

Minutes of the Journalism Education Association
April 11, 1996
Board Meeting, Marina Room
Hyatt Regency Embarcadero, San Francisco, California

President Candace Perkins Bowen called the meeting to order at 9:20 a.m.

Past President Kenson Siver called roll. In attendance were:

Candace Perkins Bowen, President
H. L. Hall, Vice President
Carol Lange, Secretary/*NewsWire* Editor
Kenson Siver, Immediate Past President
Sister Rita Jeanne, FSPA, Treasurer Emeritus
Molly Clemons, *C:JET* Editor
Linda Puntney, Executive Director
Rob Melton, Northwest Regional Director
Tony Gomez, Southwest Regional Director
Judy Knudtson, North Central Regional Director
Kathy Craghead, South Central Regional Director
Betty Morton, Northeast Regional Director
Rik McNeill, Southeast Regional Director
Susan Hathaway Tantillo, Certification Commission
Jack Kennedy, Development/Curriculum Commission
Willie Wooten, Multicultural Commission
John Bowen, Scholastic Press Rights Commission
Rudy Gomez, Ad Hoc Board Member
Earlene Hollinger, Ad Hoc Board Member
Norma Kneese, Ad Hoc Board Member and Outreach Committee
Connie Fulkerson, Publications Committee
Diane Honda, Scholarship Committee
Pat Graff, NCTE Liaison
Julie Dodd, Scholastic Press Association Liaison
Hilda Walker, Write-off Committee
Sharon Gentry, Write-off Committee
Tom Rolnicki, NSPA Liaison
Gary Harlow, guest, JEA Texas State Director
Linda Duncan, JEA Headquarters
Jean Ordonez, guest, Multicultural Outreach
Loretta Stewart, guest, Multicultural Outreach

MINUTES

Minutes from the Nov. 16, 1995, Board meeting were presented by secretary Lange. **Hall moved that the minutes be accepted as written.** Morton seconded the motion. **The motion passed.**

WELCOME

Alyce McNerney, local chair of the San Francisco convention, welcomed the Board to San Francisco as she gave note pads to everyone. In addition to finding their fortune in San Francisco, advisers will be able to find their way to the adviser luncheon. The five blocks to Gordon Biersch Brewery and Restaurant will have 75 student volunteers strategically placed with balloons to direct advisers. Puntney and the Board thanked McNerney for all personal touches added.

AN INVITATION

Gary Harlow, Texas JEA state director, reported the executive board of the Texas Association of Journalism Educators voted unanimously to invite JEA to return to Texas for a national convention.

HEADQUARTERS REPORT

Puntney referred members to the Semi-annual Report. The Boston regional convention was an additional workload, but very energizing. Puntney said that Linda Duncan and Fulkerson should be commended for their additional work. **Jack Kennedy moved that JEA give Fulkerson and Duncan each a bonus of \$100 for their additional work and a letter for their personnel files.** Seconded by Betty Morton. **Motion passed.**

The convention programs for Boston and San Francisco and JEA directory were designed by K-State student Scott Ladd.

Puntney reported 1,725 members as of March 31. Of those, 1,530 are teacher/adviser members. This includes increases in 30 states and seven countries with members.

CONVENTION REPORTS

KANSAS CITY—Nov. 16-19, 1995

Puntney reported Kansas City was a financially profitable convention. JEA income was \$90,107.50 with expenses of \$38,159.38 for a profit of \$51,948.12.

BOSTON REGIONAL—Dec. 7-10, 1995

Siver said, as expected, a modest loss was incurred. JEA income was \$11,686.50, expenses were \$15,093.84 for a loss of \$3,407.36. The Board must keep in mind that more Board members attended than originally planned and a full JEA program including Write-off and bookstore was presented.

SAN FRANCISCO—April 11-14, 1996

Just under 3,600 are pre-registered, according to Rolnicki, making this the largest convention pre-registration. Break with a Pro has 516 registered; Swap Shop has 531 registered. There will be a daily electronic convention newspaper. This was a result of Bradley Wilson and yearbook company cooperation. The convention is in two official hotels, the Hyatt Regency Embarcadero and the Grand Hyatt, and several additional overflow hotels. A 30-passenger shuttle has been arranged between hotels for those in a hurry or physically impaired. A bus has been added for after-the-dance transportation. The Giants baseball game has gone from 50 to 150 tickets. NSPA will begin celebration of its 75th anniversary Saturday evening.

CHICAGO—Nov. 14-17, 1996

Local Chair Susan Hathaway Tantillo has held two planning meetings with all moving smoothly. Al Neuharth, *USA Today* founder and The Freedom Forum chairman, is confirmed as a keynote speaker.

PHOENIX—April 17-20, 1997

Siver reported the official kick-off meeting was held in February with a small, but energetic committee. Carmen Wendt is the local chair with Steve Abarora. We will be using the convention center as well as the Hyatt Regency Phoenix for meetings. Overflow will be at the Crown Plaza.

ST. LOUIS—Nov. 13-16, 1997

Puntney submitted a proposed budget based upon 2,500 participants at \$40 per delegate.

Siver moved we accept the budget. Craghead seconded the motion. **Motion passed.** Hall reported that a local contest has been held for theme and logo.

CONVENTION PROPOSALS

Discussion of convention proposals for the period of 1999 to 2001 took place.

Rolnicki submitted preliminary proposals for conventions to be held in Atlanta and Dallas.

We return periodically to some cities like Washington, D.C., and Chicago for fall conventions as well as cities in California for spring conventions.

Clemons provided a short history of convention sites. Atlanta, site of one of our 1973 conventions, was the first time away from Chicago. Much has changed in Atlanta as well as the JEA/NSPA expectation for a convention site. CNN and *The Atlanta Constitution* might be excellent media support and Coca-Cola and Delta could offer marketing and advertising sessions, suggested board members. Southern Newspaper Publishers Association has been supportive of scholastic journalism.

Siver submitted a proposal for fall 1999 in Boston. He gave the following reasons for the selection of Boston: Yankee PEN has indicated its desire for JEA/NSPA to return; membership in that region has increased after the Boston Regional Convention, as we had hoped; Northeastern University and UMass-Boston, *Boston Globe* and local TV stations will support the convention; and Boston is excellent for university visits and other historical/cultural activities.

In Texas, San Antonio was suggested as another convention site consideration. It has many fine facilities in the Riverwalk area, but may be too far to the south for travel time. Dallas Hyatt Regency worked well as a convention site. The local committee is willing to host the convention again in Dallas.

Discussion on convention sites included consideration of weather, too many East Coast sites, cost of transportation and proximity to membership base. Advisers-only workshops were once held in locations such as Colorado and Washington, D.C.

Further discussion was tabled until decisions were made on the 1996-97 JEA budget.

NEW BUSINESS

Perkins Bowen presented details of the 1996-97 JEA Budget.

1996-97 BUDGET —INCOME

Income reflects increase in bookstore sales, certification program applications and membership.

Melton questioned the inclusion of "Transfer from Savings" and "Book Sales" in the general JEA budget. As a document, a budget should reflect an organization's priorities. Siver, Puntney and Perkins Bowen explained the rationale. Clemons stated the importance of its inclusion for non-profit status.

KANSAS STATE CONTRACT WITH JEA

K-State is experiencing budget constraints. Executive Director Puntney and Linda Duncan are provided salaries under the K-State contract budget. Item 2-11.9 Student Labor/Intern is part of the negotiation of that contract. This includes work study agreement for an intern.

JEA is an organization with education at its heart so this is another dimension of its purpose.

The budget should reflect as clearly as possible the expenses and income.

CONVENTION REPORTING

The budget should reflect the total expenses of the conventions and not the profits.

Adjustments were made to the convention income reporting. (See final 1995-96 budget).

1996-97 BUDGET—EXPENDITURES

REGIONAL DIRECTORS MEETING AT POYNTER INSTITUTE

Hall said that as a result of concern expressed at the Kansas City meeting, he and McNeill have contacted the Poynter Institute for Media Studies in St. Petersburg. Hall, Perkins Bowen and the six regional directors have been invited to meet there July 25-28. This will require a budget for transportation and hotel. The Poynter Institute will provide a consultant to meet with the group and meeting space. The major purpose of the meeting is to develop means to increase membership and member services. McNeill reported that the consultant has requested that the group gather data before the regional directors' meeting.

Graff indicated concern that those who attended should have a contingency plan for carry-over since JEA elections will follow in February.

McNeill explained that the purpose was a brainstorming and planning meeting which would be fully reported to the Board at the Chicago meeting.

It is important to establish this relationship between JEA and the Poynter Institute.

Siver proposed that \$4,000 be budgeted for the regional directors' meeting.

BOOKSTORE REPORTING

Credit card use required JEA to pay a credit card service fee which needed to be added to the budget (Item 2-13.1). Melton suggested that the percent of fee which was for bookstore orders should be listed under bookstore expenses. Bookstore reporting was discussed.

Under Bookstore, travel and hotel for office manager (Item 2-29.9 and Item 2-29.10) have been added because of the increase in bookstore volume. This includes a per diem of \$25 for bookstore manager and office manager.

PER DIEM FOR JEA OFFICIALS

Hall suggested that we consider paying per diem to the executive director, past president and president. **Tony Gomez moved that JEA officials be paid a per diem of \$40 when representing JEA other than at conventions, not to exceed 10 days per year.**

McNeill seconded the motion. **McNeill moved that we amend the motion to read JEA officials be paid a per diem of \$40 for budgeted travel when representing JEA other than at conventions, not to exceed 10 days. Motion passed.**

C:JET AND NEWSWIRE

Clemons gave a history of *C:JET* origin at the Palmer House in 1967. The premise was that JEA would have an educational/research journal. Clemons receives about 10 calls a year for permission to reprint articles in other professional journals.

Hall moved that a committee be established to review the purpose and content of *C:JET* and *NewsWire* and report to the Board in Chicago. John Bowen seconded the motion. Motion passed.

Craghead moved that the Board adjourn for one hour for lunch. Morton seconded the motion. Motion passed.

The Board reconvened at 2:30 p.m.

Consideration of budget items continued.

TRAVEL

The travel amount reflects the lower expenses expected for travel to Chicago.

SCHOLASTIC PRESS RIGHTS COMMISSION

John Bowen requested \$1,000 funding to support the establishment and upkeep of the Scholastic Press Rights Commission's home page. Since funding was not found for the commission to meet during summer, Bowen plans to use the Commission's home page as a clearinghouse for the information (sample editorials, codes of ethics, lesson plans, means to fight censorship). The funding will cover payment for hard disk space for the home page and phone expense, purchase of Adobe SiteMill and miscellaneous expenses.

CERTIFICATION COMMISSION

Tantillo proposed that JEA Certification Commission members meet at the AEJMC convention January 8-10, 1997. Since several members regularly attend, expenses would be lower. This would be the first meeting since 1991. Money to cover expenses was added to the budget item 2-43.6 for Certification Commission Meeting at AEJMC.

WRITE-OFF CONTEST EVALUATION

The Write-off Committee needs to meet to re-evaluate contests and contest requirements. Copies of the contest booklet must be run for the Chicago convention and individuals who have worked on writing Write-off contests must meet to revise the booklet. Hall suggested that the review committee stay an extra day after the Chicago convention. For this, \$1,000 was added.

EQUIPMENT FOR HEADQUARTERS

Money was added to the Headquarters budget for purchase of scanner, computer software updating and a Powerbook.

SPLC SHARE

Melton advised that we be aware of the amount of the total JEA membership that is used for *SPLC Report* subscription.

SPLC DONATION

Bowen proposed that JEA donate to SPLC \$3,285 for much-needed computer equipment. This was approved.

WORKING MEETING FOR THE BOARD

The Board discussed holding a working meeting on Wednesday afternoon prior to the convention. No action was taken.

SCHOLARSHIPS TO JEA ADVISERS INSTITUTE

Melton discussed providing three scholarships to the JEA Advisers Institute. Dodd suggested it be called the Dorothy McPhillips Adviser Scholarship. **Melton moved that three scholarships to the JEA Advisers Institute be established and they be called the Dorothy McPhillips scholarships.** Hall seconded the motion. **Motion carried.**

MEMBERSHIP IN NCNB

Melton discussed joining the National Center for Nonprofit Boards which offers assistance to non-profit groups whose members have other professions. No action was taken.

INCREASE IN MEMBERSHIP DUES

The Board discussed an increase in membership dues. No action was taken.

BUDGET ACCEPTANCE

Siver moved we accept the budget as amended. Bowen seconded the motion. **Motion passed.**

COMMUNICATIONS DECENCY ACT

Perkins Bowen shared the ACLU press release and the affidavit filed by JEA in *ACLU, et al v. Reno*. Concern over the definition of "indecentcy," adviser liability for student access to materials over the Internet and limitation on legitimate research led to JEA filing. See ACLU Press Release for details.

BYLAW REVISION

Hall indicated a need to review the bylaws. For example, Bylaw 4.01—indicates that the editors of the association's periodicals are non-voting members. Now that the secretary is *NewsWire* editor this is a problem. Others that need attention are Bylaw 5.04, Bylaw 6.09 and Bylaw 2.02.

Melton added that the distinction between commission and committee should be clarified in the bylaws.

Perkins Bowen proposed Board members send Siver suggestions by Sept. 15.

KANSAS STATE AGREEMENT

JEA is under contract with Kansas State until April 1997. The proposed contract is the same with the addition of a \$2,500 request for a student intern. **Melton moved that we accept the five-year contract with Kansas State.** Siver seconded the motion. **Motion passed.**

CHANNEL ONE PARTNERSHIP REVIEW

Siver gave the report of the Channel One Partnership Review Panel. According to Siver, the Early Bird Video workshop was well-prepared and balanced with no promotion of Channel One. It is suggested to improve the seminar Channel One invite some of its "on-air" personnel to present and to add a local professional. The panel recommends continuance of the partnership with Channel One. See Partnership Review Report for more details.

INTERNET

Puntney will investigate with Mary Anne McCloud and her husband a way to link all JEA members on the Internet.

JEA 75TH ANNIVERSARY CELEBRATION

Puntney suggested we begin planning the JEA 75th anniversary celebration. Clemons told of the 50th anniversary celebration including reception and a special issue of *C:JET*.

CONVENTION SITE

Discussion returned to selection of sites for future conventions.

SPRING 1999

Puntney and Rolnicki visited Albuquerque recently. Use of the convention center would be free since a convention of our size would be considered a citywide convention. **Hall moved**

that we go to Albuquerque in spring 1999. McNeill seconded the motion. Motion passed.

FALL 1999

McNeill moved that the fall 1999 convention be held in Atlanta. Hall seconded the motion. Motion passed.

2001

The Board suggested that Siver investigate Boston for 2001.

OLD BUSINESS

YEARBOOK ADVISER OF THE YEAR

Kennedy reported the initial response was so favorable it can be considered a success. H.L. Hall was named Yearbook Adviser of the Year. Sam Effinger, Paul Ender, Terry Nelson and Paul Schweiger (deceased) received the Distinguished Adviser award. Dave Cosgrove, Brenda Gorsuch, Becky Lucas and Kathleen Zwiebel received the Special Recognition Adviser award.

OUTREACH TO ADMINISTRATORS

Hall, in reviewing the minutes from 1993, saw reference to a brochure prepared for administrators. He wondered how successful it was and what we should be doing in our outreach to administrators. Graff reported of the presentation made by Nick Ferentinos and his principal to the NAASP. The dialogue following that session was good.

Knudtson said if advisers were encouraged to return home with the information they gained from national interaction at the convention, we might gain more respect from our administrators.

Hollinger shared how she met with her principal to discuss what she learned at the convention and how she would be incorporating it into her program. Clemons suggested we add a block of sessions which had a focus valuable for administrators. These would be available at no charge to them. The Board discussed adding this to the Chicago convention.

ENDOWMENT

Hall moved that the endowment remain in the current account and the Board reexamine it at every meeting. Morton seconded the motion. Motion carried.

REPORTS

FINANCIAL

Puntney highlighted the profit-and loss-statement for April 1995 to March 1996. Total income of \$335,994.34 and total expenditures of \$279,218.55, resulting in a net gain of \$56,775.79. As of March 31, the savings account balance was \$1,573.70; Credit Union checking account of \$2,331.82; Commerce Bank checking account of \$2,607.13; convention account of \$64,266.58. The JEA Bookstore inventory as of March 31, 1996, was \$22,388.51.

Sister Rita Jeanne reported current investments as of March 31, 1996, has a current value of \$201,596 for an estimated annual income of \$20,171. The JEA Scholarship Fund as of March 31, 1996, has a current value of \$56,918 for an estimated annual income of \$5,621.

For more details refer to Headquarters Profit and Loss Statement, March 1996; Piper Jaffray statement of JEA current investments; and Piper Jaffray statement of JEA Scholarship Fund current investments.

VICE PRESIDENT

See the semi-annual report.

CURRICULUM COMMISSION

Kennedy reported that five yearbook companies donated \$1,500 for first-year expenses of the JEA National High School Yearbook Adviser of the Year program. The first competition produced 48 applicants. The Commission will work with these companies to continue contributions.

National High School Yearbook Adviser of the Year H.L. Hall will speak at the Advisers Luncheon on Saturday and many of the recognized advisers will participate in a panel session on the future of yearbooks.

The Commission continues to work on a project informally titled "The Missing Chapter of Cheeseburger." Publication is planned in the Summer 1996 issue of *C:JET*.

JEA curriculum guides being planned include one on typography. A fall 1996 publication date is planned. Consideration has begun on a curriculum guide to use of the World Wide Web in journalism.

The commission chair continues to oversee Issue Seminar packets. A new project is to include a call for copies of stories that result from participation in Issue Seminars.

MULTICULTURAL COMMISSION

Multicultural scholarships for the San Francisco convention have been given to 120 students. Fifty of them are the JEA/NSPA scholarships; 70 were raised through the work of Steve O'Donoghue.

The Multicultural booth will have a new look: Herff Jones subsidized a banner, Taylor Publishing provided pop-up calendars and Walsworth donated stadium mugs.

Hollinger presented a video prepared by her and her student assistant for the Multicultural Commission. Graff suggested we make copies of the video for use in meetings and outreach.

OUTREACH COMMITTEE

Kneese redesigned the JEA Multicultural Outreach brochure which includes an application for outreach participation.

WRITE-OFF COMMITTEE

Gentry reported 1,722 students from 196 schools in 25 states were registered for the San Francisco Write-off.

The *JEA Write-off Contest Rules and Guidelines Handbook* will be revised in 1997. Evaluation will include the video broadcast and photography contests after the San Francisco and Chicago conventions. Board members who authored many contests will evaluate their competitions and make suggestions for revision.

Write-off local chair for the Chicago convention is Linda Kane of Naperville Central High School.

AWARDS

Puntney reported Marilyn McElroy is replacing John Hudnall as chair.

PROFESSIONAL CONTRIBUTION PRIZE

Clemons reminded the Board of the June 1 deadline.

STUDENT IMPACT AWARD

Siver reported two schools will share the Student Impact Award. Shawnee Mission North and Olathe North high schools combined to report the truth of the shooting death of two Olathe teens and the injuries to four others.

Bruce S. Hopping, chairman of the Kalos Kagathos Foundation, will be at the Sunday closing ceremony to present \$500 checks to both schools.

WRITE-OFF

Perkins Bowen reported that Walker, Gentry, Judy Babb and Sharon Deibel will be working together on the Chicago Write-off.

PUBLICATIONS

Fulkerson reported three authors have agreed to Meet the Author sessions in the JEA Bookstore.

NOMINATIONS

The next election will be held in February 1997.

JOURNALIST OF THE YEAR

Judging for the 1996 High School Journalist of the Year will begin one hour after the close of the Board meeting. There are 32 entries.

NEWSWIRE

Lange gave the Board copies of the 1996-97 production schedule. She encouraged all to meet the deadlines to facilitate completion and printing of the newsletter.

C:JET

Clemons gave the schedule for the next issues: Summer 1996, yearbook innovations, Jack Kennedy, contributing editor; Fall 1996, student press rights, John Bowen, contributing editor; Winter 1996, to be announced; Spring 1997, AEJMC research issue, Jane Peterson, contributing editor; Summer 1997, JEA certification, Susan Hathaway Tantillo, contributing editor.

SCHOLASTIC PRESS ASSOCIATION DIRECTORS LIAISON

Dodd encouraged the regional directors when they meet to consider how the SPA might help to increase membership.

NCTE

Graff said an all-day workshop was held at the November 1995 NCTE convention in San Diego. Lange, Ron Bennett of Ricks College, Diane Weber of Shades Valley Resource Learning Center, and Fran Sharer of Green Run High School led "Introduction to Intensive Journalistic Writing."

The November issue of the *English Journal* focused on advising. An upcoming issue of *English Journal* will focus on censorship. Graff reported her disappointment that JEA and NCTE conventions in Chicago would be on consecutive weekends rather than the same

weekend. Lucia Podraza and her principal Charles Mingo from DuSable High School, Tantillo, and Perkins Bowen will present a panel "Student Publications Giving Students a Voice" at the Chicago NCTE convention.

EXECUTIVE DIRECTOR REVIEW


Hall, Tantillo, Kneese and Perkins Bowen are the panel which will review the performance of Puntney as executive director.

BREAKING RANKS

Graff reported *Breaking Ranks*, the recent publication of the National Association of Secondary School Principals in partnership with the Carnegie Foundation, includes a strong endorsement paragraph in the leadership section on the value of scholastic journalism. She will be presenting a session on Friday.

Siver moved the meeting be adjourned. All seconded the motion. Meeting was adjourned at 6:05 p.m.

Respectfully submitted,


Carol Lange, Secretary