

Board Packet of Materials

Journalism Education Association



April 6, 2017
JEA board of directors meeting
Seattle Sheraton

Agenda (3.10.2017)
Journalism Education Association Board Meeting
Thursday, April 6, 2017 • 8:30 a.m.
Aspen, 2nd floor • Sheraton Seattle, Washington

- I. Call to order — Mark Newton (8:30 a.m.)
- II. Roll call and determination of quorum — Connie Fulkerson
- III. Reading of notice of meeting — Connie Fulkerson
- IV. Approval of minutes (Fall 2016) — Mark Newton
- V. Affirmation of electronic votes — Mark Newton
 - A. Motion to endorse Indiana New Voices legislation (passed 7-0, February 14, 2017)
 - B. Motion to endorse Vermont New Voices legislation (passed 7-0, February 14, 2017)
- VI. Approval of agenda — Mark Newton
- VII. Commendations — Mark Newton
 - A. Scholastic Press Rights Commission members — John Bowen
 - B. Fern Valentine — John Bowen
 - C. Adam Dawkins, MJE — Evelyn Lauer
 - D. JEA Headquarters staff — Sarah Nichols
 - E. Bradley Wilson, MJE — Sarah Nichols
 - F. Megan Fromm, MJE and Sarah Nichols, MJE — Mark Newton
 - G. Candace Bowen, MJE, John Bowen, MJE, Carrie Faust, MJE and Stan Zoller, MJE — Mark Newton
- VIII. Reports and Items of Interest (9 a.m.)
 - A. 2017 Election — Candace Bowen
 - B. Executive Director — Mark Newton/Linda Puntney
 - C. Headquarters — Linda Puntney
 - D. Conventions — Linda Puntney
 - E. NCAA and Scholastic Journalism — Candace Bowen
 - F. Four Cs for Careers Act — Mark Newton
 - G. Research Grant — Megan Fromm
 - H. Curriculum — Sarah Nichols
 - I. JEA/NSPA Adviser Outreach 2017 — Sarah Nichols
 - J. Business Professionals of America — Sarah Nichols
 - K. Partner Reports — Mark Newton
- IX. New business (11 a.m.)
 - A. Proposal to adopt Student Free Expression statement — John Bowen
 - B. Proposal to fund new board retreat — Sarah Nichols
 - C. Approval of 2017-18 budget — Mark Newton
- X. Adjournment (11:30 a.m)

A follow-up meeting will be at 2:30 p.m. on Saturday, April 8, in Medina, 3rd floor,
Sheraton.

Minutes from Nov. 10, 2016, board of directors meeting

Unofficial Minutes (to be approved in Seattle, April 6, 2017)

The Journalism Education Association board meeting was held 8:30 a.m. Thursday, Nov. 10, 2016, in Room 304/306 at the JW Marriott, Indianapolis, Indiana.

Call to order — Mark Newton (8:35 a.m.)

1. Roll call and determination of quorum — Connie Fulkerson

(voting members) Mark Newton, MJE, president; Sarah Nichols, MJE, vice president; Candace Perkins Bowen, MJE, past president/nominations chair; Carrie Faust, MJE, director at large; Stan Zoller, MJE, director at large; Megan Fromm, CJE, Educational Initiatives director; John Bowen, MJE, Scholastic Press Rights director.

(nonvoting members) Linda Puntney, MJE, interim executive director; Connie Fulkerson, CJE, administrative assistant/secretary; Bradley Wilson, MJE, C:JET editor; Nancy Y. Smith, MJE, Contest committee chair; Jonathan Rogers, MJE, professional outreach chair; Evelyn Lauer, CJE, publications/public relations chair; Kim Green, MJE, certification chair; Linda Barrington, MJE, mentoring program; Erika Quick, Kris Doran, Priscilla Frost and Joel Garver, CJE, Write-off committee; April van Buren, MJE, Journalism Quiz Bowl

(others) Laura Widmer, NSPA executive director; Jeanne Acton, Ron Johnson and Val Kibler, CJE, NSPA board members; Jason Zhu, JEA China; Richard Giang, Lakota East High School, Ohio.

2. Reading of notice of meeting — Connie Fulkerson:

The following was posted on jea.org on Oct. 24: “The Journalism Education Association board of directors meeting will be at 8:30 a.m. Thursday, Nov. 10, in Room 304/306 of the JW Marriott hotel in Indianapolis.

3. Approval of minutes — Mark Newton

Moved to accept the minutes as printed: Stan Zoller; Seconded: Carrie Faust (passed 7-0)

4. Affirmation of electronic votes — Mark Newton

Motion to accept the proposal from the Marriott Wardman Park in Washington, D.C., to host the 2024 Fall National High School Journalism Convention. (passed 7-0, June 22, 2016)

5. Approval of agenda — Mark Newton

Agenda was approved with additions of Society of Professional Journalists resolution, Pulitzer 100 documentary and Business Professionals of America in the Reports/Items of Interest section.

Moved: Sarah Nichols; Seconded: Megan Fromm. (passed 7-0)

6. Commendations — Mark Newton

- a. Kris Doran by Nancy Smith — for his leadership as broadcast contest coordinator and for his work on revamping the judging system and eliminating many of the technological issues.
- b. Nancy Smith, Kate Dubiel, Write-off Committee by Linda Puntney — for their work during the summer to create a plan for the continual development of the Write-off system.
- c. Brenda Field by Stan Zoller — for her work as state director and for her legislative effort in Illinois that led to the successful passage of HB5902 and its signing by the governor. Scholastic advisers and journalists now have greater press freedoms.
- d. Kelly Furnas by Mark Newton for his vision and work ethic as JEA executive director for six years.
- e. Headquarters staff by Mark Newton and Linda Puntney — for keeping the organization moving forward during the transition to an interim executive director and helping update the interim director.
- f. Board by Linda Puntney — for board members' efforts in keeping up morale at headquarters staff, continuing the organization's services to its members and demonstrating high quality and commitment to JEA.

7. Reports and Items of Interest

a. Headquarters — Linda Puntney

While membership overall was up 103 percent since last fall, several states had lost members.

KSU national search for permanent executive director — Mark Newton/Linda Puntney

The job was posted in about 30 places. Deadline for applications is Nov. 28. Select three by end of year. Hope to have an announcement by spring board meeting.

b. Contest Committee — Nancy Smith

- New committee members Erika Quick of Cody (Wyoming) High School and Joel Garver of Junction City (Kansas) High School were introduced. They will be working with the broadcast area. Kris Doran is stepping down as broadcast contest coordinator.

- Numbers might have been affected by having an online Quiz Bowl qualifying test. April van Buren suggested having two opportunities to take the online qualifying test before the convention. It would help identify people who need a qualifying test (CTE) to attend a national competition. Marketing to state Journalist of the Year winners might be an option.

- BPA photo contest will be sponsored by JEA again. JEA provides the judges for the contest. There is no cost to JEA; just time for judging.

- Junior high/middle school mail-in contest had more than 400 entries last spring.

- Write-off contest prompts from five conventions will be available soon on the JEA curriculum site.

- There were a few glitches on the Write-off system. There were 300 uploads in the last hour before the deadline, which might have slowed down the system.

- Several new broadcast contests will be introduced by the Dallas convention. Dallas convention will have layout critiques on the system.

- Write-off system: An outside programmer will develop Phase II, keeping budget in mind. One goal is to make the website ADA compliant.

c. Research grant process application — Megan Fromm

The application can go live anytime. It will be open for about six weeks. There is a \$7,500 budget. AEJMC would be a good place to post notice, and email to graduate schools to promote. NSPA has to agree to this.

d. Administrator scholarship application — Casey Nichols via written report

The application is now online on the JEA website. This scholarship is for teachers studying to be administrators. There is \$5,000 total in this scholarship fund.

e. Administrator project grants — Casey Nichols and John Bowen

No one applied. Should we continue to offer it? This has been tied to First Amendment Press Freedom Award-winning schools. Find other ways to promote.

e. National Student Representative Board — Mark Newton

Richard Giang of Lakota East High School in Ohio suggested developing a student board that would meet at conventions, do a session, communicate through the year with monthly group chats. Mark Newton asked Giang to come up with a plan and report back in Seattle.

f. StoryCorps (Great Thanksgiving Listen) partnership — Mark Newton

Kim Baskin from StoryCorps will be in Indianapolis to present a session on the Great Thanksgiving Listen, a way for students to record their elders' stories.

g. NCAA and scholastic journalism — Mark Newton

Many advisers are uncertain how to get their courses accepted by the NCAA. It was suggested JEA includes on the website materials showing JEA's position and hints on writing course descriptions. Candace Bowen will lead the review.

h. Four C's for Careers Act — Mark Newton

Caucus in U.S. House of Representatives. Congressional 21st Century Skills Caucus. Tied to P-21. Iowa, Pennsylvania, Florida, Washington, D.C., California, New Jersey, Tennessee, New York and Ohio. State directors are encouraged to send communications to legislature. Newton sent a model letter to share. Links to the white paper. Journalism component should be part of the discussion. See sheet on Google Docs. Newton will share letter and link to caucus.

i. NCTE conference goals — Jonathan Rogers

Rogers said he joined the NCTE censorship committee and that partnership is doing well. There is interest in how to bring journalism to regular language arts and in authentic published work. At the upcoming NCTE convention Rogers will staff the booth, participate in a mentoring session. He requested C:JET magazines and other materials to hand out. Partnership is strong. He will help with lit mag contest. NCTE coming out with a new brand. JEA helped prepare two resolutions that will be presented at the NCTE convention: Resolution on Increasing Importance of Journalism Courses in English Curricula. Resolution on the need to promote legislation to protect the rights of student journalists. Voting will take place Friday, Nov. 18.

j. Business Professionals of America — Mark Newton, Sarah Nichols

Linda Puntney, Sarah Nichols and Mark Newton will meet with BPA representatives to talk about next steps in the partnership. JEA had a presence in Orlando at their convention. It was suggested that JEA become a chartering organization for BPA in states without BPA. Sarah Nichols is the contact person.

k. Society of Professional Journalists Resolution — Mark Newton

SPJ recently passed a resolution in support of enhanced protection for student journalists. <http://www.spj.org/res2016.asp#4> Other resolutions support women in journalism and the right to report on political campaigns. Those resolutions are important to JEA. SPJ joined 14 other journalism orgs to ask President-elect Donald Trump to commit to protective press pool for transparency. Megan Fromm and Sarah Nichols are working on a speaking proposal for the SPJ convention in Anaheim in the fall.

l. “Pulitzer at 100” documentary — Mark Newton

Newton asked if we could get the documentary. Independent company produced documentary so there may be an opportunity they’re checking on.

m. JOY scholarship fund — Mark Newton

JEA past presidents Jack Kennedy and Ann Visser will co-chair a targeted advertising campaign to raise \$25,000 for Journalist of the Year scholarships. Past presidents and past board members will be asked to contribute a dollar for every year they’ve been in education.

n. AEJMC Midwinter Meeting — Mark Newton

Newton suggested that the Scholastic Journalism Division might be interested in meeting at the JEA convention to get better attendance. He’s willing to look into that.

o. 2017 Election — Candace Bowen

The final slate of candidates for the JEA election in February 2017 will be presented at the general meeting Saturday, Nov. 12.

Deadline for candidates’ statements and headshot: Dec. 15, 2016.

Listserv and website posting of winners will be synchronized. There will be a runoff election if no one gets more than 50 percent.

p. JEA/NSPA Adviser Outreach Program — Sarah Nichols

Sarah Nichols, Val Kibler and Lori Keekley went to Lafayette High School in Mississippi after six months of planning for the first JEA/NPSA Adviser Outreach Program. They offered publications critiques using the new NSPA score sheet. They led the adviser and students’ goal-setting process. The team worked with staff members to boost their self-esteem and elevate the status of the media in their school. They met separately with adviser and principal to find ways to support students. Principal was supportive. Students were excited and the progression was amazing. Success: awareness of student media in the school; potential of timely stories; Adviser is now a CJE; the school plans to apply for FAPFA. They saw a shift from “I can’t” to “we can do this.” For the Saturday workshop, they noticed a lot of pushback from the state scholastic press association and the university. Seven schools from three states attended the Saturday workshop. Commended state director R.J. Morgan. In the next round they need to find good teachers willing to change gears regularly.

p. Conventions — Linda Puntney and Laura Widmer

The JEA and NSPA directors looked at different convention city pairings to see if the conventions with the biggest attendance would help budgeting. Mark Newton said he is against preset seven-year rotations. We should leave some flexibility.

q. Partner Reports — Mark Newton

Jason Zhu from JEA China spoke to the board. He brought seven students to the convention to learn from JEA convention sessions and Write-off competitions. Kelly Furnas was in China in August to lecture at the JEA China convention and to judge some contests. Zhu said he is working to expand this program, and is also working with Northwestern University/Medill School of Journalism. JEA China will be sending Chinese students to Washington, D.C., soon. In the spring semester they will have an online contest.

8. New business

- Motion to approve the amended IRS Form 990. (passed 7-0)

Moved: Candace Bowen; Seconded: John Bowen

- Motion to increase staff bonuses to reflect tax deductions. (passed 7-0)

Moved: Mark Newton; Seconded: Sarah Nichols

- Motion to allocate \$13,000 from the reserve (investment) funds to the 2016-17 budget to cover all expenses related to the executive director search. (passed 7-0)

Moved: Mark Newton; Seconded: Megan Fromm

- Motion to approve the contract to host JEA Advisers Institute 2018 at The Linq Resort Las Vegas under the terms presented. (passed 7-0)

Moved: Sarah Nichols. Seconded: Carrie Faust

Rationale: Rates are the same as in 2016; however, resort fee increases by \$4. Because the sleeping ratio was low, alternate sites were not interested.

Registration fee: \$150. Room rate: \$108

Linq Resort and Casino, July 9-12, 2018

- **Approval of slate for 2017 election — Candace Bowen**

Qualtrics will be used for the election. JEA will announce the winners and the number of votes for each. Results will go to Linda Puntney, Candace Bowen and Mark Newton simultaneously, and they'll decide when to release. Final approval of the slate of candidates will be given at the general membership meeting.

- Motion: The Journalism Education Association will extend its current contract with Kansas State University for one year (through June 30, 2019). (passed 7-0)

Moved: Sarah Nichols; Seconded: Megan Fromm

9. Adjournment

Motion to adjourn at 4 p.m. (passed 7-0)

Moved: Stan Zoller; Seconded: Carrie Faust

A follow-up meeting will be at 2:30 p.m. on Saturday, Nov. 12, in Room 307.

The board will meet at 8:30 a.m. April 6, 2017, at the Sheraton Seattle and Washington State Convention Center in Seattle.

Agenda
Journalism Education Association General Membership Meeting
Friday, April 7, 2017 • 8 a.m.
Ballard • Sheraton, Third Floor

- I. Call to order — Mark Newton
- II. Roll call — Connie Fulkerson
- III. Approval of minutes — Mark Newton
- IV. Reports
 - A. Summary of board action — Mark Newton
 - B. Conventions — Linda S. Puntney
 - C. Financial reports — Linda S. Puntney
 - D. Items of concerns, attention, update — officers, directors, chairs
- V. New business
 - A. Matters introduced by members
 - B. Introduction of new board members
- VI. Adjournment

Minutes from Nov. 11, 2016 general membership meeting

Unofficial Minutes (to be approved in Seattle)

The Journalism Education Association general membership meeting was held 8 a.m. Friday, Nov. 11, 2016, in White River H, First Floor, JW Marriott, Indianapolis.

I. Call to order — Mark Newton (8:03 a.m.)

II. Roll call — Connie Fulkerson

(board members) Mark Newton, MJE, president; Sarah Nichols, MJE, vice president; Candace Perkins Bowen, MJE, past president; Carrie Faust, MJE, director at large; Stan Zoller, MJE, director at large; John Bowen, MJE, scholastic press rights director; Megan Fromm, CJE, educational initiatives director

(staff) Linda Puntney, MJE, interim executive director; Connie Fulkerson, CJE, administrative assistant

(committee chairs, liaisons) Aaron Manfull, MJE, Digital Media; Evelyn Lauer, CJE, Publications/Public Relations; Kim Green, MJE, Certification; Jon Rogers, MJE, Professional Outreach; Linda Barrington, MJE, Mentoring Program; Carrie Wadycki, MJE, Day of Doing; Tom Gayda, MJE, Indianapolis 2016 local team chair; Mark Murray, Dallas 2017, local team chair; Sandra Coyer, Seattle 2017 local team chair (also a state director)

(state directors) Leslie Dennis; Brenda Field, MJE; Susan Gregory, MJE; Michelle Harmon; Nancy Hastings, MJE; Marva Hutchinson; Marsha Kalkowski, MJE; Val Kibler, CJE; RJ Morgan, CJE; Heather Nagel, CJE; Nancy Olson, CJE; Rachel Rauch, CJE; Jon Reese, CJE; Leslie Shipp, MJE; C.E. Sikkenga; Sue Skalicky, MJE

(members) Sara Brookshire; Linda Drake, MJE; Annie Green, CJE; Peggy Gregory, CJE; Karl Grubaugh, CJE; Anne Hayman, MJE; Carol Hemmerly, CJE; Joe Humphrey, MJE; Lori Keekley, MJE; Kate Klonowski, MJE; Sarah-Anne Lanman; Sharon Martin, CJE; Kristy Nyp, CJE; Jayme Quick, CJE; Julia Satterthwaite, CJE; Rod Satterthwaite, MJE; Kathy Schrier, MJE; Karen Slusher, CJE; Aaron Smith; Sarah Tricano, CJE; Fern Valentine, MJE; Ann Visser, MJE

(nonmembers) Debra Kidd, Teresa Scribner

III. Approval of minutes — Mark Newton

Motion to approve the minutes from the Los Angeles general meeting as corrected.

Correction: Change title of Kathy Schrier from Seattle local committee chair to local committee member. Schrier gave the report for Sandra Coyer, Seattle committee chair, who was not in attendance at the Los Angeles convention. Moved: Megan Fromm; Seconded: Carrie Faust. (Passed unanimously.)

IV. Reports

A. Summary of board action — Mark Newton

Motions: All motions were passed unanimously 7-0.

- Affirmation of electronic vote. — Motion to accept the proposal from the Marriott Wardman Park in Washington, D.C., to host the Fall 2024 National High School Journalism Convention.
- Approved the contract to host JEA Advisers Institute 2018 at the Linq Resort and Casino in Las Vegas July 9-12, 2018.
- Approved the IRS Form 990 with the accountant's clarification on several line items.
- Moved to allocate \$13,000 from its reserve (investment) funds to its 2016-17 budget to cover all expenses related to a national search for an executive director.
- Increased by \$500 the merit bonuses for the headquarters staff for fiscal year 2017 and reduced "student labor" to \$500 (from \$1,000) to cover the deductions for Social Security, Medicare and tax.
- Approved a one-year extension on the contract with Kansas State University, home of JEA Headquarters. The contract, with the extension, will expire June 30, 2019.

Other action

Commendations:

- Kris Doran (by Nancy Smith) – for Write-off committee work in the broadcast area.
- Nancy Smith, Kate Dubiel and the Write-off Committee (by Linda Puntney) – for their work on updating the Write-off system.
- Brenda Field (by Stan Zoller) – for her work as JEA state director and her successful efforts to get HB5902 passed in Illinois, ensuring greater press freedoms for students and advisers.
- Kelly Furnas (by Mark Newton) – for his six years' work as JEA executive director.
- Headquarters staff (by Mark Newton and Linda Puntney) – for work during the transition time between directors.
- Board members (by Linda Puntney) – for their dedication and encouragement during the transition to an interim executive director.

Reports/Items of Interest

The position announcement for a permanent executive director has been posted in about 30 places. The application deadline is Nov. 28. The board hopes to have the candidates narrowed to three by the end of the year and the announcement of the new director by the spring convention.

Nancy Smith said Kris Doran is stepping down as broadcast contest coordinator and Erika Quick will be shadowing him at this convention in preparation of taking on the job beginning with the Seattle convention. Joel Garver also has joined the Write-off committee. April van Buren suggested having a second round of qualifying tests for the Quiz Bowl starting in the spring to get additional schools entered.

JEA and NSPA executive directors Linda Puntney and Laura Widmer suggested pairing well-attended spring and fall convention sites so attendance through the fiscal year would be similar from year to year. This would help in planning budgets.

Jonathan Rogers provided handouts for two resolutions developed by JEA that will be discussed at the NCTE convention in Atlanta this month. They were "Resolution on Increasing Importance of Journalism Courses in English Curricula" and "Resolution on the need to promote legislation to protect the rights of student journalists."

Sarah Nichols and Valerie Kibler gave a report on their experience at the summer JEA/NSPA Adviser Outreach Program at Lafayette High School in Mississippi and at a Saturday workshop there. Lori Keekley also was on the teaching team. They hope to train another teaching team to continue this outreach program.

Jason Zhu from JEA China introduced himself and gave a brief overview of how that organization is hoping to expand convention and contest opportunities for journalism students in China. Seven students are here from China to attend sessions and compete in the Write-offs.

Student Richard Giang from Ohio spoke to the board about his interest in JEA creating a National Student Representative Board. He was asked to bring a more formal proposal after spending time at this convention.

Newton discussed further developing the partnership with Business Professionals of America.

StoryCorps — The Great Thanksgiving Listen is at the convention to encourage students to get involved recording elders' oral history during the holidays.

The Society of Professional Journalists, along with 14 other journalism organizations, has signed a letter to President-elect Donald Trump calling for a protective press pool for transparency. While JEA did not sign this letter, Newton wanted to make members aware of the organizations' efforts.

<http://www.spj.org/news.asp?REF=1478>

New awards: The research grant application will be posted soon on the JEA website.
Future Administrator Scholarship application is now available on the JEA website. Deadline is Dec. 15.

B. Conventions — Linda Puntney

As of Friday morning, there were about 3,785 registered for the Indianapolis convention.

The 2017 conventions will be in Seattle, April 6-9 and Dallas, Nov. 16-19. The Advisers Institute will be July 10-13, 2017, at the Linq Resort in Las Vegas.

C. Financial reports — Linda Puntney

While this fiscal year's net revenue as of Oct. 17, was -\$54,993, Puntney said a convention-income check had been received from NSPA a few days before the convention so this number has improved. Total assets are \$1,627,179.91.

Puntney reported membership is up 103 percent from last fall, for a record 2,790 total members as of Oct. 7, the highest it's been in JEA history. There also are members in all states. Several states have shown decreases though.

D. Items of concern, attention, update — officers, directors, chairs

Linda Barrington invited state associations and new advisers to get involved in the Mentoring Program.

V. New business

A. Approval of candidates for 2017 election — Candace Bowen

President: Sarah Nichols, MJE

Vice President: Val Kibler, CJE

Scholastic Press Rights Committee: Lori Keekley, MJE

Educational Initiatives: Erin Coggins, MJE; Megan Fromm, CJE; Kate Klonowski, MJE

Directors at Large

East: Jane Blystone, MJE; Karen Collier, CJE; Joe Humphrey, MJE

Central: Tom Gayda, MJE; Patrick Johnson, MJE; Tim Morley, CJE

West: Tom Kaup, MJE; Matt Rasgorshek; Julia Satterthwaite, CJE; Karen Slusher, CJE

Motion to approve the slate as presented. (Passed unanimously.)

Candace Bowen moved; Carrie Faust seconded.

Bowen reminded candidates to get their color headshot, responses to questions and candidate statement to her by Dec. 15. They will be posted prior to the election period. Ballots will be sent to all voting members Feb. 6, and ballots are due back Feb. 15, 2017. Results will be posted Feb. 16. If necessary, a runoff election will be March 2 with ballots due back March 6. Runoff election results will be posted March 7. The new board will take office May 1, 2017.

B. Matters introduced by members

Richard Curtis, a JEA member and broadcast adviser from Pennsylvania, tried out and was selected to be co-host on "Live with Kelly," a national talk show.

Motion to commend the local Indianapolis team for its work on the convention (passed unanimously). Tom Gayda, local committee chair, was commended for his informing members about the convention through JEA Listserv messages.

Moved: Megan Fromm; Seconded: Stan Zoller.

Sandra Coyer, local team chair for Seattle, invited members to the spring 2017 convention April 6-9, 2017. The theme is "SEA the Possibilities."

Dallas convention local team chair Mark Murray and committee members Rebecca Pollard and Margie Raper invited members to the fall 2017 convention Nov. 16-19. They presented Linda Puntney and Sarah Nichols with Texas-size "homecoming" mums, which covered them nearly head to toe. The theme is "Go Big."

VI. Adjournment

Motion to adjourn. (passed unanimously)

Moved: Megan Fromm; Seconded: Linda Barrington. Meeting was adjourned at 8:51 a.m.

The next meeting of the general membership will be 8 a.m. Friday, April 7, 2017, at the Sheraton Seattle/Washington State Convention Center.

JEA BOARD COMMENDATIONS | Spring 2017 | Seattle, Washington

Scholastic Press Rights Committee members (John Bowen)

For continuously and vocally supporting the ideas of student free expression and journalistically responsible student media. Without their participation, questions and leadership much of the SPRC's (and thus JEA's positions on a free press) achievements would have never happened.

Fern Valentine (John Bowen)

For her persistence in seeking passage of state legislation for free expression in Washington and her dedication to the support of scholastic journalism and student journalists everywhere.

Adam Dawkins, CJE (Evelyn Lauer)

For his leadership as the Scholastic Journalism Week chair for the past three years. Adam brought SJW to life, encouraging more student participation — including a logo contest, the staff spotlight feature on the JEA Facebook page, and managing the SJW Twitter account. I'm so proud of his hard work and dedication.

JEA Headquarters staff (Sarah Nichols)

During the national search for a permanent executive director, and especially during a week of on-campus interviews, all of our staff members offered valuable insights and went above and beyond the call of duty in attending extra meetings and presentations, asking questions, sharing ideas and providing insightful feedback to help the committee. In addition to addressing needs and priorities of the national office and their individual roles and responsibilities, they each demonstrated a larger tie to the heart of the organization, its core values and its mission.

Bradley Wilson, MJE (Sarah Nichols)

For the past few months, Bradley has made noticeable connections online to JEA's presence with social media in a positive and engaging way. From sharing excerpts of the magazine and celebrating various C:JET initiatives with tweets and mentions to creating an "I voted" badge for the election and engaging with @nationalJEA tweets, Bradley has been a visible member of our leadership team. It sets a great example when appointed leaders support a variety of JEA efforts online and help direct traffic toward our online offerings, and I appreciate the engagement.

Megan Fromm, CJE, and Sarah Nichols, MJE (Mark Newton)

Their efforts — before, during and after — on the search committee for our new executive director were nothing less than exceptional. They were prepared, engaged and 100 percent committed to finding the best person for the position. They spent countless hours — and six consecutive days — doing so. Their questions, both to the candidates and to the committee, were spot-on. They were deliberate and caring. Indeed, they were an impressive representation of JEA, its past, present and future. Thank you!

Candace Bowen, MJE, John Bowen, MJE, Carrie Faust, MJE and Stan Zoller, MJE (Mark Newton)

For their service to the Journalism Education Association as members of the board of directors. Each of these advocates for scholastic journalism and student media gave countless time, effort and resources to this organization. And, we can never repay them for their professional and passionate dedication and unwavering commitment to the success of JEA. Whether it be for decades and decades and decades or three years, each of these leaders needs to be commended for their service and thanked for all they have accomplished during their tenure in JEA leadership. It is with the utmost respect, we honor them.

2017 Elections



April 6, 2017
JEA board of directors meeting
Seattle Sheraton

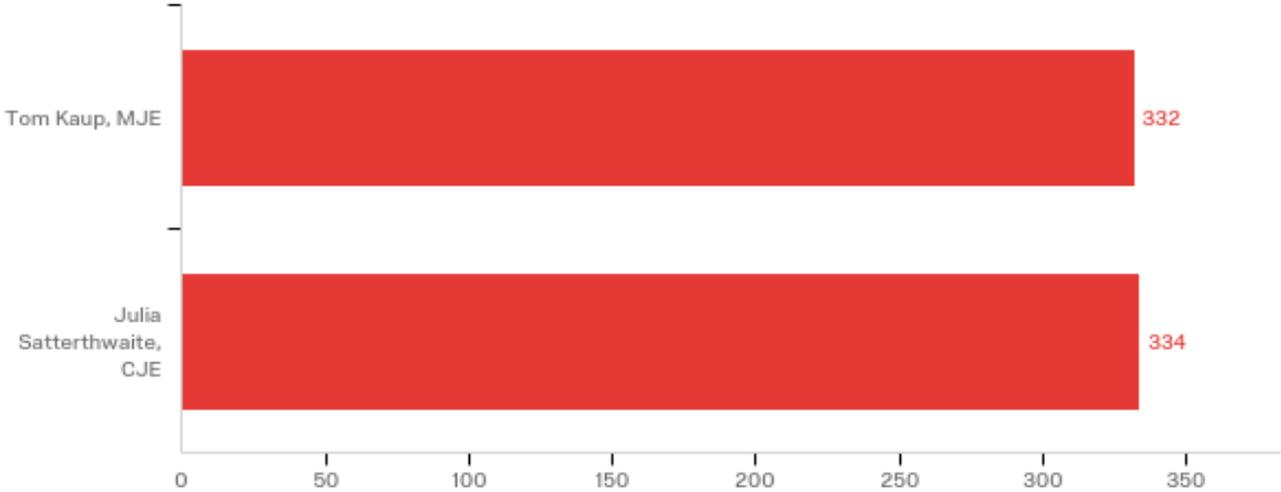
Position	Votes	Total	%
President			
Sarah Nichols, MJE	841	848	99.17%
Vice President			
Val Kibler, CJE	838	845	99.17%
Scholastic Press Rights Committee			
Lori Keekley, MJE	837	840	99.64%
Educational Initiatives			
Erin Coggins, MJE	184	762	24.15%
Kate Klonowski, MJE	147	762	19.29%
Megan Fromm, CJE	410	762	53.81%
Directors at Large (East)			
Karen Collier, CJE	277	775	35.74%
Joe Humphrey, MJE	497	775	64.13%
Directors at Large (Central)			
Patrick Johnson, MJE	207	772	26.81%
Tim Morley, CJE	150	772	19.43%
Tom Gayda, MJE	413	772	53.50%
Directors at Large (West)			
Julia Satterthwaite, CJE	291	757	38.44%
Karen Slusher, CJE	114	757	15.06%
Matt Rasgorshek	127	757	16.78%
Tom Kaup, MJE	223	757	29.46%

Default Report

JEA run-off

March 6th 2017, 11:59 pm CST

Q2 - Directors at Large - From the west



#	Answer	%	Count
1	Tom Kaup, MJE	49.85%	332
2	Julia Satterthwaite, CJE	50.15%	334
	Total	100%	666

JEA/NSPA INDIANAPOLIS**JEA**

REVENUE COLLECTED BY JEA

Comp room credit	-9745		
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REVENUE COLLECTED BY NSPA

Adviser/other registration	31,628.00	552 advisers	\$828 \$1.50 paid local committee
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Student registrations	270,657	3033 students	\$4550 \$1.50 paid local committee
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Total paid attendance		3585	
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Media tours/miscellaneous	9,175		
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Pre-convention workshops	9,207	422 participants	
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Adviser luncheon	5,635		
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Break with a pro	1,295		
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Quiz Bowl	900		
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Ads/exhibits	93,890		
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Credit card fees	-5,942		
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Net shared revenue	416,445		
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JEA share of revenue			209,572
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NSPA EXPENSES PAID BY JEA

1/23/17 NSPA Board and Staff	\$5,343.74		
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1/23/17 Best of Show/food	\$538.63		
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1/23/17 Suite 3323 charges (meetings)	\$709.68		
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1/23/17 Griffon lock change	\$187.25		
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Total		6779	6779
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SHARED EXPENSES PAID BY NSPA

Registration Software	10,872.55		
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Mailing/postage	2,722.76		
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Attendee bags	3,079.00		
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Attendee Lanyards	3,435.00		
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Registration supplies	1,401.76		
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Local committee meals	164.64		
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Security	964.00		
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Buses	11,479.48		
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Marketing/promotion	983.12		
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Speaker honorarium	1,000.00		
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ASL Interpreter	3,600.00		
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Music	1,000.00		
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40,702.31 Total NSPA paid shared expenses			-20351.16 (JEA's share)
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SHARED EXPENSES PAID BY JEA

	Local team seed money	2,500.00
6/6/16	Web hosting journalismconventior	190.80
8/30/16	Guidebook app	1,540.00
	Thursday reception	2,949.88
	Adviser hospitality	5,257.74
	Friday reception	3,351.96
	Adviser Sat. Lunch	12,914.53
	Adviser hospitality	1,358.35
	IPD Security	1,314.00
11/29/16	Turning Point AV	66,651.27
11/21/17	Chris Waugman - precon	721.82
	Jed Palmer-precon	714.17
	Local Chair gift	148.41
	Local gift	648.56
	AV Woods/Trellis room	1,354.36
	Frank Lomonte room	225.81
	AV-Becker room	1,129.05
	Mark Murray-precon	451.64
	Mike Simons - pre-con	451.64
	Val Kibler - precon	677.43
	pete LeBlanc - precon	451.64
	Bradley Wilson - precon	903.24
	Ron Johnson - pre-con	923.04
	Ann Visser	451.64
12/6/16	Shari Adwers - precon	718.94
	Break With a Pro	544.02
11/7/16	Staples/Update printing	721.18
	Copies/printing	1,264.90
	110,530.00 Total JEA paid shared expenses	

TOTAL JEA CONVENTION PROFIT

-55261 (JEA's share)
\$140,738.84

Budget Comparison

Budgeted Income: \$264,755

Budget Expenses: \$94,626

Budgeted Profit: \$170,129

Actual Profit: \$140,739

Bottom Line: -\$29,390

JEA Statement on Student Free Expression

PROPOSED by Scholastic Press Rights, John Bowen, MJE, chair (April 2017)

To address current negativity toward news media in general and misunderstanding of its roles in a democracy, the Journalism Education Association reiterates its principles and practices that nourish a lifelong commitment for a vibrant and flourishing democracy.

We strongly believe free student expression as taught and practiced in journalism classes anchors successful scholastic media. So empowered, our programs showcase the importance of civic engagement, critical thinking and decision-making as the core of lifelong involvement in a democracy.

To protect our democracy and its principles:

- JEA reaffirms its position that the practice of journalism is an important form of public service to prepare students as engaged, civic-minded citizens who are also discerning information creators and users.
- JEA will recognize, promote and support strong editorial policies with each media outlet a designated public forum for student expression where students make all final content decisions without prior review or restraint.
- JEA will encourage all journalism teachers and advisers to strongly encourage diversity, accuracy and thoroughness in content so student media reflect and make sense to communities they serve.
- JEA will produce sample editorial policies and accompany them with model ethical guidelines and staff manual procedures that enhance and implement journalistically responsible decisions across media platforms.
- JEA will encourage journalism teachers and media advisers, even if they must teach and advise under prior review or restraint, to recognize how educationally unsound and democratically unstable these policies and rules are.
- JEA will insist student free expression not be limited by claims related to program funding or equipment use. Instead, journalism programs should showcase student civic engagement and practice democratic principles no matter what media platform is used.
- JEA will demonstrate, to communities in and out of school, through its actions, policies, programs and budgeting, its commitment to an informed, vibrant nation where free expression is expected and practiced as part of our diverse American heritage.

Additionally, we believe groups we partner with and endorse should faithfully support principles of free student expression for student media.

PROPOSAL TO FUND NEW BOARD RETREAT — Sarah Nichols, MJE
Spring 2017

Whereas a new board of directors takes office May 1 and needs an opportunity to meet in person for goal setting and strategic planning; and

Whereas gathering at JEA Headquarters provides an opportunity for all elected leaders to visit with our staff and partners at Kansas State University and A.Q. Miller School of Journalism and Mass Communications while both the interim director and incoming executive director are available locally; and

Whereas board members have indicated their preferences and availability for a retreat May 19-21, 2017,

I move JEA reallocate \$9,000 from the current budget to fund a retreat for the new board of directors.

Tentative agenda

SPJ leadership training
Goal setting and strategic planning
Budget orientation
Culture and team building
Policy and procedure overview
Visits with JEA, KSU staff

Expenses

Airfare 8 @ \$400
Hotel 22 @ \$150
Sub pay 7 @ \$150
SPJ training 9 @ \$25
Meals \$960
Challenge course \$100
Supplies/misc \$150
TOTAL \$8,985

Allocation

\$6,223 remains in the miscellaneous board travel line
\$1,500 is available from unused curriculum leader stipends (3 @ \$500)
\$1,500 is available from the JEA/NSPA Adviser Outreach program

2017-2018 Budget



April 6, 2017
JEA board of directors meeting
Seattle Sheraton

- BUDGET SUMMARY/RATIONALE

-
- Membership dues for most members will increase \$5, our first increase since 2013.
- We funded a Basic Level membership in the [Partnership for 21st Century Skills](#).
- We allocated funding to aid the transition to a new executive director.
- We allocated \$5,000 to fund targeted New Voices efforts.
- We increased the amount of money available for headquarters staff bonuses (currently Kansas State University is predicting no cost of living salary increases to staff).
- We increased funding to hire student workers to support headquarter staff.
- We allocated \$8,000 for website redesign and to move past issues of C:JET to the website (on top of \$10,000 in this year's budget to support software applications, most notably Write-offs).
- We streamlined the magazine budget and allocated a larger stipend to the editor.
- We funded a Scholastic Press Rights retreat.
- We funded the second year of the Adviser Outreach Program, our joint programming effort with NSPA.
- We funded a second meeting for a student media critique and evaluation summit.
- We allocated additional funding for leaders to attend conferences and meetings.
- We purposely left about \$6,500 for the new board to allocate.



2017-2018
Budget Requests

JEA Board of Directors
Budget Meeting | January 20-22, 2017

2017-18 JEA Budget Proposal: Critique Summit II
PROPOSED BY: Mark Newton, MJE

News Media Critique Summit II: I would like JEA try one more time to move the needle on critiques.

Last year, we co-hosted with the Colorado Student Media Association and its executive director Jack Kennedy, a former JEA president and long-time board member, a three-day event to discuss the state of news media critiques and how evaluations can more directly support media instruction.

While we had a great discussion and ideas during the meetings and even left with planned tasks, I dropped the ball and acquiesced instead of taking charge. The follow-up failures are on me. However, I hope the board will agree to fund the summit on its merits. For what it's worth, so do Jack and Laura Widmer, NSPA executive director.

I believe we still see two basic "parts" of this initiative: (1) Where are we? and (2) Where should we be going? Both seem like difficult questions to answer, but we want to try.

The plan would be to invite six to seven people to attend a three-day summit in the summer. Those seven would represent organizations (national and state) conducting critiques, as well as media advisers. The new JEA board of directors would be select its representative(s) to attend. (I will not be attending.) Jack and CSMA would also attend.

We are offering JEA leadership, ideas, energy and resources to address an area where, we believe, JEA can influence positively. There are serious issues with the media critique services offered and consumed (mostly) by our members. From the creation of the evaluation, to its administration, from the policies and procedures, to the pedagogy goals of such services, all need to be addressed. JEA should use its power, prestige and knowledge to bring together stakeholders to craft a document of best practices. It goes without saying, but JEA is not getting into the critique or award business here. Rather, JEA is looking to help develop best practices and standards for critique documents and for judges. Organizational and regional differences in critiques are fine, but we believe most, if not all, current critique systems could be more effective in supporting curriculum, classroom practices, and news media production and content. Additionally, JEA should become more aggressive in delivering its educational mission — not only to members and their students, but also to its sister organizations. Finally, JEA may see, over the long term, increased income by, for example, creating a

certification designation for judges and services that meet JEA standards identified in its curriculum.

Our expectation is that participants' organizations will contribute to some of the travel expenses, at least. We are asking those attending to pay for their airfare, parking, ground transfers and some meals. We also are offering a \$100 travel stipend to support attendees.

8-9 people

Two nights hotel for 8 attendees at @ \$150 pppn —\$2,400

Travel stipend (8 people) @ \$100 — \$800

Miscellaneous (supplies, rental, snacks) - \$150

Meals (two) - \$350

Total \$3,700

I also think, if we want, we could ask NSPA to co-host and co-fund the event. Laura said she is in a much better position now to make the meeting work. And, last year, we were at a disadvantage when Vanessa Shelton from Quill and Scroll had to cancel at the last minute. Since, Q&S is getting a new executive director soon, this would serve him/her well, too.

While the event would benefit other committees within JEA, it does not specifically address one of JEA's stated goals. It does, however, somewhat address the goals of research and partnerships. Most significantly, we believe this proposal at the very least targets the last two items (use of latest technologies and services) in the JEA Vision Statement (below).

The Journalism Education Association is a dynamic, adviser-focused organization serving a diverse media community. To develop and support effective media advisers, JEA must protect scholastic press and speech freedoms of advisers and their students; provide an environment that attracts, develops and retains the best educators in the profession; build diversity at the scholastic and professional levels; promote and demonstrate educational use of the latest technologies, and provide innovative, consistent and quality services.

SPRC — John Bowen

Continue FAPFA funding

1. To continue the FAPFA funding at \$2,500 for another year even though no one applied for it this year.
2. \$2,500 to be divided among qualifying applicants to use to further the First Amendment outreach in their community.
3. It fulfills JEA's goals by expanding the outreach of FAPFA and extending the impact of First Amendment education.
4. The need is to encourage FAPFA winners to extend their impact in their communities and to create models for others to continue the work.

SPRC retreat

1. Fund a SPRC retreat at Kent State for same amount as this year's planned retreat to complete work on FOIA learning materials plus materials on handling fake news. The retreat would be in the spring/summer for three days and involve work there and down prior to the retreat.
2. Cost would be the same, \$6,000 with the same breakdown. Cost breakdown:
 - Travel for up to 7 SPRC/JEA members: \$3,500 (3 more have no expenses because they are at Kent State)
 - Housing for 3 nights, double occupancy: \$1,000
 - Food for participants, 3 days: \$1,000
 - Materials for the retreat: \$500
3. (Consistent with past retreat costs)
4. We want to have this retreat at Kent State because we get meeting rooms and equipment free, three SPRC members are already here and potentially two others are within driving distance.
5. JEA goals fulfilled would be the same as the scheduled retreat for this year, and involve First Amendment support.
6. In the meantime, I will work on partnering with CSJ at Kent to extend the length of the retreat and the amount of work produced.
7. The need is evident as seen in the growing concern for materials, for student journalists and their communities alike in recognizing and handling fake news in its many forms. The need for expanded FOIA materials will only grow as communities need information government agencies would keep to themselves.

JOURNALISM EDUCATION ASSOCIATION

2017-18 Budget Requests

January 20-22, 2017

JEA/NSPA Adviser Outreach — submitted by Sarah Nichols, MJE

Instead of the \$4,000 budgeted previously, I would like to reduce the programming/outreach/adviser outreach line to \$3,000.

For the board:

Now that we have one year of experience, we have a better idea of actual expenses. For the first round, the total cost was \$4,300. Because JEA splits that cost with NSPA, the actual cost was \$2,150.

The next round includes multiple variables that cannot be addressed in time for this budget request deadline, but my general proposal is to continue Lori's role as a teacher-trainer and to replace the other two spots. One possible location/team is Oregon, working with Michelle Balmeo and Anthony Whitten, both of whom have experience teaching and presenting for JEA, but this is tentative and based on the same spring application/selection process we used last time.

At Advisers Institute, the three trainers will meet and coordinate. Sarah and Val will be part of the orientation and training as well (not funded). Bringing the three outreach teacher-trainers to AI also gets them on our convention program as speakers.

\$1,170 flights (\$390 @ 3)

\$357 hotel (\$119 @ 3)

Other expenses will be determined by the new team and submitted for approval during the planning stage but within the same parameters as the initial model or similar.

A high estimate puts the project at \$5,429, so the **\$3,000 from JEA** still allows a cushion even in worst-case scenario for our half.

AI conference programming — submitted by Sarah Nichols, MJE

In addition to the projected expenses from previous years, I propose we add one-day charter rental fee for a bus in Las Vegas to provide transportation to/from an all-day activity for our participants.

Attendees will experience a food tour or similar interactive, social sightseeing experience during which time they will report, photograph and film as part of a collaborative digital media session. While participants will pay their own ticket fee, they will have free transportation, including to a nearby school (Coronado High School) for production in a journalism classroom. JEA will provide the bus so participants are all included and kept together as a chance to collaborate and build relationships with other attendees.

\$1,000 transportation

3 hour minimum of \$422.30 with Ryan's Express or Divine Transportation, LV
additional hours are billed at \$98.88 (includes taxes/fees, not gratuity)

For the board:

Survey responses indicate that AI attendees want more hands-on learning and more opportunities to meet and socialize with other advisers. They also want opportunities to practice video and web skills. Our contact at the LVCVA will help us coordinate a fun, reasonably-priced activity that fits well with the team storytelling model. Because this is a change from past AI programming, we must go big and bold to show we're "all in." No other sessions will take place during the time frame of this learning experience, and providing a bus shows our commitment to attendees. Conducting the production/work session segment in the hotel is not ideal due to small meeting room space, and not all attendees have proper equipment. The bus will take participants on the tour as well as to and from an area high school, which helps connect a local adviser, and simulates a work environment most similar to what our students experience on deadline at school.

Board/committee

New item: Online News Association — submitted by Sarah Nichols, MJE

Building a relationship with the Online News Association is a critical next step for JEA. Their nonprofit connects journalism, technology and innovation, and their mission and core values parallel ours (they aim to foster community, promote out-of-the-box thinking and support citizen engagement within excellence in storytelling and multimedia, which is possible only with freedom of expression and access).

Digital media only continues to grow. Developing stronger ties to ONA will help us learn best practices from professionals and bring new and essential models and/or tools to our students while promoting scholastic media education and the importance of training today's teachers to teach and advise today's students in the interest of tomorrow's online news creators/producers/decision-makers.

By joining the organization and attending the conference (Oct. 5-7 in Washington, D.C.), JEA leaders will gain access to valuable new resources as well as have the opportunity to explore their convention model, learn more about their diversity efforts and the Leadership Academy for Women in Digital Media and bring new ideas to JEA's curriculum, digital media site and our own programming.

In addition, attending the ONA conference is a logical step toward exploring Career and Technical Education training from industry professionals. Journalism teachers in media pathways need specific training, and not enough opportunities exist. In many cases, our own conventions don't qualify. JEA leaders need a way to develop new partnerships that might fulfill these requirements from an organization with adequate size, credibility and budget. The networking potential at the conference is significant, so having at least two (ideally, three) leaders attend will maximize JEA's return on the investment.

The request here is based on attendance for the digital media chair, president and one leader to be named later (executive director, curriculum leader or CTE liaison are logical choices, with the other option as an

emerging digital media committee member as a way to draw in new leaders). The digital media chair and president each have offered to cover their own ONA annual membership as a way to minimize expenses.

ONA academic membership 1 @ \$75

Conference registration 3 @ \$439 ea

ONA flights 3 @ \$390

ONA hotel 9 nights @ \$220 pn

TOTAL \$4,542

For the board:

This budget request addresses current JEA goals regarding partnerships and conventions.

Curriculum — submitted by Sarah Nichols, MJE

In addition to the 10 budgeted curriculum leader stipends and curriculum leader expenses for an Advisers Institute meeting, I would like to add two \$500 stipends for curriculum coordinators. Two people will be appointed to oversee the 10 module leaders; those appointees will handle basic management, editing, file uploads and site maintenance. They will report to the educational initiatives director. In addition to earning a small stipend for their efforts, they will have travel (hotel and airfare) paid to attend Advisers Institute to facilitate the curriculum meeting. That adds one flight and hotel to the previously budgeted curriculum line.

The educational initiatives director also will attend and facilitate the curriculum meeting (and in the first year, will be part of a transition/training from the current curriculum coordinator), which will add the expense of flight and hotel at AI.

Stipends 11 @ \$1000 ea (10 @ \$1000, 2 @ \$500)

Advisers Institute flights 13 @ \$390

Advisers Institute hotel 45 nights @ \$117 pn

CURRICULUM TOTAL 21,335

For the board:

While this does not fall directly under one of JEA's five goals specifically, curriculum is and should remain at the forefront of our efforts. The JEA Curriculum Initiative is among our greatest member benefits and is responsible for considerable membership growth. Working intimately with the initiative for the past three and a half years has given me the unique opportunity to develop aspects of the administrative side, make observations and collect evidence about what it takes in order to run as smoothly as possible. Adding this new layer of leadership will enable more people to be part of our team, and including small compensation signifies our gratitude and respect for the work they do.

NCTE Conference (St. Louis) — Jonathan Rogers

2 person

Registration: \$350

Memberships: \$80
Mileage to St. Louis @ \$150
4 nights hotel at @ \$150
Meals @ \$25 pppd

\$1700 NCTE
\$750 for Running NCTE Booth
Screen and Food - possible One Book giveaway
Thank yous for 1st Amendment - presentation helpers at NCTE

\$500 Plane Ticket to ISTE or another education conference

Total \$2,950

JEA Professional Outreach is working with NCTE leaders to have a 1st Amendment session with 45 Words in St. Louis that aligns directly with the goals of the board to promote student freedom of expression in all schools and classes this next year. Also, JEA Professional Outreach is working with JEA One Book to have a book give away or signing at our table at NCTE next fall. Evelyn Lauer would also like to attend NCTE to promote JEA One Book at the conference along with possible cost of the books or shipping could be required. For the booth I would also like to update it with a screen to showcase the JEA Curriculum and JEADigitalMedia website. Beyond NCTE I am considering attending ISTE or another education conference to promote JEA, connect with educational leaders, push the JEA-Flipboard magazine, and explore future win-win opportunities. Any other ideas from the board for professional outreach in the following year would also be appreciated.

Write-off — Nancy Smith

I have never really turned in budget things before...but I did want to clarify the Contest Committee updates and make a request.

Currently the committee consists of the following people / compensation

Nancy Smith, chair (hotel, transportation, registration, substitute reimbursement, meal/expenses)

Priscilla Frost, coordinator/office manager (hotel, transportation, meal/expenses)

Erika Quick, broadcast coordinator (hotel, transportation, substitute reimbursement, meal/expenses reimbursement)

****New (approved last year) Joel Garver, asst. broadcast coordinator--also helps with quiz bowl etc.) hotel, transportation, registration, substitute reimbursement, meals)**

April van Buren, Quiz Bowl (hotel, transportation, meal/expenses)

Mark Murray, technology (I am not sure from what budget he is compensated??)

Bradley Wilson, photo coordinator (I am not sure from what budget he is compensated??)

Laura Zhu / Allie Staub, Middle School Jr. High Contest Coordinators/Quiz Bowl (registration)

*I believe we need to do something else for Laura and Allie. They spend a huge amount of time from February-May coordinating the contest which has doubled in size in just one year. They both also work Friday morning and Saturday morning of every convention with April to facilitate the Quiz Bowl. Providing a comped registration for them is really nothing as their volunteer work alone would garner that. What else can we do to recognize the work they do for JEA?

I am not sure how much more this all needs to be clarified/spelled out. Obviously expenses vary convention to convention. I think Joel is perfectly happy to room with another JEA staff male to cut down expenses. If the board wants to clarify some of these expenses, I am happy to answer any questions. The bottom line is this, the members of this team work ALL YEAR ROUND. (I spent most of my break prepping Seattle materials with everyone.) None of us get very much time if any at all to attend other sessions at conventions let alone do any sightseeing etc. These are very time intensive jobs and the people in them need to be compensated. Many of them volunteered a while ago and have had their responsibilities grow quite a bit since they signed on yet they have cheerfully taken on the other tasks assigned to them!

These people are all a vital piece to what makes conventions run smoothly. I would hate to lose any of them and want to make sure they are compensated for the tremendous amount of work they do off-site as well. Thanks!

Magazine — Bradley Wilson

C:JET is requesting no change in the magazine budget.

We, however, as indicated in past narratives, have a lot of things planned. They have not been funded in the past. So if the Board sees fit to appropriate additional dollars for some of those projects, we'll make good use of it. Even my personal costs in producing the magazine continue to go up and up.

Awards — Casey Nichols

\$600 request

As our major award for service, the Carl Towley Award deserves a perpetual plaque to be housed at headquarters and displayed at the fall convention. The price for this should be no more than \$600 and can be ready for Dallas. This helps our committee in our mission in clarifying each award and adds to the value of the Towley.

This idea came from several folks.. mostly raised as a "Isn't it odd we don't..."

Budget request — Stan Zoller, MJE / Diversity Committee

Goal alignment: Partnership

Attendance at the national conferences of the National Association of Black Journalists (NABJ), National Association of Hispanic Journalists and Native American Journalist Associations.

In 2016, NABJ and NAHJ held a joint conference. That is not the case this year as NABJ is meeting in New Orleans and NAHJ is meeting concurrently with SPJ in Anaheim. NAJA is also meeting in Anaheim at the same time, but apparently not in official conjunction with SPJ.

It is recommended that the JEA Diversity Committee have a presence at NABJ and the Anaheim conferences (NAHJ, NAJA).

2 people (one for each conference)

Airfare @ \$500 PP (\$1,000)

Three nights hotel at @ \$200 pppn \$600 (\$1,200)

Meals @ \$100 pppd \$400 (\$800)

Ground transportation: \$75 ppt (\$150)

Registration: \$500 per conference (1,000)

Total: \$4,150

	1954-55	1967	F1970	Su1977	F1981	F1982	W1985	1988	1989-1990	1991-92	1998-1999	2000	2002	2002-2003	2004-2005	2005	F2011	W2013	Current
Regular (General. T/A)	1.50 NAJD membership	5	10	15	18	20	25	30	35	35	45	45	45	45	45	50	55	60	60
Institutional (Lib., Org.)		10	15	20	23	25	30	35	40	40	50	50	50	50	50	55	75	100	100
Student			5	10	10	10		20	20	25	35	35	35	20	25	30	25	25	25
Lifetime						200	250	300	350	305	450	450	450	450	450	500	550	600	600
Affiliate								35	40	40	50	50	50	50	50	55	60	100	100
Emeritus (retired)								15	20	20	30	30	30	30	25	30	30	30	30
Associate								30	35	35	45	45	45	45	45	50	75	75	75
Assembly														5	5				
Sustaining												50							

Line	Account	Item/Class	Justification	2017-18 Amount		2016-17 actual	2016 budget
1	INCOME						
2	Membership						
3		Membership Dues	Library/Institutional 90 @ \$100 (\$9,000) Affiliate 26 @ \$100 (\$2,600) Teacher/Adviser 2,225 @ \$65 (\$144,625) Emeritus 100 @ \$30 (\$3,000) Lifetime 2 @ \$650 (\$1,300) College 16 @ \$25 (\$400) Associate 130 @ \$80 (\$10,400)	\$171,650		\$84,345 (51%) = \$164,300	\$159,345
4	Sales						
5		Bookstore	Three-year budgeted average @ \$164,000 Actual as of 1/6/17 \$26,543.35	\$70,000		\$26,717 (17.4%)	\$152,000
6	Programming Income						
7		Dallas 2017	Comparable to San Antonio 2012 and KC 2010 (SEE TAB BELOW)	\$258,570		\$207,564	\$264,755
8		San Francisco 2018	Comparable to SF 2013 (SEE TAB BELOW)	\$241,462			\$184,623
9		Advisers Insitute 2017	Registrations 20 @ \$175 Sponsorships 1 @ \$2,000	\$3,500			\$3,100
10		Advisers Institute 2018	Registrations 105 @ \$155	\$18,275			\$18,275
11		Contests	Three-year average @ \$59,956 (Write-offs, SPJ essay)	\$59,956		\$27,785	\$61,061
12	Dividends and Interest	Dividends and Interest					
13			Estimated \$40,000 in 2016-17 + \$10,000	\$50,000		\$21,971	\$69,721
12	Realized Gain/Loss on Investments						
			Keep at zero for market instability	\$0			
14	Donations/Grants						
15		Student Press Law Center	pass through donations and silent auction	\$9,546		\$5,400	\$10,104
16		Journalist of the Year	Three-year average donations (\$287)	\$287		\$30	\$181
17		Future Teacher Scholarships	Three-year average donations (\$252)	\$252		\$50	\$186
18		Yearbook Adviser of the Year	Sponsorships 4 @ \$2,000 ea	\$8,000		\$8,000	\$8,000
19		Broadcast Adviser of the Year	Sponsorship 1 @ \$3,000	\$3,000		\$3,000	\$3,000
20		Mentoring	Yellow Chair grant (stipends) @ \$56,000 Yellow Chair (carryover) grant @ \$13,300	\$69,300		\$62,375	\$78,547
		Research	Grants @ \$0	\$0		\$0	
21	Other Income						
22		Magazine	Advertising and royalties three-year average + actual	\$14,380		\$6,242	\$15,332
23		Website	Advertising three-year average + actual @ \$9,153	\$9,153		\$5,266	\$8,962
24		Certification	Three-year average @ \$6,879	\$6,879			\$7,098
25		Miscellaneous	Mailing list sales three-year average @ \$851	\$851			\$921
26							
27	TOTAL REVENUE			\$995,061		\$407,285 (41.75%)	\$1,045,303
28							
30	EXPENSES						
31	Administrative						
32		Supplies	Three-year average @ \$2,000 Give away items \$500	\$2,500		\$1,751	
33		Utilities	Telephone 2016-17 average @ \$197.25 pm	\$2,367		\$574	\$2,280
34		Postage	2016-17 average @ \$450 pm	\$5,400		\$2,582	\$5,496
35		Staff	0 percent increase in salaries and benefits @ \$188,144 Merit bonuses @ \$8,262 Student labor @ \$1,000 Executive Director Transition @ \$2,000 (hotel, airfare, per diem, salary)	\$199,406		\$135,006	\$192,644
36		Equipment	Adobe CC subscriptions 5 @ \$240 ea Quickbooks subscriptions 1 @ \$430 ea Staff computer 1 @ \$2000	\$3,630		\$731	\$3,380
37		Board and committees	(SEE TAB BELOW)	\$98,501		\$17,446	
38		Printing	Three-year average copies @ \$4645	\$4,645			\$4,645

			Accounting @ \$6,150 Credit card fees 3 percent of memberships/bookstore Insurance @ \$2,500 American Express fees @ \$450 AEJMC membership @ \$150 Legal fees @ \$0 NCTE assembly, 3 board and liaison memberships @ \$475				
39		Services		\$16,975		\$4,094	\$20,365
40		Miscellaneous	Sunshine @ \$1,250 Rebates to affiliates three-year average @ \$3,200	\$4,450		\$2,094	\$4,450
41	Programming Expenses						
42		Contests	Dinner Dallas @ \$15,000 Dinner San Francisco @ \$15,000 Dallas flights 6 @ \$400 ea (\$2,400) Dallas hotel 32 nights @ \$217.25 pn (\$6,952) San Francisco flights 8 @ \$400 ea (\$3,200) San Francisco hotel 32 nights @ \$217.25 pn (\$6,952) Audio-visual @ \$2,000 Postage and supplies @ \$5,150 Adobe CC subscription @ \$200 Per diem 8 @ \$240 = \$1,920 X 2 (\$3,840) SPJ essay contest scholarships @ \$1,800	\$62,494		\$10,508	\$54,954
43		Student Press Law Center	Donations, auction pass through AND	\$41,586		\$16,198	\$42,234
44		Dallas 2017	(SEE TAB BELOW)	\$88,933			\$94,626
45		San Francisco 2018	(SEE TAB BELOW)	\$87,423			\$84,132
46		Advisers Institute 2017	Food and beverage @ \$8,500 Internet @ \$2,750 Staff travel 2 (E.D., Worker) @ \$400 ea Staff lodging 10 nights @ \$117 pn Bus transportation \$1,000	\$14,220			\$13,200
47		Advisers Institute 2018	Printing @ \$1,000 Shipping @ \$500	\$1,500			
48		Mentoring	Supplies and communications @ \$1,380 Advisers Institute trainers/chair flight 3 @ \$400 pt (\$1,200) Advisers Institute trainers/chair hotel 8 nights @ \$117 pn (\$936) Advisers Institute new mentors flights 10 @ \$400 pt (\$4,000) Advisers Institute new mentors hotel 40 nights @ \$117 pn (\$4,680) Advisers Institute food @ \$1,000 Advisers Institute training AV @ \$450 Fall forum food @ \$2,500 Spring forum food @ \$1,500 Dallas trainer/chair flights 2 @ \$400 ea (\$800) Dallas trainer/chair hotel 8 nights @ \$217 pn (\$1,736) San Francisco trainer/chair flights 2 @ \$400 ea (\$800) San Francisco trainer/chair hotel 8 nights @ \$217 pn (\$1,736) Dallas mentor travel/lodging 21 @ \$1,269 ea (\$26,649) San Francisco mentor travel/lodging 15 @ \$1,269 ea (\$19,035) Stipends + carryover grant @ \$69,300	\$137,702		\$31,506	\$133,833
						\$774	\$14,262
49		Outreach	Outreach Academy Dallas travel/lodging @ \$1,269 San Francisco travel/lodging @ \$1,269 Food and AV @ \$2,000 Substitute pay 17 @ \$100 (\$1,700) Adviser Outreach Program One-half of joint program with NSPA Flint Hills Publications Workshop 12 JEA membership for adviser class @ \$65	\$10,018			
50		Curriculum Research	Leader stipends 10 @ \$1,000 (\$10,000) Co-coordinator stipend 2 @ \$500 (\$1,000) Adviser Institute travel 13 @ \$400 (\$5,200) Adviser Institute hotel 45 nights @ \$117 (\$5,265)	\$21,465			\$18,619
51	Awards		Public research grant	\$7,500			\$7,500

ADMINISTRATIVE EXPENSE CLASSES	Cost	Multiplier	Total	Notes	
Supplies					
3 year average	\$2,000.00	1	\$2,000.00		
Give away items	\$500.00	1	\$500.00		
Total Supplies			\$2,500.00		
Utilities	cost	multiplier	total		
Telephone 2016-2017 average pm	\$197.25	12	\$2,367.00	multiplier is months per year	
Total Utilities			\$2,367.00		
Postage	cost	multiplier	total		
2016-2017 average pm	\$450.00	12	\$5,400.00	multiplier is months per year	
Total Postage			\$5,400.00		
Staff	cost	multiplier	total		
Salaries and benefits (zero percent raise)	\$188,144.00	1	\$188,144.00		
Merit bonuses	\$8,262.00	1	\$8,262.00		
Student labor	\$1,000.00	1	\$1,000.00		
Executive Director transition (hotel, airfare, per diem, salary)	\$2,000.00	1	\$2,000.00		
Total Staff			\$199,406.00		
Equipment	cost	multiplier	total		
Adobe CC subscriptions	\$240.00	5	\$1,200.00	multiplier is # of subscriptions	
Quickbooks	\$430.00	1	\$430.00	multiplier is # of subscriptions	
Staff computer	\$2,000.00	1	\$2,000.00		
Total Equipment			\$3,630.00		
Board and Committees	cost	multiplier	total		
See Board/Committees Sheet					
Total Board and Committees			\$98,501.20		
Printing	cost	multiplier	total		
3 year average copies	\$4,645.00	1	\$4,645.00		
Total Printing			\$4,645.00		
Services	cost	multiplier	total		
Accounting	\$6,150.00	1	\$6,150.00	difference of roughly \$1k here due to using last yr's accounting # of \$7200 instead of this yr's # of \$6150	

				sum of projected income from memberships and bookstore multiplied by 3%		
Credit card fees 3% of memberships/bookstore	\$7,249.50	1	\$7,249.50			
Insurance	\$2,500.00	1	\$2,500.00			
American Express fees	\$450.00	1	\$450.00			
AEJMC membership	\$150.00	1	\$150.00			
Legal fees	\$0.00	0	0			
NCTE assembly	\$475.00	1	\$475.00	total cost = 3 board and liason memberships		
Total			\$16,974.50			
Miscellaneous	cost	multiplier	total			
Sunshine	\$1,250.00	1	\$1,250.00			
Rebates to affiliates 3-yr average	\$3,200.00	1	\$3,200.00			
Total Miscellaneous			\$4,450.00			
TOTAL ADMINISTRATIVE ACCOUNT EXPENSES			\$337,873.70			

PROGRAMMING EXPENSE CLASSES	Cost	Multiplier	Total	Notes
Contests				
Dinner Dallas	\$15,000.00	1	\$15,000.00	
Dallas flights	\$400.00	6	\$2,400.00	multiplier is how many people chair print photo broadcast quiz bowl middle school/junior high
Dallas hotel nights	\$217.25	32	\$6,952.00	multiplier is how many nights
Dinner San Francisco	\$15,000.00	1	\$15,000.00	
San Francisco flights	\$400.00	8	\$3,200.00	multiplier is how many people
San Francisco hotel nights	\$217.25	32	\$6,952.00	multiplier is how many nights
AV	\$2,000.00	1	\$2,000.00	
Postage and supplies	\$5,150.00	1	\$5,150.00	
Adobe CC subscription	\$200.00	1	\$200.00	
Per diem	\$240.00	16	\$3,840.00	multiplier is 8 people by 2 conventions
SPJ essay contest scholarship	\$1,800.00	1	\$1,800.00	first place: \$1,000 second place: \$500 third place: \$300
Total Contests			\$62,494.00	
Student Press Law Center				
SPLC Report pass through per issue	\$10,680.00	3	\$32,040.00	multiplier is number of issues
Auctions plus 3 yr average on donations	\$9,546.00	1	\$9,546.00	
Total SPLC			\$41,586.00	
Advisers Institute 2017				
Food and Beverage	\$8,500.00	1	\$8,500.00	
Internet	\$2,750.00	1	\$2,750.00	
Staff travel	\$400.00	2	\$800.00	multiplier is how many people Executive director, staff/student worker
Staff lodging	\$117.00	10	\$1,170.00	multiplier is how many nights
Bus transportation	\$1,000.00	1	\$1,000.00	
Total AI 2017			\$14,220.00	
Advisers Institute 2018				
Printing	\$1,000.00	1	\$1,000.00	
Shipping	\$500.00	1	\$500.00	
Total AI 2018			\$1,500.00	
Mentoring				
Supplies and communications	\$1,380.00	1	\$1,380.00	
AI trainers/chair flight	\$400.00	3	\$1,200.00	multiplier is how many trainers
AI trainers/chair hotel	\$117.00	8	\$936.00	multiplier is how many nights
AI new mentors flights	\$400.00	10	\$4,000.00	multiplier is how many new mentors
AI new mentors hotel	\$117.00	40	\$4,680.00	multiplier is # mentors by # nights (4)
AI food	\$1,000.00	1	\$1,000.00	
AI training AV	\$450.00	1	\$450.00	
Fall forum food	\$2,500.00	1	\$2,500.00	
Spring forum food	\$1,500.00	1	\$1,500.00	

Dallas trainer/chair flights	\$400.00	2	\$800.00	multiplier is how many trainers
Dallas trainer/chair hotel	\$217.00	8	\$1,736.00	multiplier is # trainers by # nights (4)
Dallas mentor travel/lodging	\$1,269.00	21	\$26,649.00	multiplier is # of mentors 4 nights plus airfare
San francisco trainer/chair flights	\$400.00	2	\$800.00	multiplier is how many trainers
San francisco trainer/chair hotel	\$217.00	8	\$1,736.00	multiplier is # of trainers by # nights (4)
San francisco mentor travel/lodging	\$1,269.00	15	\$19,035.00	multiplier is how many mentors 4 nights plus airfare
Stipends + carryover grant	\$69,300.00	1	\$69,300.00	13,300 carryover from last year plus 56,000 Yellow Chair grant
Total Mentoring			\$137,702.00	
Outreach	cost	multiplier	total	
Partner Project: Total JEA Share of cost	\$3,000.00	1	\$3,000	3 flights @400=\$1,200 hotel 3@119 =357
Academy: Dallas travel/lodging	\$1,269.00	1	\$1,269.00	4 nights plus airfare
Academy: San Fran travel/lodging	\$1,269.00	1	\$1,269.00	4 nights plus airfare
Academy: Food and AV	\$2,000.00	1	2,000	
Academy: Sub pay	\$100.00	17	1,700	multiplier is total sub days
Flint Hills 12 comped memberships	\$65.00	12	780	
Total Outreach			10,018	
Curriculum	cost	multiplier	total	
Stipends	\$1,000.00	10	10,000	multiplier is how many curr. leaders
Coordinators	\$500.00	2	1,000	multiplier is how many coordinators
AI travel	\$400.00	13	\$5,200.00	multiplier is curr leaders + two coordinators plus ed initiatives dir.
AI hotel	\$117.00	45	\$5,265.00	multiplier is # leaders by # nights
Total Curriculum			21,465	
Research	cost	multiplier	total	
Grant	\$7,500.00	1	\$7,500.00	
Total Research			\$7,500.00	
TOTAL PROGRAMMING ACCOUNT EXPENSES			\$296,485.00	

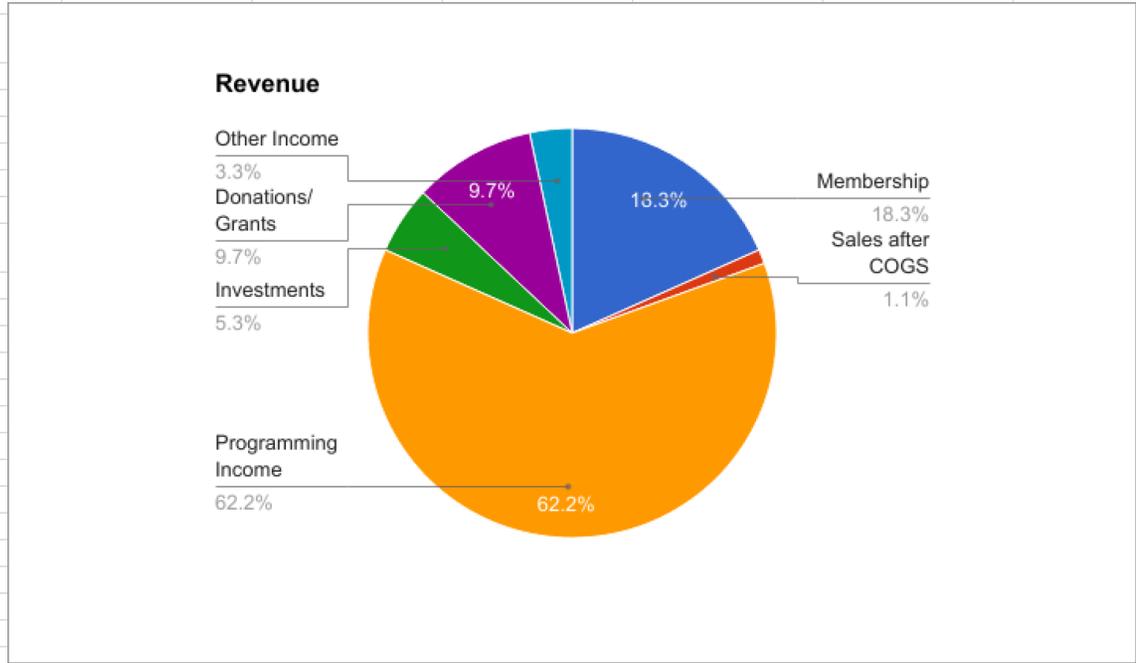
Budget meeting	Hotel	Travel	Meals	Registration	Total	Notes	In their own budget line
Per board member	\$300.00	\$400.00	\$60.00		\$5,320.00	Total x 7	Mentoring
Executive Director	\$0.00	\$0.00	\$60.00		\$60.00		Certification
							Contests
SPJ Excellence in Journalism						Notes	Awards
Per board member						2 people sharing room	
	\$450.00	\$400.00	\$120.00	\$150.00	\$1,670.00	3-day convention	Journalist of the Year
Fall Convention						Notes	
Per board member	\$869.40	\$400.00			\$8,885.80	Total X 7	
Digital Media Committee	\$869.40	\$400.00			\$1,269.40		
PR	\$0.00	\$0.00			\$0.00	to NCTE, not Dallas	
Pro Outreach	\$0.00	\$0.00			\$0.00	to NCTE, not Dallas	
NCTE						Notes	
NCTE personnel x 2 for 4 nights	\$600.00	\$400.00	\$240.00	\$255.00	\$2,990.00	advanced member registration rate	
NCTE Booth costs screen, food, giveaways					\$750.00		
NCTE membership (PR for 1 year)				\$50.00	\$50.00		
Spring Convention						Notes	
Per board member	\$869.40	\$400.00			\$8,885.80	Total x 7	
Digital Media Committee	\$869.40	\$400.00			\$1,269.40		
PR	\$869.40	\$400.00			\$1,269.40		
Pro Outreach	\$869.40	\$400.00			\$1,269.40		
BPA						Notes	
Per traveling member	\$450.00	\$400.00	\$120.00		\$2,910.00	3 people: E.D. + 2 3 nights	
Per local			\$120.00		\$120.00	2 local people (Dallas)	
Board projects						Notes	
SPRC retreat	\$0.00	\$0.00	\$0.00	\$0.00	\$6,000.00	Travel for up to 7 SPRC/JEA members: \$3,500 (3 more have no expenses because they are at Kent State) Housing for 3 nights, double occupancy: \$1,000 Food for participants, 3 days: \$1000	
Critique summit	\$300.00	\$400.00	\$60.00	\$0.00	\$4,460.00	8-9 people + 1 JEA board member (hotel + air) Two nights hotel for 8 attendees at @ \$150 pppn —\$2,400 Travel stipend (8 people) @ \$100 — \$800 Miscellaneous (supplies, rental, snacks) - \$150 Meals (two) - \$350	
New Voices support					\$5,000.00		
Board R&D						Notes	
Average three-day conference	\$450.00	\$400.00	\$120.00	\$200.00	\$7,020.00	3-day conference average with 2 full days per diem Assuming 6 trips	

ONA					\$4,542.00	ONA academic membership 1 @ \$75 Conference registration 3 @ \$439 ea ONA flights 3 @ \$390 ONA hotel 9 nights @ \$220 pn
NABJ	\$450.00	\$400.00	\$120.00	\$500.00	\$1,470.00	New Orleans x 1 person aug 9-13
P21	\$450.00	\$400.00	\$120.00	\$5,000.00	\$11,790.00	assuming 3 mtgs, 3 people at first, 2 at second/third
State directors						Notes
State director stipends (\$350 per convention)		\$14,000.00			\$14,000.00	Average of 40 given per year
Sub pay						Notes
Substitute pay (\$150)		\$7,500.00			\$7,500.00	50 days
TOTAL						\$98,501.20

AWARDS EXPENSE CLASSES	Cost	Multiplier	Total	Notes
Certification	cost	multiplier	total	
Supplies and communications	\$1,000.00	1	\$1,000.00	
Dallas chair travel/lodging	\$1,269.00	1	\$1,269.00	
San Francisco chair travel/lodging	\$1,269.00	1	\$1,269.00	
AI chair travel/lodging	\$868.00	1	\$868.00	
Stipends	\$400.00	14	\$5,600.00	7 people from committee each convention
Honoraria	\$50.00	18	\$900.00	honoraria for scoring MJE projects
Total Certification			\$10,906.00	
Journalist of the Year	cost	multiplier	total	
Dallas chair travel/lodging	\$1,269.00	1	\$1,269.00	
San Francisco chair travel/lodging	\$1,269.00	1	\$1,269.00	
Winner travel/lodging	\$819.50	1	\$819.50	
Scholarship winner	\$3,000.00	1	\$3,000.00	
Scholarship runners up	\$850.00	6	\$5,100.00	multiplier is # of runners up
Total JOY			\$11,457.50	
Future Teacher Scholarships				
Scholarships	\$1,000.00	5	\$5,000.00	multiplier is # of scholarships given
Total Future Teacher Scholarships			\$5,000.00	
Yearbook Adviser of the Year	cost	multiplier	total	
San Francisco winner travel/lodging	\$1,269.00	1	\$1,269.00	
Presentation flight	\$400.00	1	\$400.00	
Presentation hotel	\$150.00	2	\$300.00	multiplier is # of nights
Presentation per diem	\$60.00	2	\$120.00	multiplier is # of days
Presentation gift	\$180.00	1	\$180.00	
Winner stipend	\$1,000.00	1	\$1,000.00	
Winner's school stipend	\$500.00	1	\$500.00	
Runners up	\$500.00	4	\$2,000.00	multiplier is # of runners up
Total YAOY			\$5,769.00	
Broadcast Adviser of the Year	cost	multiplier	total	
San Francisco winner travel/lodging	\$1,269.00	1	\$1,269.00	
Winner stipend	\$1,000.00	1	\$1,000.00	
Winner's school stipend	\$500.00	1	\$500.00	
Runners up	\$500.00	2	\$1,000.00	
Total BAOY			\$3,769.00	

Carl Towley	cost	multiplier	total	
Dallas winner travel/lodging	\$1,269.00	1	\$1,269.00	Awards Miscellaneous
Total Carl Towley			\$1,269.00	
Awards Miscellaneous	cost	multiplier	total	
Plaques	\$3,000.00	1	\$3,000.00	
New traveling Carl Towley plaque	\$600.00	1	\$600.00	
Dallas chair travel/lodging	\$1,269.00	1	\$1,269.00	
San Francisco chair travel/lodging	\$1,269.00	1	\$1,269.00	
AI Teacher Inspiration winner travel/lodging	\$638.00	1	\$638.00	
Future Admin scholarship	\$5,000.00	1	\$5,000.00	
Admin of the Year school award	\$1,000.00	1	\$1,000.00	
Admin of the Year project grant	\$2,500.00	1	\$2,500.00	
Dallas admin of year travel/lodging	\$1,269.00	1	\$1,269.00	
FAPFA principal project grant	\$2,500.00	1	\$2,500.00	
Total Awards Miscellaneous			\$19,045.00	
Total Awards Account Expenses			\$57,215.50	
PUBLICATIONS EXPENSE CLASSES	Cost	Multiplier	Total	
Website				
2016 average hosting fee	\$316.00	12	\$3,792.00	multiplier is # of months per year
Application/JEA.org website development and C:JET to web	\$8,000.00	1	\$8,000.00	
Total Website			\$11,792.00	
Magazine				
Operations and supplemental travel	\$3,000.00	1	\$3,000.00	
Dallas travel/lodging	\$1,269.00	1	\$1,269.00	4 nights plus airfare
San Francisco travel/lodging	\$1,269.00	1	\$1,269.00	4 nights plus airfare
Stipend (s)	\$10,000.00	1	\$10,000.00	Editor w/ optional associate
Printing and mailing	\$6,000.00	4	\$24,000.00	multiplier is number of issues
Total Magazine			\$39,538.00	

Revenue	
Membership	\$171,650
Sales after COGS	\$10,500
Programming Income	
Income	\$581,763
Investments	\$50,000
Donations/Grants	\$90,385
Other Income	\$31,263
Expenses	
Administrative	\$337,874
Programming Expenses	\$465,341
Awards	\$57,216
Publications	\$51,330



Management Report

Journalism Education Association
For the period ending June 30, 2017



April 6, 2017
JEA board of directors meeting
Seattle Sheraton

Journalism Education Association

STATEMENT OF ACTIVITY July 1, 2016 - March 8, 2017

	TOTAL
▼ REVENUE	
Donations/Grants Income	77,675.46
Membership Income	100,440.00
Other Income	30,732.03
Programming Income	293,347.00
Sales of Product Revenue	28,920.51
Unapplied Cash Payment Revenue	0.00
Total Revenue	\$531,115.00
▼ COST OF GOODS SOLD	
Cost of Goods Sold	28,494.80
Total Cost of Goods Sold	\$28,494.80
GROSS PROFIT	\$502,620.20
▼ EXPENDITURES	
Administrative Expenses	227,000.03
Awards Expenses	15,555.68
Investments Expense	6,889.24
Programming Expenses	342,974.05
Publications Expenses	28,436.97
Total Expenditures	\$620,855.97
NET OPERATING REVENUE	\$ -118,235.77
▼ OTHER REVENUE	
Dividends and Interest	44,407.46
Realized Gain/Loss on Investments	4,568.95
Total Other Revenue	\$48,976.41
▼ OTHER EXPENDITURES	
Reconciliation Discrepancies	-2.36
Total Other Expenditures	\$ -2.36
NET OTHER REVENUE	\$48,978.77
NET REVENUE	\$ -69,257.00

Journalism Education Association

STATEMENT OF FINANCIAL POSITION

As of March 8, 2017

	TOTAL
▼ ASSETS	
▼ Current Assets	
▼ Bank Accounts	
(Checking) K-State Federal Credit Union	176,332.66
(PayPal) K-State Federal Credit Union Savings	240,323.71
(Savings) K-State Federal Credit Union	10,971.32
(Second Checking) Commerce Bank	40,764.55
Total Bank Accounts	\$468,392.24
▼ Other Current Assets	
(CDs) Commerce Bank	135,000.00
(Investments) Stifel Nicolaus	1,055,294.38
Credit Card Receivables	20.00
Inventory	32,374.51
Inventory Asset	56.82
Undeposited Funds	1,289.92
Total Other Current Assets	\$1,224,035.63
Total Current Assets	\$1,692,427.87
▼ Fixed Assets	
Accumulated Depreciation	-16,580.57
Machinery & Equipment	19,754.00
Total Fixed Assets	\$3,173.43
TOTAL ASSETS	\$1,695,601.30
▼ LIABILITIES AND EQUITY	
▼ Liabilities	
▶ Current Liabilities	\$84,948.46
Total Liabilities	\$84,948.46
▼ Equity	
Opening Balance Equity	1,539,986.70
Retained Earnings	139,923.14
Net Revenue	-69,257.00
Total Equity	\$1,610,652.84
TOTAL LIABILITIES AND EQUITY	\$1,695,601.30