

Minutes of the Journalism Education Association
April 21, 1994
Portland Room, Marriott Hotel
Portland, Ore.
Board Meeting

President Candace Perkins called the meeting to order 9:10 a.m.

Past President Ken Siver called roll. In attendance were:

Candace Perkins, President
Linda Puntney, Executive Director
H.L. Hall, Vice President
Judy Babb, Secretary, Newswire editor
Ken Siver, Immediate Past President
Sister Rita Jeanne, Treasurer Emeritus
Molly Clemons, C:JET editor
Susan Tantillo, Certification Commission
Jack Kennedy, Development/Curriculum Commission
John Bowen, Scholastic Press Rights Commission
Rob Melton, NW Regional Director
Judy Knudtson, NC Regional Director
Kathy Craghead, SC Regional Director
Betty Morton, NE Regional Director
Rik McNeill, SE Regional Director
Tony Gomez, *ad hoc* Board Member
Diane Honda, *ad hoc* Board Member
Willie Wooten, *ad hoc* Board Member
Connie Fulkerson, Publications Committee
Julie Dodd, SPA Liaison
Hilda Walker, Write-off Committee
Sharon Gentry, Write-off Committee
Fern Valentine, JEA member
Dorothy McPhillips, Past President

Minutes from Board Meeting in Washington:

Secretary Judy Babb submitted the minutes which were approved as submitted.

Financial report:

Sister Rita Jeanne said JEA earned less this year because of changes that affected interest rates. The opening portfolio as of April 1, 1993, was \$197,328. Current value, as of March 31, 1994, is \$192,979, for a decrease of \$4,349. The average current yield is 7.2 percent. During the past three years, the portfolio has grown from \$130,987 to \$192,979 for an increase of \$61,992 or 47.3 percent. The Scholarship Fund currently has \$20,960. The Opening Portfolio Value, April 1, 1993, was \$19,175. Funds deposited during the period were \$4,585 in donations. Funds withdrawn for scholarships during the period were \$2,800 and included one first-place award of \$1,000 to a winner from a previous year who claimed her scholarship this year. The average current yield of the scholarship portfolio is 6 percent. For the period April 1, 1993 through March 31, 1994, the portfolio earned interest totaling \$1,170.79.

Headquarters Profit and Loss Statement:

Executive Director Linda Puntney went over the Profit and Loss statement. Memberships were budgeted at \$47,065 and were over with \$48,316. Publications also exceeded budgeted estimates, bringing in \$105,646.26 rather than the budgeted \$88,000. The Washington, D.C., convention figures were not included in the convention income. Budgeted was \$45,000 and without the D.C. figures, convention income was \$36,598.48 so conventions would show a considerable amount over the estimated income once

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those figures are added in. The interest figures don't reflect Sister Rita Jeanne's interest figures. The total amount budgeted was \$242,479 while the actual budget was \$196,794.25. In expenses, Puntney noted that headquarters went over on postage. She also noted the the membership directory cost quite a bit more to print and mail since the annual report was now included in it. The year-end profit and loss statement (without convention income and investment interest reflects total income for the year was \$196,794.25, total expenditures at \$216,843.78 for a net loss of \$20,049.53.

Proposed Budget:

Perkins presented the proposed budget for 1994-95 year.

The budget reflects increases in areas that JEA knew were going up like postage and airfare. The income is adjusted based on this year's actual numbers. Memberships are budgeted at \$46,870. The publications sales were increased to reflect the actual business they are doing. The convention numbers are less than we have been receiving, feeling it is better to be conservative. We have down-scaled certification and the amount of advertising expected for C:JET and Newswire but the amount budgeted is still more than we received this past year. C:JET Editor Molly Clemons said that it's hard to guess how much advertising C:JET will receive because frequently the typical scholastic journalism advertisers do other things and consider it their contribution. Rob Melton proposed reducing proposed C:JET advertising income to \$500 to make it more realistic. Board members voted to reduce C:JET advertising from \$1,500 to \$500.

Susan Tantillo addressed recertification of old members since renewals for CJE may start coming in. Line item 1-59 was added for certification renewal and 10 renewals at \$10 each were estimated. Income was adjusted to \$222,620 to reflect changes.

Expenditures include an increase of 2.5 percent in Connie Fulkerson's salary. Clemons addressed the audit listing, saying that the amount looked low. Puntney explained it wasn't a complete audit. Clemons thought JEA should have a complete audit every couple of years. It was agreed that a complete audit be done periodically. Puntney said a complete audit could be done after the new accountant reviews the 1993 books.

Student labor is less because headquarters has Carol Mills and Fulkerson who do much of the work previously done by student workers. Headquarters budgeted expenditures total \$58,266. Julie Dodd asked if the long distance phone costs might be a result of faxing and said that perhaps we should look at using the mail more often to save money. Puntney said that now that Headquarters was on Internet, that may help the phone bill.

The NCTE membership was addressed. JEA will pay for five memberships, adding the secretary as one of the paid memberships. Pat Graff suggested that JEA reduce the number on the board of the NCTE Assembly for Advisers of Student Publications/JEA and that would eliminate the need for the board members to be NCTE members since some didn't teach English.

Officers' budgets were left the same. Past president and convention coordinator budgets were increased to reflect an increase in travel costs.

Fulkerson has been purchasing more for the bookstore and the cost in shipping, postage, catalog printing has increased. The bookstore budget was increased to \$99,650.

Most officers' and commissions' budget items show increases due to higher airfare. Multicultural has scaled down the Unity Conference attendance from four people to two people. The \$1,610 allocated includes hotel, registration and travel.

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Under certification program, travel money is allowed for someone on the Certification Commission to travel to another state to administer the test if ten or more people will be tested. Hall suggested we add a line item for costs for renewals. Tantillo said the recertification would come in the form of a sticker to be attached to certificate.

Under commission projects, the \$5,000 remains even though it wasn't all spent last year. Keeping the money there would allow JEA to do a project not yet planned rather than waiting a year to do it.

Regional directors' money was left the same although many didn't use any. Betty Morton said she was over budget because she had 18 states and her postage and phone calls were higher. The Northeast Region was increased \$75 for postage and \$150 for phone calls, bringing Northeast to \$1,700.

A total of \$1,000 is budgeted for state directors, with each state director allocated \$100. Hall thinks that the amount used will increase. Siver said it would still be under the \$1,000 budgeted since many state directors don't use any.

The juried awards were adjusted so that the 2-74.3 should say zero because of the donation by the Kalgathos foundation. 2-74.1 was changed to \$700 for award administration and publicity. SPADL is all the same except for slight increase in travel to conventions.

Under conventions, the insurance money actually isn't spent since NSPA's insurance covers all conventions.

Under special projects, headquarters request for computer equipment and software is to upgrade computers to accommodate Pagemaker 5 and System 7.

Under 2-91.11, a Sunshine Fund was added for sending cards and necessary gifts. 2-91.12 is a contribution to **Law of the Student Press**. The SPLC is publishing a new **Law of the Student Press**. JEA will make a \$1,000 contribution to help and will be listed in the back as contributor (A \$250 or more contribution is listed).

Total expenditures budgeted were \$261,010. In order to cover this budget, \$38,390 from savings may be transferred to the general account. **Hall moved to accept the budget as amended. Budget passed as amended.**

Annual Report

Past President:

Ken Siver said the Boston convention bureau offered Puntney, Siver and Rolnicki a free trip to Boston which secured JEA a new affiliation with the Yankee PEN. Also he projected an increase in membership in that area because of another sister affiliate. Siver, Puntney and Rolnicki will be in Boston next week speaking at the New England Press Association.

Vice President:

Hall thanked all who sent their annual report in on time and added a special thanks to all who sent it in on disk. Hall requested that the regional directors try to edit the reports before they send them to him. Hall reported that they are trying something new this convention in that the regional directors are meeting with members from their areas at continental breakfasts Friday morning.

Scholastic Press Rights:

John Bowen said there was only one major change from the report as submitted in that the case from Madiera High School in Ohio has been dropped due to peer pressure on students involved.

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Fern Valentine pointed out that every state should be encouraged to contribute \$250 to the Student Press Law Center for the publishing of the book and that the directors should encourage this at their meetings.

Curriculum and Development:

Kennedy reported that the promotional packet to help advisers convince administrators to allow them to go to conventions will be an ongoing project as new materials come in. Some parts will be phased out as new items are added. Kennedy suggested we send in personal anecdotes that might help people get to national conventions.

Curriculum guides stressing multicultural issues are being fine-tuned by Jack Kennedy. They are not available for purchase from the bookstore yet.

The Multicultural Commission:

The Multicultural Commission is re-evaluating the curriculum project, trying to cut down on duplication of what already exists. Steve O'Donoghue introduced three new outreach members Calvin Hall, Asheville, NC; Sonya Roberts-Woods, Pittsburg, Texas; Lois Donaldson, Tampa, Fla. Currently 15 sessions have been identified as multicultural. He recommended the attendance of one by Tim Nichols from New Zealand. He summed up by saying Washington, D.C., was one of the most beneficial for the commission.

Certification:

Tantillo said the new certification brochure has been updated. She encouraged everyone to get the new brochure and throw out the old one. JEA will recognize 16 new CJE and 3 new MJE members in Portland. The test will be administered again Friday. Valentine suggested adding a line item on registration so people could request information on certification.

SPAS:

Julie Dodd reported we are hearing of a higher level of stress with budget cuts, difficulty in going to conventions, and some colleges are not accepting journalism credits.

Headquarters:

Headquarters indicated an increase in membership but said it is still down from 1,794 that JEA had in the fall of '92. Since Nov. '93, membership in every state was up or remained the same. Headquarters is electronically on line through Internet. Puntney included her address in the annual report. She plans to post a bulletin board for those who are on Internet services. JEA kept all three weeks of the Advisers Institute but tried to repackage it so it looks more practical. Puntney said she felt the faculty was excellent. The second week includes a day in Kansas City for a media tour which should add a break and some fun.

Committee and Publications report:

Awards:

Perkins reported for John Hudnall and encouraged us to look for those who should be honored with a Medal of Merit or Carl Towley award.

Contests:

Hilda Walker reported. Local chair Carla Day was responsible for judges and monitors, and Headquarters handled Write-off registration and produced most of the contest materials. Walker said 1,169 contestants from 247 schools and 20 states and two from Europe were enrolled in the Portland contests. Newspaper and video contests will be at the Marriott and yearbook and lit mag contests will be at the Hilton. Walker thanked all those who adopted the contests. She said board members could

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come by to see how the contests turned out. Handbook revisions have been made by Headquarters and JEA is using the new handbook. Gentry pointed out that, since the contests are at two hotels, they need a volunteer to cover the desk to handout envelopes while they cover the moderators meetings. Two volunteered to help.

Publications:

Fulkerson said the bookstore had a good year. At this convention, there will be bookstores at both hotels. Fulkerson said that Jack Dvorak would be doing a "talk with the author" at the Hilton Saturday morning. Perkins said they were looking for materials for middle school/junior high teachers.

Junior High/Middle School:

Perkins said Kern Brossman's report was not in the annual report and that part of the problem Brossman was having was in locating junior high programs.

Scholarship:

Diane Honda said there were 35 applicants for the Journalist of the Year scholarship which she believed was a record. Mailing to headquarters is working out well and is more fair since the cut-off date is the same for everyone. It also helped in being able to do certificates in advance. Headquarters has upgraded the certificates so national winners and states winners will get a nicer, permanent award.

Nomination:

No report

C:JET:

Molly Clemons reported that all four issues for this year were completed. The summer issue is on communication techniques to be used with students and should help prepare advisers to work with next year's staff. Kathy Craghead is editing the fall issue on the coaching of writing. The winter issue will be edited by Judy Knudtson and will be on ethics. The spring issue will be the college research issue followed by a summer issue for which they plan to use projects from CJE/MJE certification. Clemons requested ideas for future issues.

NCTE:

Pat Graff noted there are continued convention date conflicts for the next two years with the JEA and NCTE and expressed her frustration at the difficulty. At the convention in Pittsburgh, the assembly session was "packed to the gills" and those there are saying this is just what they need. Graff proposed a session for a future convention on ethics and the assembly was able to request a specific date so they could get Mark Goodman there. Graff has also written a letter asking NCTE to invite JEA's president to the spring convention in Minneapolis. Graff has not received a reply on that but she thinks it is important the president and people like Mark Goodman be highly visible in NCTE. Graff believes there needs to be a specific job description/role clarification for the NCTE member/liaison. Assembly officers should be listed as board members for the NCTE assembly which would also take care of membership in NCTE that board members are now being requested to have.

Graff wants the liaison role formalized so when she retires, the next person will know what is expected—including being at two places at one time. Perkins suggested Graff write the description since she knows the job. Graff said the date conflict makes it nearly impossible for the person to attend both conventions. Siver said JEA can't arrange our convention around the NCTE convention. Perkins asked if it was possible for Graff to write the job description considering a "best alternative" if the conventions conflict. She suggested perhaps someone could be deputized to take the place at NCTE if the JEA convention conflicted with it. Graff said we need to decide if we really want this link. Graff said that she doesn't know if those who are joining the assembly are also joining JEA. She knows only of two.

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Honda said the assumption is that the NCTE person will not be able to attend the fall JEA convention if the convention conflicts. Graff said the assembly is the largest assembly because JEA's entire membership is included. Graff said our membership numbers entitle us to more than we get but because our membership isn't actually there, there's no point in having special luncheons or more than one session at a time. Graff said the job is nebulous and needs to be defined. Graff said that even on our board roster, her NCTE post is not listed.

Perkins said she would give Graff her perspective and she could put this together with her own. Kennedy said he understood Graff's frustration because he, too, was a lone voice when he was attending ASNE, but he said its importance can't be measured only by those who join. If it opens eyes, even if it doesn't have an immediate payoff, then it's worth it. Graff said NCTE has quit assigning them rooms for 40 because now 80 and 90 are coming to the sessions. Tantillo said that we are doing a service if the sessions are well attended. Graff noted the sessions are well attended whether or not scholastic publications is mentioned in the title.

Old Business:

Student Award Update:

Siver said there were seven entries. The winner was the Portland entry and JEA plans to do the contest again. JEA will be making a presentation and sending a press release to the Portland paper.

Professional development award:

Clemons said a clarification of the article in Newswire was needed. The goal is to award something that is new and original rather than something that has already been published. Clemons said she would have an article by May 1.

Joint membership dues:

Melton brought up the issue of joint membership dues which had been tabled in Washington, D.C. It was determined it would be discussed after lunch.

Recess for lunch at 11:55.

Meeting resumed at 1:35 with the motion to have joint dues between JEA and JEA affiliates. **O'Donoghue amended his original motion to do a test of the dues structure by the San Diego convention.** O'Donoghue thought that making the deadline by San Diego would allow those on different fiscal years to cooperate. The point made by Siver is that we still don't have feedback. Since states charge and need different amounts, it would be difficult to put it together. O'Donoghue said maybe we should be looking at talking to all affiliates to come up with a standard even if the amount is different. O'Donoghue still believes that if JEA got more members involved then the price could be lower. **The motion to institute the 50-50 percent split between national and affiliates was voted down.**

Convention updates;

Washington, D.C., final report:

The total income was \$72,204. Expenses were \$31,959.10. The profit was \$40,244.90. Perkins noted that the convention money should be added to the profit and loss statement. Rolnicki said that this was one of the top three conventions. Melton wondered if JEA had pursued any of the problems with the hotels. Rolnicki said the Holiday Inn was the only one that had violated the contract. Several board members reported still having outstanding bills with Tech World. Perkins said we will not use this hotel again; site visits have been made and JEA has contracted with the Sheraton for the 1998 convention.

Portland:

Rolnicki said there were about 2,300 delegates. Changes have been made to make the two-hotel system work efficiently. There are two distinct registration areas, one in each hotel. Delegates made the decision as to where they would pick up their materials. Students are having a dance at each hotel

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each night. Puntney said there would be a shuttle that will run almost constantly. Puntney advised that everyone should pay attention to the program update. NSPA has requested that we have someone at registration desk at all times. Puntney requested that we volunteer for times at the registration desk. Melton said the local committee had put in a map of downtown in the delegate bags. Puntney said there would also be a variety of activities including a student mini-mall. Also students greet guests at the airport.

Dallas: Hyatt Regency, Nov.17-20.

They are pursuing keynoters from the governor to Liz Carpenter. It will be the 20th anniversary of Student Press Law Center and they will try to get a keynoter related to this as well as host a fund raiser luncheon for SPLC. Discussion ensued on the possibility of having one of the Tinkers possibly for a keynoter.

Future conventions:

San Diego: Spring '95.

Siver referred board to the ad on page 44 of program. He said the Hyatt Regency is newest of the chain and is beautiful. Another key piece is JEA's relationship with the California locals. JEA has come to an agreement with the locals. JEA has offered the locals about a \$5,000 package that includes money-making opportunities. Siver said he thought the 2,200 on the projected budget was low for registration since we have an agreement with the locals. Siver said that the high point is the local San Diego organization is agreeing to help. Melton said it is unfair that the San Diego people get \$5,000 when Portland only gets \$2,500. Siver defended not having a standard because not everyone wants the money. Hall said he was concerned about hurting feelings. He reminded everyone we had set a limit and he doesn't understand how there is room for negotiating. If a group doesn't want to work for the amount that has been set, then it should become a national convention. Siver said it really isn't a \$5,000 package in that the local people who do critiques can turn the money back to the state. Portland wasn't given the opportunity to get the critique money since that practice would start with the Dallas convention. Siver said Texas was considering holding its own state convention so JEA offered more to keep Texas from splitting its allegiances. Puntney said JEA doesn't just give money but rather offers them opportunities to fund raise. McNeill pointed out that it's hard to justify saying it is a national convention when the locals put in so much time and effort—that it's hard to tell people who put in so much time and effort that their part doesn't matter. Honda explained some of the southern California thinking. The money the Southern California group would get to get it up to \$5,000 isn't on the budget but rather they are getting it from advertising and fund raisers. Dodd said that conversations at the local level are not on the service they are doing for JEA or that someone else would be providing the same service the next year but rather can the local group afford to do it, would it be a financial loss? Dodd suggested that a percentage should be assigned and that if the locals didn't need it, they could donate it back to scholarships or something. Many agreed that a percentage might be the fair way and that the locals would work harder to make it successful as their percentage would be higher. Siver said not everyone does the same amount at the local level. It was suggested that maybe a sliding scale be applied to the percentage. O'Donoghue suggested we table the motion and develop a guideline. Siver asked what would happen if the local group didn't deliver on what it said it would do. Siver said he's against a percentage because JEA/NSPA do most of the promotion and work. McNeill moved that we set up a committee to look at funding with key people who have been involved with local and national to come up with some ideas. O'Donoghue seconded.

Clemons suggested that something be worked out to help with Portland. She suggested a base percentage or a flat fee whichever is higher should be given to the Portland people. The meeting should be in the summer. Perkins asked if this would allow us to do something about Portland. Gomez said he thinks we should make sure that Portland is happy. McNeill said the motion deals with the future. Hall said we still need to have a set amount and we need to treat each convention the same. If we treat them all the same, then we won't see the perception of favoritism as a problem. Consistency is the important thing. Bowen called the question, seconded by McNeill. The motion to review policy on

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negotiating with local people passed with results to be reported back at the Dallas convention. Babb said the problem is with the way local committees perceive JEA. We need to address the problem of perception. We need to recognize the locals better and do a better job of telling what we are doing and asking their advice. Babb repeated some of the things she had heard said by various local groups. Among them was that JEA comes in, says "We're having a convention here. If you want to help, fine. If you don't, we can do it without you." This perception immediately puts a bad taste in the mouth of the locals. She also mentioned Texas' continued concern about the hotel site and student safety. Babb suggested hosting some sort of reception/cocktail party for the local group. Perkins will announce at the business meeting that a committee will be formed. Perkins will submit a story for this for Newswire. John Bowen moved and Jack Kennedy seconded the adoption of the proposed budget for the spring 1995 San Diego convention. Motion approved. Clemons suggested JEA make a concerted effort to get someone to run for a board position from Southern California.

Conventions after San Diego:

Siver mentioned fall 1995 convention. Puntney said no details are available yet. Spring 1996 and fall 1996 will be in Phoenix and Chicago but no details have been settled. JEA is looking at Seattle for the spring of 1999. Fall 1997 Siver said JEA is thinking about Boston but it still remains open. Siver says Boston wants us to come and that they had an excellent meeting with Yankee PEN. This group is willing to give up its fall convention. JEA is considering a mini-convention in Boston in September/October of 1995. It would be billed as a regional convention preceding the KC fall convention. Regional would mean states from New Jersey north would be sent information. A stumbling block is that there are not a lot of New England members. If the regional convention works, then possibly JEA could consider Boston in 1999. Puntney felt a regional convention could help build membership. Rolnicki said he thinks the mini-convention is a risk we can afford to take. 1997 could be Orlando or St. Louis. McNeill said Little Rock is also interested. Perkins said part of the problem with Little Rock is that it is very expensive to get there. Rolnicki said he didn't think that Little Rock facilities could house the convention with the size it is now.

New business

Annual Report:

The annual report is in the directory, Babb said she believed it was still valuable in that more people got to see it. Puntney said McPhillips had called and was concerned that the information was nearly two years old. It was resolved to keep it in the directory but attempt to have the directory published earlier in the fall.

Ad hoc:

Ad hoc members provided feedback on the ad hoc experience. O'Donoghue distributed a letter written by Diane Honda on her experience. O'Donoghue said a number of people who were brought in through the ad hoc experience are now active and interested. Wooten and Honda both gave letters, testimonials to the program and encouraged the continuance of the ad hoc program. Honda and Wooten pointed out that this is the end of their experience. **Siver proposed a motion to continue the ad hoc positions 1995-1997.** Gomez said he feels that their gift is that they are opening doors through being here. Gomez thanked Siver, Puntney, Perkins and O'Donoghue for making them feel important. This is a motion of philosophical support to continue the ad hoc positions since this will not be in the budget until next year.

The Unity Conference:

O'Donoghue said we have been shut out of Unity. Despite support from Walterene and leader of Asian Journalists association, we have not been allowed on the program. Since one of the purposes of attending was for JEA members to meet and greet, we are hoping to be a presence at the conference.

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Bowen encouraged all of us to look at the book **Journalism Kids Do Better**. Bowen said many feel that the chapter on press law is one many will disagree with because it does not accurately state JEA's position, particularly on prior review.

O'Donoghue made a motion that the JEA president appoint a member to research gateways to Internet for possible use by the Board for E-mail. A JEA/Scholastic Journalism Bulletin board, and test research methods related to both board business and student journalism. Seconded by Bowen. Motion passed.

Jack Kennedy moved that JEA restate and expand its support for yearbook journalism through two initiatives:

- Fund (through Commission Projects 2-50) the "missing chapter" of Death by Cheeseburger re: yearbook journalism and
- Explore sponsoring/creating a national yearbook adviser of the year award.

Puntney suggested American Society of Magazine Editors as a group to approach about helping to fund this and Dodd suggested perhaps Time-Warner could possibly be approached for help with funding.

Perkins asked to be told if anyone is interested in being on one of these committees.

Dodd spoke to the disgruntlement and then feeling of cooperation. noted at the meeting and thanked the ad hoc members for

A motion to adjourn as made by Betty Morton, It was seconded by Hall. and passed at 3:55 p.m.

Respectfully submitted,

Judy Babb
JEA secretary