

**Minutes of the Journalism Education Association
1991 Fall Convention
Hyatt Regency, Chicago, IL**

Business Meeting-Nov. 16, 1991

Call to order: President Ken Siver called the meeting to order at 4:07 He dispensed with the rules of the meeting and asked the members present to introduce themselves and tell from whence they came.

Present Officers and Board members present
Dr. Ken Siver, President
Candace Perkins, Vice President
Judy Babb, Secretary
Sister Rita Jeanne, Treasurer Emeritus
Molly Clemons, C-JET editor
Linda Puntney, Executive Director
Vicki Scorsone, SW Regional Director
Susan Hathaway-Tantillo, NC Regional Director
Jack Harkrider, SC 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 Liaison
Sarah Ortman, Columbus Convention Co-Chairman
Hilda Walker, Contest Committee

Minutes
Judy Babb Babb summarized actions taken by the board at its Nov. 14 meeting.

Financial Report
Sister Rita Jeanne Sister Rita Jeanne reported on the CDs, money market accounts, scholarship accounts. She explained the accounts, increase in the accounts and the yield. (See Board Report)

JEA profit and loss
Linda Puntney Puntney summarized the income and expenditures for the JEA for August, September and October and told of new memberships. (See Board Report)

Announcements Siver discussed Journalism Week and JEA's decision to move Scholastic Journalism Week to February and the materials included in the red convention bag. He encouraged everyone to do some self promotion, especially in states trying to pass legislation on freedom of expression.

Regional and State Reports
Candy Perkins Reports from the state directors are in the semi-annual report. In their meeting, they decided three things 1) State directors are going to push certification in their states; 2) Several directors are going to write articles on news from the states; and 3) State directors plan to assist the Multicultural Committee to help target advisers and schools.

Commission reports **Student Freedom of Expression:** Bowen has been trying to monitor state legislatures around the country. He asked state directors to let him know where FOE bills are scheduled.

Dec.12-13 is Free Speech Under Siege in Cleveland. Bowen handed out the brochure and said that Scholastic Press Rights is on the agenda. He spoke on the Marilyn Athmann case, saying it will probably go to trial this summer.

Certification: Hall encouraged state directors to push certification in their states. He said JEA gave 12 exams Friday, and that a group of MJE's will meet in Nashville in January to write new test questions. The certification commission is looking toward broadening the test to two other areas, magazines and broadcasting.

Publications: Fulkerson reported that the bookstore had sold a record \$7,400 at this convention and reported changes in the catalog and its mailing (see Board Minutes). She asked for new entries for the catalog.

Curriculum: Kennedy says the commission continues to work on standard items, but he also wanted to report on two things he witnessed in the last couple of weeks:

- 1) Special commendation should be given to Wayne Brasler for organizing and running a terrific program at Roosevelt University.
- 2) Involvement with the Multicultural Committee to ensure materials will be developed that will recruit and retain minority students.

He encouraged members to contact him for any curriculum needs and that he would get the work done.

Susan Massy, a member of the commission, reported on the electronic committee which met in May to discuss what was appropriate for curriculum. Members hope to finish up in the next several weeks and are planning to have creative contests for Denver including a video shoot-off. One will be a feature contest which is to be sequentially shot on some aspect of the convention and a news category in which contestants would write, script, with video on clips and record it. There will also be a sports contest, similar to news. They also hope to expand write-offs to include broadcast which will be done in advance and submitted for judging. The time limit is not to exceed 10 minutes. They are looking at having student videos run in the hotel.

Committee Reports

Scholarship: Johnston reported to whom scholarships were given. (See Board Minutes)

Junior High: Casey Nichols found some people to help with his committee. He would like to see high school advisers help with junior high.

Write-Off: Walker reported that local chair Barbara Schneider was working hard on the contest. The Write-Off Contest included all 23 contests.

Kathy Daly is in charge of the contest in Denver. Walker said she would go two weeks early to help organize the contest. Other write-off local chairs are David Weisenburger for Columbus and Babb for Dallas.

Multicultural: Dodd presented in Steve O'Donoghue's absence.

O'Donoghue had organized the meeting on Wednesday which included members and professionals who discussed how to get more minority involvement.

- 1) Mary Arnold at the University of Iowa is developing a curriculum guide with funds from the Freedom Foundation. It will be provided to all Quill and Scroll and JEA members.
- 2) Part of the multi-cultural consortium will be to look at ways to revise journalism programs in minority settings.
- 3) JEA's part is to have a multicultural forum at JEA conventions. State and regional directors should identify minority teachers who are currently active JEA members or would like to become involved to spend a day discussing the problems.

Dodd said O'Donoghue will probably submit a budget to be approved in Denver to help support bringing 20 minority members to conventions and having these people discuss issues with JEA board members and attend other JEA meetings. Siver said 58 scholarships were given to Chicago minorities to come to the convention.

C:JET: Clemons said the fall issue on advertising is in the mail and is the largest ever. She reported upcoming issue topics (See Board Minutes).

Newswire: Babb reported that the first two issues under her editorship came out with only one hitch: no photos. She brought her camera and there will be photos in the next issues.

Scholastic Press: Dodd said scholastic press association directors met at the convention and there were 18 organizations represented. They talked about how to plan and conduct a summer workshop.

Headquarters report Linda Puntney

Puntney referred to the semi-annual report. By combining budgets of the JEA mailing and the bookstore, they reached 30,000 people. Headquarters staff consists of Fulkerson, Puntney, two part-time student workers and one office manager. (See Board Minutes)

Puntney also reported an increase in memberships (See Board Minutes).

She reported on the Advisers' Institute profits, evaluations and plans for next year. (See Board Minutes)

Convention reports

MOTION: To commend the local committee on its hard work and the success of the convention. Seconded and carried.

Siver discussed the importance of convention income to cover JEA expenses that dues don't cover.

Albuquerque: Puntney and Scorsone reported an income of \$48,293.61, expenses of \$20,524.42 and a profit of \$27,769.19. Scorsone appreciates support of all who attended.

Chicago: Perkins said there were over 3,100 students in attendance. There were some glitches because of great numbers. She said it's been a good convention and that both the students and the hotel were good.

Hall moved to commend local committee; Cheryl Attebury seconded. Motion carried.

Denver: The Colorado committee has contacted more than 30 professionals who have agreed to be on program. Ed Asner has confirmed as the keynote speaker. The Spout-off about the Environment award will be presented there.

Local people said they have planned tours to go to the mountains and shopping areas.

They are guesstimating attendance of 2,200 to 2,500 students.

A JEA member complained about hotel registration. Puntney explained why problems came about. She said the hotel didn't tell about \$25 room deposit until the pre-convention meeting. Continued complaint about the Hyatt in general ensued.

Siver said those concerns would be expressed to the hotel staff during the exit meeting.

Columbus: Ortman said she will make sure that we don't have the same registration problems in Columbus. The Hyatt in Columbus has a lot of room space and large meeting rooms. It is one of the biggest Hyatts in terms of meeting rooms. Columbus has become the center for the 500th anniversary of Columbus' discovery of America celebration. Bob Greene is one keynoter and Sister Rita Jeanne is working on Charles Kuralt as a second keynote speaker.

Long Beach: The April 1993 convention will be in a downtown hotel near the harbor. There should be easy access to a lot of food and shopping

Portland: Spring, 1994 will be in both a Marriott and a Hilton

Dallas: Fall, 1994 will be in the Hyatt Regency

San Diego: Spring, 1995 convention will be in a new Hyatt

Kansas City: Fall, 1995 convention in a Hyatt

San Francisco: Spring, 1996

Chicago: Fall, 1996

Old business

Spout Off - Puntney reported information has been sent out, ads placed and a number of requests for contest information have been sent in. (See Board Minutes).

NCTE Assembly - Pat Graff will attend the first meeting in Seattle. Perkins will not. The committee got an extension for one year to coordinate with the assembly. They will meet on Friday, with the assembly on Saturday. NCTE has a strong legislative arm. She said they are our strongest supporters in state and they will network and help write letters. She reported that the National Association of Press Women passed a resolution recommending that when budgets are cut, the last area to be cut should be publications. Graff suggested that we use them as source for help.

Yearbook pricing for DTP books This issue came up at the board meeting in Albuquerque to find out why the price is not substantially reduced when we submit books done on computer. Our plan was to get a panel of marketing people to discuss the issue. Then the legal departments of the yearbook companies wouldn't allow the yearbook companies to be in same room to discuss pricing. Instead Joe Darby discussed costly mistakes we all make and why costs don't decline. He said the cost doesn't stop just because the plant doesn't have to do paste-up. Plants still have cost of machinery and disk cleanup. He said the advantage to the school is not in cost and time but that they have total control of the final product.

New business

Ohio State prior review: Bowen said Ohio State instituted a new policy this school year. Six or seven editors have quit because they refuse to cooperate with the new policy. Bowen said letters have been written and will be written by Siver and the Board condemning the policy. (See Board minutes).

Matters Introduced Howard Spanogle forwarded the idea that JEA needs to develop a statement concerning convention ethics, numbers registered with no place to go etc. He thought that Puntney was given too many responsibilities with doing numerous sessions while trying to handle convention problems. Siver explained we are trying to increase the number of people at headquarters. The budget to be presented in Denver will look to hiring more people. As we expand, we will do what is fiscally responsible

Graff said the First Amendment Congress in Denver has a book of slick ads on the 200th anniversary of the Bill of Rights. Carol Lange said she is using them and finds them excellent. Both suggested writing for them.

Siver thanked everyone for coming, commenting that this was one of largest business meetings we've ever had.

Meeting adjourned

Meeting closed at 5:30.