guide.

- Certification...Harris

Since the Portland convention the Commission attempted to contact all advisers whose certificates had expired since 1997 and who had not renewed. They found many out-of-date phone numbers, e-mail addresses and home addresses and many were no longer teaching at their recorded school. They reported changes to Sharon Tally at JEA Headquarters. Of those they reached, they learned the majority had either left teaching or were no longer teaching journalism. A few had simply forgotten to respond to their renewal notice. Twenty-seven renewals will be recognized at this convention although Harris has no way of knowing how many of those are in response to the Commission's contacts. Eighteen candidates will take CJE or MJE tests on Friday. Harris will talk to Jessica Hampton of NSPA about the problems with certification ribbons not being placed on delegate nametags.

- Middle School...Patrick

The Commission's next project is to set up a publication exchange. Twenty-six middle school students are signed up for convention swap shops.

- Scholastic Press Rights...J. Bowen

He is working on a redesign of the Commission's Web site in addition to his ongoing work with the Let Freedom Ring Award program.

- Journalist of the Year...Blystone

Review of rules: One entry per state, adviser must be a JEA member (including any home schooled student who enters—could be parent or some other sponsor), 18 plastic pages (not 36). Rubric is online. She wants volunteers to judge in San Diego.

- Nominations...Dodd

Slate will be presented in Atlanta for 2005 election. Dodd thanked all who have been officers and told them to think about running again or encouraging others to run. State Directors and others need to reach out to involve others to achieve a wider age and ethnic mix of leaders in the organization. We need to think not only about 2005 but also beyond.

- Awards...Kersey/Tantillo

On behalf of her committee Kersey thanked Puntney and the Headquarters staff for developing and mailing the booklet of award descriptions and forms. She reminded everyone of the March 1 deadline for Teacher Inspiration Award nominations and encouraged Regional Directors to urge State Directors and others to submit nominations in all categories of the awards program.

- Publications...Bair

He is looking for additional classroom materials. Reviews of and suggestions for added materials should be submitted to Bair.

- C:JET...Wilson

The second issue of C:JET is devoted to satire and humor and is full of handouts, as members say they want. The third issue will focus on attending a convention and students with disabilities in the journalism classroom, with multiple views from students, teachers and administrators.

Discussion of returning to an issue of C:JET produced jointly with AEJMC using juried articles (those chosen by blind peer review) resulted in two suggestions:

- Be sure the articles are of interest to high school teachers.
- Consider making this a fifth issue or an insert into another issue.

Wilson said at least 50% of the Web site pages need updating and he plans to get help from a North Carolina State student. Other plans for the Web site are found earlier in the minutes under New Business: Online Services.

- Outreach....Kneese

Kneese reported that those at the Outreach meeting in Portland wanted an alternative to attending the one-week JEA Advisers Institute because of scheduling conflicts. Puntney pointed out they could attend any of the three weeks. Even if they didn't want to attend Desktop Publishing in Sequence 3, that still leaves two choices – Nashville, June 13-18, or K-State, July 18-23.

Kneese also said the Advisers Institute sequences need to be sure to include a session on diversity issues. Visser and Hall said they thought that had been done. **Kneese is to give Visser direction about just what should be included.**

- NCTE...Honda

As Honda is attending the NCTE conference in San Francisco at this time, Visser gave her report. The JEA-sponsored session on Saturday, Nov. 22, is called "Just the facts – and a good story: Good literature is not always fiction." The speaker is Mark Arax, LA Times columnist and author of a newly released book, King of California: An Investigative Report on J.G. Boswell, the Cotton King. Arax will discuss the validity of journalism in terms of writing and reading. Honda will promote JEA with materials immediately before the session. On Monday, Nov. 24, JEA sponsors an AP writing workshop with an emphasis on intensive journalism. As of the beginning of November 38 teachers had pre-registered. Honda noted that is an incredible increase over the 12 who attended in 2002. She said NCTE predicts at least 10 more will be added before Nov. 24.

- Scholastic Press Associations...Dodd

The two-hour SPA roundtable at each convention typically draws representatives of 25 to 30 organizations. It will be Saturday from 9 to 10:50 a.m. as usual. AEJMC Scholastic Journalism Division has a new competition

called "Innovative Outreach to Scholastic Journalism." Colleges are encouraged to submit descriptions of successful outreach programs and provide enough discussion (including budget) that their programs could become models for other colleges. First winners are Vanessa Shelton, University of Iowa, first place; Laura Schaub, University of Oklahoma, second place; Mead Loop, Ithaca College, third place; Tommy Thomason, Fort Worth Journalism Project, Candace Perkins Bowen and Evonne Whitmore, Kent State University, and Lynda McDonnell at Minnesota Media Collaborative, honorable mentions. The top three programs are posted on the Scholastic Journalism Division Web site – <http://grove.ufl.edu/~sjdae:jmc>.

- Overview of Sunday's Post Convention Meeting for Voting Board Members...Visser

This will be an open exchange of ideas regarding our organization. Lunch will be served at noon and our session with our facilitator Kathleen Criner will begin at 12:30 p.m. Georgetown East is the room.

Oglesbee moved and Roberts second that the meeting be adjourned. Visser adjourned the meeting at 3:10 p.m.