

**Minutes of the Journalism Education Association
1991 Spring Convention
Marriott Hotel, Albuquerque, NM**

Board of Directors Meeting-April 11, 1991

Present

Dr. Ken Siver, President
Candace Perkins, Vice President
Terry Nelson, Acting Secretary
Sister Rita Jeanne, Treasurer Emeritus
Dorothy McPhillips, Past President
Molly Clemons, C-JET editor
Linda Puntney, Executive Secretary
Linda Ballew, NW Regional Director
Vicki Scorsone, SW Regional Director
Susan Hathaway, NC Regional Director
Jack Harkrider, SC Regional Director
Sherry Haklik, NE Regional Director
Margaret Johnston, SE Regional Director/Scholarship Committee
H.L. Hall, Certification Commission
Jack Kennedy, Development/Curriculum Commission
Connie Fulkerson, Publications Commission
John Bowen, Scholastic Press Rights Commission
Julie Dodd, Scholastic Press Association Liason
Sarah Ortman, Columbus Convention Co-Chair
Steve O'Donoghue, Multi-Cultural Committee
Hilda Walker, Contest Committee
Mark Kornmann, Indianapolis Co-Chair
Tom Rolnicki, NSPA
Sharon Geniry, Albuquerque local co-host

Call to order:

President Ken Siver called the meeting to order at 9:06 a.m. Roll call by self introduction.

Minutes read and approved

H.L. Hall distributed the minutes of the last meeting and asked for corrections and additions. No additions or corrections. MOTION TO APPROVE MINUTES Haklik moved to accept them as written, Harkrider seconded, APPROVED AS WRITTEN.

**President's Report
Ken Siver**

Siver announced committee appointments of Lori Reuther, Awards; Hilda Walker, Contests; Casey Nichols, Junior High/Middle Schools; Molly Clemons, C-JET editor; and Steve O'Donoghue, Multi-Cultural. Haklik, previous co-chair of Multi-Cultural will remain on the committee but not as co-chair. Siver also announced that JEA held five seats for the First Amendment Congress for interested Board members who would travel and attend the conference at their own expense. If no interest was shown by the end of the convention, JEA would give the five seats up.

Convention updates/reports

Indianapolis-Mark Kornmann presented the Indianapolis Convention Report for which finances had been finalized with the exception of one check from Linotype and payment on some travel expenses. He reported an \$18,915.11 balance with a total income for JEA of \$9,122.07 with the local committee receiving the same amount. He distributed a copy of the chairperson's reports and said that feedback had all been positive with approximately 1,600 delegates in attendance.

Albuquerque-Vicki Scorsone reported on the present convention and announced that Keynote speaker Sam Donaldson had cancelled for Friday because of his involvement in the Persian Gulf crisis, time needed for PrimeTime and his family. Rolnicki and Puntney had found substitutes in Pete Copeland, Pentagon reporter for Scripps-Howard and members from Fox Broadcasting Company's "Yearbook". Scorsone reported an estimated 2,000 delegates at the convention. Scorsone also announced that finances for the local committee were insufficient since the NM Student Press Association had to give up their annual state convention and the subsequent income for scholarships and state journalism projects. Dialogue from future convention chairs indicated

Future conventions

MOTION: To accept the Chicago convention budget as amended with the provision that the registration fee reflect the amount already on the brochure that has been printed. Moved and PASSED

Past President's Report Dorothy McPhillips

Freedom of Student Expression Mark Kornmann

that there was concern about the amount of money given to the state from JEA and NSPA. After much discussion, it was resolved that each convention would be funded as an individual case and that for New Mexico, any money budgeted but not used would be forwarded to the local committee. No motion was needed but the need for flexibility was recognized for future conventions. Scorsone reported a money-making raffle of a necklace, vase and Kachia doll, which were donated to the organization.

Sharon Gentry reported that 993 registered for the contests plus 37 additional in the computer competition.

Chicago-Perkins announced that program proposals were still being accepted. Tentative entertainment includes a 90 min show, "The Best of 2nd City" with 1/2 of the show devoted to original material regarding the 1st amendment and publication production. Keynote speaker will be Christy Hefner of Playboy Enterprises. Rolnicki announced that registration will be \$32-\$35, a change from previous conventions. Projections are \$25,000 profit for the organization. MOTION by Hall to approve the projected Chicago budget. Seconded by Harkrider. MOTION PASSED. Denver-Puntney-Rolnicki reported the theme of "Piece of Perfection" will be the theme for Denver, April 10-12, 1992. Delegates and classrooms should be housed at the Radisson, with possible Keynote Stephen King. Projected delegates were set at 1,500 instead of 1,600 and the proposed budget recommended at \$30 registration fee, which was amended to be consistent with the fall convention at \$32-\$35. MOTION by Hall to amend the budget to reflect the \$32 to \$35 registration fee. PASSED. MOTION by Harkrider to approve the Denver budget as amended, Hathaway seconded. PASSED.

Insuing discussion indicated that the brochures had already been printed for Denver but Rolnicki was not sure of the registration fee. BOTH MOTIONS WERE WITHDRAWN and a NEW MOTION revised said approved budget with the provision that the registration fee reflect the amount already printed in the brochure. PASSED

Columbus-Sarah Ortman reported on site of 1992 fall convention with David Weisenburger as co-chair. Chairs have been assigned and logos were being submitted by students. A possible keynote is Bob Greene.

Long Beach-Puntney reported that the Long Beach Sheridan and Hyatt Regency hotels had been lined up for the Spring 93 convention. She has not yet met with local committee to discuss program.

Washington-Rolnicki-no update for fall '93

Portland-Puntney reported that one hotel finalized for the Portland Convention in '94

Dallas-Puntney reported that Randy Vonderheid had been named chairperson for the local committee for the Fall, '94 convention in Dallas.

San Diego-Puntney and Siver made a site visit in February to San Diego and reported a mammoth Hyatt Hotel currently under construction. Rolnicki reported they were in the midst of creating contacts in San Diego

Kansas City-Puntney-Rolnicki reported that Kansas City in '95 is in good shape with the contract already signed.

No information on the Chicago '96 or the proposed '96 convention in San Francisco was given.

McPhillips said that some consideration need to be made to appointing a National Chairperson as a paid position, with board members conducting convention features: Breakfast with a Pro (with a local contact), Swap Shop, Discussion Groups for students, Critiques. The problem of too many students enrolling in the computer workshops at convention was also raised in that the feature was expensive and a chore, never large enough to accomodate all interested delegates. Two other JEA mandated programs for national conventions, Write-Off Chair and Critique Coordinator were also suggested to be paid positions by Tom Rolnicki. (Write-off chair is financially supported.)

Although not on the agenda, the status of student freedom of expression legislation was heard by board members.

Indiana-Kornmann delivered an update on the legislation in Indiana. Wendy Kruger and Dave Adams are the Co-chairs for this Indiana legislation initiative, written by representative Hurley Goodall. House Bill #1052, was passed by the house in February by a margin of 84-16. To date, it has not been assigned to the Senate Education Committee, but 3 representatives for the House are attempting to attach this Freedom bill to another prominent bill in order to promote its passage. Montana-Ballew reported that in Montana, the Student Freedom of Expression bill got through three readings in the House before being killed. That bill was assigned to the Judiciary Committee instead of Education and was hotly debated.

Florida-Julie Dodd said that a similar freedom bill was killed in Florida.

Michigan-Siver said legislation preparation was introduced on March 13 before the House Judiciary Committee.

Ohio-Ortman reported the Ohio bill had died in her state. Mark Goodman and John Bowen will resurrect the debate in May.

New Jersey-Sherry Haklik reported that the bill has been introduced for the second time in the House Education Committee, which has on its committee former principals. It has since been tabled. New Jersey Gov. Florio has publically stated that her would sign the bill should it overcome opposition in the House.

Kansas-The bill passed through the House education committee, 94-3.

Washington-McPhillips said the bill passed othe House Education Committee to the Senate Education Committee but couldn't pull out of the Rules Committee because of voting on party lines. The bill was not debated despite excellent testimony.

Iowa-Kennedy reported that after legislation passed in Iowa, it took two additional years to get a model policy to all schools. Kennedy instructed anyone interested to contact Mary Arnold for a copy of their model policy.

Financial Report
Sister Rita Jeanne

Sister Rita Jeanne reported that current investments for JEA as of March 28, 1991, valued at \$130,987, reflecting an interest income of \$12,840 for the past year. The average current yield of the portfolio is 9.8%. She also reported that the 1989-90 JEA Scholarship Fund was \$8,352.92 with \$610.52 being earned as interest from April 1, 1990 to March 31, 1991. Donations of \$4,254.11 brings the total receipts to \$13,217.56. Expenditures included \$62.65 for plaques and engravings and \$1,800 in scholarship awards, bringing the balance as of March 31, 1991 to \$11,354.91.

JEA Profit and Loss
Linda Puntney

Linda Puntney reviewed the JEA Profit and Loss Statement with \$58,550 as projected membership money as opposed to the actual amount of \$47,820.67. Membership income overestimated due to active but lifetime paid members and 67 complimentary memberships. Puntney also addressed the \$25,000 discrepancy between projected and actual expenditures of the JEA Bookstore. According to Puntney, the Bookstore's extra expenses were okayed by Ken Siver. The profit and loss statement reflected extra certification program costs and supplies to last two years.

JEA draft budget, 1991-92
Ken Siver

Siver introduced a draft of the budget for the 1991-92 year. He noted that expenses were up for postage, printing, air travel, hotel rooms, rebates, the certification program, headquarters and the bookstore. The volume of bookstore sales has mushroomed. In regards to headquarters, Kansas State University is now billing us for half of the employee benefits of Connie Fulkerson. (Before 1991, KSU had paid the entire benefit package.) After reviewing the draft budget, it was agreed to increase the allotment for the NCTE assembly to \$ and the following amendments were made:

Amendments

AMENDMENT:A recommendation was made by certification chairman Hall to add 2-48.8 postage at \$400 and increase travel from \$700 to \$1,200 and hotel from \$475 to \$600, reflecting an overall additon of \$1,025.

AMENDMENT:Hathaway requested her airfare cost go from \$200 to \$410, bringing the overall total for Regional Director to \$1,010.

Haklik suggested making the Multi-Cultural Committee a commission chair and increase the money and importance attached to the current committee. Siver said that a By-Law Change was needed during an election year to reflect such a change. No action could be taken.

MOTION by Kennedy to approve the budget as amended and seconded by Harkrider. MOTION PASSED. (Note: The 1991-92 budget was amended later in the Board meeting and at the Business Meeting. See Business meeting minutes for final figures.)

Motion: to approve budget as amended. Moved and Passed

If there is any problem with budgeted item increases, board members are to contact Ken Siver for approval. Unused monies appropriated for postage, for example, could be used for printing as requested by Julie Dodd, as long as the total did not exceed the projected total amount.

Adjourned

The board adjourned for lunch at 12:43 to reconvene at 6:30 in the Santa Fe Room.

Reconvened

**Motion: To participate in the
"Spout Off about the
Environment " Contest in
conjunction with Warner
Lambert. Moved and Passed**

Commission reports

**Headquarters Report
Linda Puntney**

**Scholastic Press Association
Report
Julie Dodd
Contest
Hilda Walker**

Evening meeting reconvened at 7 p.m. with Judy Babb taking over as secretary.

Linda Puntney introduced Mindy Robinson of Warner-Lambert who submitted a proposal to the board for a competition for high school students that would partner Warner Lambert product Bubblicious bubble gum with JEA and the Allied Whale. She explained a proposal to have students and publications participate in the "Spout Off About the Environment" contest. Feedback came from Siver on extending the deadline from Dec. '91 to Jan. '92. Robinson agreed.

MOTION: Haklik moved to participate in the program, Hall seconded.
MOTION PASSED.

JEA Officer, Board and Committee roster was presented and accepted with one correction, Steve O'Donoghue's office number was ammended to 414-534-4381

Hall-Certification-commented on helpfulness of being able to travel to be able to give the certification and master journalism tests in other states. He said it would be worthwhile if 10 or more from a state were going to take it.

Fulkerson-Publications-Reported Bookstore income of \$78,035.22, expenses of \$57,461.31 and a profit of \$20,573.91. She reported conventions have turned into a good promotion for the bookstore and that this time they had flyers to put into the bags although she had spotted them on a table instead. A number of old publications are in need of revision but a large number are still on hand and suggested that they drop the price on them to move them. Siver said to be sure to tell Kennedy/Curriculum Commission what needed to be revised. Perkins said that the "So Now You're Advising The Yearbook" needed revision.

Kennedy-Curriculum-Said the committee would address any particular needs/requests. Siver questioned the status on Guide to Broadcast. Kennedy said he would be meeting with Susan Massy to see what's going on with it on April 12.

Puntney said they continue to handle calls and are currently putting together a Quick Fact check sheet that would allow quicker/better handling of calls. One project is to get on line with telecommunications process with modem. Her biggest concern is a decline in membership over the spring. Membership is down to 1562, down from last spring's 1642. In January, they sent out 400 letters to those who had not renewed and got 43 responses and pulled in a few memberships. She said the biggest reason cited for not re-joining was financial. They do send out renewal cards yearly to 25,000 high school and associations. She referred the board to two handouts that showed state-by-state enrollment and percentages of increases or declines in those states. She expressed particular concern about California. She said they had created a new catalogue for the bookstore that now has pictures and is very sharp looking. The February election packet cost 45 cents each to mail out and included a postage paid response card which she believed was essential. She also said the Aldus people want to provide prizes of soft and hardware for contests and was told to continue to pursue that. The big project was the Advisers Institute. She said that they had applied for a \$40,000 grant for three years from Gannett that had not yet been approved. The grant would provide fees, transportation and lodging. Participant would be required to pay for any college credit. The grant would also help to pay for the speakers, George Curry, Ben Johnson and Paul McMasters. She said the intent of the institute is not to be in competition with other workshops and that there is no known opposition.

Dodd questioned whether an affiliate membership gave directors a membership and was told it did not, that the director would also have to have a voting membership. She reported on SPAL sessions at this convention.

Walker recommended that the Literary Magazine contest be dropped based on reaction and participation in Indianapolis and that new writing categories be added for yearbook theme and copywriting. Johnston moved to expand the contests to include theme and copywriting. Puntney asked if they made a change could they do inserts to add the new contests since they already have enough materials printed for next year; all agreed. Hall expressed concern on adding theme writing as it would elicit much bad writing and suggested feature writing, sports writing etc. Johnston made a friendly amendment to add several categories of yearbook writing including feature, clubs and organizations, academics and sports writing. MOTION by Johnston: JEA would

Motion: To add writing contests for yearbook in student life, academic, organizations and sports writing. Moved and Passed

Journalism Education Week

**Multicultural Committee
Steve O'Donoghue**

Motion: To allocate \$3,000 to the Multi-Cultural committee to fund flights and hotel for members . Moved and Passed

**Scholarship
Margaret Johnson
Motion: To transfer \$4,000 to the scholarship fund. Moved and Passed**

**News wire
Judy Babb
C-JET
Molly Clemons**

Old Business

add four writing contests for yearbook: student life, organizations, academics and sports writing. Seconded by Harkrider. MOTION CARRIES. Perkins returned to literary magazine issue and said she thought that now was not the time to cut it since JEA is trying to expand its ties with NCTE. Ballew agreed and said that as an English teacher she was excited about the contest and would have had students entered had she known about it in advance. Hathaway said that cost of contest could be reduced by collapsing the contests and having the same judges judge all the lit mag entries.

Siver said feedback indicated January was a poor time to have the week and suggested that the board consider another week. He announced that Diane Boyle was stepping down as the chair and they may restructure it along with naming a new week. Discussion ensued before deciding that February would be a good choice because exams would be over and the second semester would have just started. Puntney said this would allow the promotional information to be sent out with the convention mailing. Siver agreed that February would be good and said that we were giving up the congressional approval approach and would carry on the observance ourselves through our own network.

O'Donoghue requested \$3,000 to kick off the committee and to allow them to hold a meeting prior to both the Fall and Spring conventions next year to allow them to bring together all the individuals and organizations (school associations, ASNE, ANPA, Gannett, Scripps/Howard, Universities and minority advisers) to hammer out details and revive journalism in the inner cities. After discussion, Siver said \$3,000 should cover airfare to Chicago and hotel for one night for committee members and also trip to Washington, D.C. for O'Donoghue and Haklik. MOTION by Hathaway: JEA should take \$3,000 from the Commission Projects for the Multi-Cultural Committee. Second by Harkrider. MOTION PASSED. Siver explained that this would increase the Multi-Cultural budget to \$3,200 and decrease the Commission Projects to \$7,000.

O'Donoghue presented a census report that indicated in 1980, minority teachers numbered 13 to 15% of the whole and that projections indicated by 2000 that only 5% would be minority while the student population would be 50% minority. Siver questioned the Multi-Cultural Committee make-up and was told that the committee would try to increase minority teacher participation by asking non-minority teachers who volunteered to be consultants rather than committee members.

MOTION: JEA should transfer \$4,000 from savings to the scholarship fund. Seconded and PASSED. Johnston also said that the guidelines given for the scholarship entry portfolios were followed for the most part.

Date for Newswire deadlines for board members was changed to May 1, 1991 instead of April 15.

Clemons told of contributing editors and topics for next issue and gave ideas for future topics and solicited board members to be in charge of particular issues. The fall issue is on Advertising in High School/College Expectations for courses in advertising and is being handled by Temple University. Other topics suggested: Copyrights and trademarks, Getting a bill passed, Judging and critiquing. Harkrider suggested two topics: teaching or coaching writing and photo management. (Harkrider and Kennedy to cover teaching and coaching writing for Dec. 91). Johnston suggested what students might expect from journalism colleges. Other ideas: Literary Magazine (Ballew might want to do) and Haklik and O'Donoghue might want to do one on the Multi-Cultural committee in a year or two. ISSUE DEADLINES: Fall-should be ready in August, first week of Oct. for December, first week of Dec. for Winter issue, first week of Feb. for Summer issue. Siver suggested looking at current issue of Taylor Talk for ideas on trademarks/copyright.

Telecommunications-Perkins and Bowen

All on trial program are on and will have paid up service for a year. Want to get regional directors on to send reports. Can still get on but will have to pay the regular cost of \$179. It was suggested that those on the system check their electronic mailboxes on Fridays.

Athmann case-Ben Davis HS-John Bowen

Bowen said the case was to be filed this week and that they had found a precedence in an Oklahoma case/Putnam that is parallel.

Additionally, the commission will look at Taylor Talk and will write a letter about new items that

New business

Goals and directions for JEA
for 1991-93

came out in the latest issue regarding the Hazelwood Case and Robert Reynolds.

International Youth Journalism Exchange is still pending

NCTE Assembly-Perkins

Journalism now has a place on the program in the fall and are considered an assembly rather than an affiliate. The Assembly on Student Publications/Journalism Education Association will allow NCTE members to be members of JEA for \$5. For their \$5, they will receive some information but not our publications. As JEA members, we are automatically a part of the NCTE assembly.

NEW BUSINESS

GOALS AND DIRECTIONS FOR JEA FOR 1991-93

Some were kept from '89-'91, others reworded, others added.

1. Reaffirm and expand JEA's opposition to censorship of student expression in any form by:
 - providing support to those attempting to pass state legislation of student expression
 - supporting those facing censorship and prior review
 - continuing public awareness of censorship and prior review and its negative educational impact
 - acting as a clearinghouse of information about censorship and prior review.
2. Expand/improve educational materials offerings
 - revise, update and create curriculum guides
 - Publish instructional/classroom materials
 - offer current publications and other instructional materials that would be beneficial to teachers and advisers
3. Continue and increase networking with organizations in the realms of education, professional media, scholastic and college journalism, school administration and others
4. Continue to provide leadership in creating an awareness of the problem of low minority student involvement in high school journalism programs through its publications, conferences, organizational networking and the multi-cultural committee.
5. Continue to offer and promote JEA certification and master teacher designation to scholastic journalism teachers and advisers
6. Promote the use of innovative technology such as electronic bulletin boards, electronic mail and desktop publishing.
7. Provide materials to promote the observance of National Journalism Education Week.
8. Support and work with scholastic press associations and scholastic press association directors
9. Increase the financial base of the JEA Scholarship Fund to make it perpetuating and to increase the size of the awards.
10. Encourage more teachers to increase their professional development through JEA membership
11. Provide continuing education, motivation and rejuvenation for teachers and advisers.
12. Expand programming to provide greater emphasis on literary magazine, the writing process and electronic journalism

MOTION by Hall: JEA should adopt these as our goals for 1991-93. Scorsone seconded.
MOTION CARRIES.

Programs are now in 8,200 schools. Suggests that there needs to be a teacher to be in charge of a companion school broadcast. Brought up the problem of judging video yearbooks since so many send raw footage to a company who adds pre-done stuff. Bowen suggested it wasn't a problem JEA needs to address

Motion: To adopt the goals
and directions for the 1991-93
Moved and Passed

Channel one/CNN
Julie Dodd

Yearbook pricing on desktop
books / Julie Dodd
Puntney to invite yearbook
companies to Chicago to
present problems with DPT
books

Awards Program

Dodd suggests that there should be a percentage reduction on camera-ready books in that the schools doing them are doing a great deal of the company's work. Suggested that we should have a summit/dialogue with the yearbook companies. Siver suggested that JEA invite yearbook reps to speak to the problems they face with the increase of desktop books (both in pricing and in other ways). Linda Puntney will handle this for the Chicago convention.

Siver (Lorraine Ruether not in attendance)

Wanted consensus on criteria for awards that includes national JEA membership. Lifetime award would require JEA membership while active. Carl Towley and Medal of Merit would require current membership. Some discussion on who is on committee to choose Carl Towley recipient. Walker suggested that the committee needs to be made up of members from all regions. Hall believed should have more than one awardee a year. Siver explained that it was believed that having more than one cheapened the award. Hall/Siver agreed to disagree. Jphnston reminded all that the Towley award carries a lifetime JEA membership.

**Contest Evaluations/Prior
Review**

Bowen suggested that the board should make a statement suggesting that critiquing agencies (state and national) should give extra points on evaluation for those schools that don't have prior review. Would have to be a letter from the principal on school stationery saying he doesn't practice prior review. Siver said it would have more impact if it was considered as a resolution at the business meeting.

**Reorganization
Siver, Perkins, Hall**

Under consideration to change commission/committee status. Want to change Multi-Cultural to commission and Publications Commission to committee status. Also want to review longevity on the board and officer election process.

**Issues Seminar
Perkins**

Coordinate at the board level to plan issues seminar. Said could use the same issues seminar at both the fall and spring conventions. Board member would handle the background information and the philosophy. Local hosts would handle bringing in local experts. No volunteers. Jack Kennedy and Curriculum Commission were put in charge of developing materials and work with local hosts. Kennedy graciously accepted for the commission.

Adjournment

Siver thanked all. Haklik moved to adjourn and the Jacks seconded it in unison. Meeting closed at 10:06

Respectfully submitted,
Judy Babb
Secretary