

Agenda

Journalism Education Association Board Meeting

Nov. 16, 2017 • 8:30 a.m.

Windsor, Atrium Level • Hyatt Regency • Dallas

- I. Call to order — Sarah Nichols (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 — Sarah Nichols
- V. Affirmation of electronic votes — Sarah Nichols
 - A. Motion to endorse Nevada SB 420, increasing protection for student publications (passed 7-0, May 19, 2017)
 - B. Motion to approve minor budget adjustments for FY 17-18, including funds for new social media, CTE, higher ed positions (passed 7-0, June 8, 2017)
 - C. Motion to approve Marriott Orlando World Resort contract for fall 2020, 2026 National High School Journalism Convention (passed 6-0, June 27, 2017)
 - D. Motion to endorse Rhode Island HB 5550: Student Journalists' Freedom of Expression Act (passed 6-0, July 16, 2017)
- VI. Approval of agenda — Sarah Nichols
- VII. Commendations — Sarah Nichols
 - A. Kate Klonowski — Megan Fromm
 - B. Mike Malcom-Bjorklund — Megan Fromm, Tom Gayda
 - C. Linda Barrington — Bill Flechtner
 - D. Linda Puntney — Tom Gayda
 - E. Connie Fulkerson, Howard Spanogle, Susan Tantillo, John Wheeler — Bradley Wilson
- VIII. Reports (9 a.m.)
 - A. Write-offs and Quiz Bowl — Nancy Smith
 - B. Conventions — Kelly Glasscock
 - C. Headquarters — Kelly Glasscock
 1. Website
 2. Documentation of subsequent events
 3. Advisers Institute
 - D. Committee and editor reports
 - E. JEA/NSPA Partner Program — Val Kibler
 - F. National Critique Summit — Sarah Nichols
 - G. Curriculum — Megan Fromm
- IX. New business (11 a.m.)
 - A. Boston fall 2023, fall 2027 contract — Kelly Glasscock
 - B. Nashville spring 2020, fall 2025 contract — Kelly Glasscock
 - C. National High School Journalism Convention registration fee — Sarah Nichols
 - E. Approval of 990 — Kelly Glasscock
 - F. JEA Power Hour — Sarah Nichols
- X. Adjournment (3 p.m.)

MINUTES FROM APRIL 6, 2017, BOARD OF DIRECTORS MEETING

April 14, 2017

CALL TO ORDER

A meeting of the Journalism Education Association board of directors was held Thursday, April 6, 2017, in the Aspen room at the Sheraton Seattle. It began at 8:30 a.m. and was presided over by Mark Newton with Connie Fulkerson as secretary.

ATTENDEES

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

Nonvoting members: Linda Puntney, interim executive director; Connie Fulkerson, administrative assistant; Nancy Y. Smith, contest chair; Jonathan Rogers, professional outreach chair; Evelyn Lauer, publications/public relations chair; Laura Widmer, NSPA executive director/liaison; Kim Green, certification; Linda Barrington, mentoring program; Erika Quick, Write-off committee; April van Buren, National Journalism Quiz Bowl chair.

Guests in attendance: Jean Folkerts, director of the A.Q. Miller School of Journalism and Mass Communications at Kansas State University; Kelly Glasscock, executive director as of Aug. 1; Sandra Coyer, Seattle convention chair; Valerie Kibler, Joe Humphrey, Tom Gayda, Julia Satterthwaite and Lori Keekley, newly elected board members who will take office May 1.

READING OF NOTICE OF MEETING

The following was posted in JEA.org on March 14: The Journalism Education Association board of directors will meet at 8:30 a.m. Thursday, April 6, 2017, in the Aspen room of the Sheraton in Seattle.

APPROVAL OF MINUTES

A motion to accept the minutes of the fall 2016 board meeting in Indianapolis was made by Sarah Nichols and seconded by Candace Bowen. (passed 7-0)

AFFIRMATION OF ELECTRONIC VOTES

Mark Newton affirmed these electronic votes:

Motion: To endorse Indiana New Voices legislation (passed 7-0, February 14, 2017).

Motion: To endorse Vermont New Voices legislation (passed 7-0, February 14, 2017)

Kim Green updated the progress of the bill. It passed in the House and there was hope it would pass in the Senate. She praised Diana Hadley of the Indiana High School Press Association as being a good advocate for the bill.

APPROVAL OF AGENDA

Motion: Moved by Megan Fromm and seconded by Candace Bowen to approve the agenda with the addition of a report by Nancy Smith, contest chair, and a commendation for Frank LoMonte. The motion carried with 7 in favor and 0 against.

COMMENDATIONS

The following individuals or groups were commended by board members or committee chairs:

Scholastic Press Rights Commission members by John Bowen; Fern Valentine by John Bowen; Frank LoMonte by Mark Newton; Adam Dawkins by Evelyn Lauer; JEA Headquarters staff by Sarah Nichols; Bradley Wilson by Sarah Nichols; Megan Fromm and Sarah Nichols by Mark Newton; Candace Bowen, John Bowen, Carrie Faust and Stan Zoller by Mark Newton.

REPORTS AND ITEMS OF INTEREST

Contest Committee — Nancy Smith

The committee is reviewing the broadcast contests to see if there are any to revise or remove. There have been some broadcast uploading issues so they're looking to make improvements to the Write-off system in that regard. The qualifying test before the convention has affected the number of teams participating in the National Journalism Quiz Bowl. Committee may rethink that element.

2017 Election — Candace Bowen

The 2017 election was less expensive than it's been in the past. The number of members voting still weren't as high as she hoped despite numerous efforts to encourage voting. Bowen will compile a procedure document so the new board will have it. The election results are now certified.

Executive Director Search — Mark Newton/Linda Puntney

The total amount spent of the \$13,000 budgeted for the search was \$7,824.84. Kansas State University's School of Journalism and Mass Communications paid \$1,534.97 (20 percent) and JEA paid \$6,289.87 (80 percent).

Jean Folkerts, interim director at the A.Q. Miller School of Journalism and Mass Communications, was introduced. She offered her support to JEA while it is headquartered at Kansas State University.

Headquarters — Linda Puntney

The Collegian Media Group has been contracted for tech support. With the selection of Kelly Glasscock as JEA's new executive director, the transition process has begun. He officially begins work Aug. 1, but he is shadowing the interim executive director at the Seattle convention.

Conventions — Linda Puntney

Seattle: As of Thursday morning, registration was just under 3,900 without walk-ins. The local committee is trying out the Buddy Bench idea to encourage people to get assistance from local team members if they feel overwhelmed at the convention. First-time advisers were sent an email welcoming them to the convention and suggesting sessions that could help new advisers. Bill Elsen is at the convention as editor-in-residence to answer students' questions about careers, internships and other issues. He has done one-on-one consultations at college conventions, and he was interested in trying it at the high school convention.

The following conventions are being considered for future conventions: Boston, Orlando, Kansas City, St. Louis, Denver and Nashville.

The JEA and NSPA directors recommended the World Center Marriott in Orlando for the site of the fall 2020 convention. The board directed them to make a site visit and finalize the details for these dates: Nov. 19-22, 2020.

Fall 2021: The Sheraton Boston and Hynes Convention Center is being considered.

Spring 2020: Kansas City is a possibility but Sarah Nichols California schools might not travel well to that site in the spring. Nancy Smith said Midwest schools might find that a good spring location either.

Spring 2021: Denver or Seattle are being considered. San Diego (we were there in 2014) was suggested. Mark Newton said the Gaylord Denver is opening in late 2018. Nashville also was suggested. NSPA turns 100 in 2021.

Spring 2018 (San Francisco): The board was reminded there will be no Sunday programming at the spring conventions beginning with this convention unless advisers want to meet for PLCs and roundtables Sunday. Saturday will have a combined JEA and NSPA awards ceremony. Longer workshop-style sessions that are skill-based will be offered Friday along with the 50-minute sessions. They will be more in-depth and hands-on.

NCAA and Scholastic Journalism — Candace Bowen

Candace Bowen suggested developing a white paper on how to write course descriptions so NCAA will accept them. As in years past, she said it makes a difference on how the course is presented. History, evolution of writing, journalism writing genres, law and ethics, or how students can apply journalistic writing methods in own writing should be included. Most production-only courses don't pass. The writing element must be included. How one titles the course often makes a difference.

Jonathan Rogers also suggested that certain coding by guidance counselor may also be a factor for course acceptance.

Four Cs for Careers Act — Mark Newton

After the election, Newton sent letters on behalf of JEA to all members of the Congressional 21st Century Skills Caucus advocating for adding journalism and student media to the list of courses delivering those skills. Newton also asked state directors (and members) in the states with members of the caucus to send letters as well. Newton said the new board might want to designate someone to oversee continued efforts to advocate for journalism/student media in the 21st century skills discussion.

Research Grant — Megan Fromm

There were seven applicants for research grants. JEA allocated money across three projects. Some may not come out this fiscal year so that must be kept in mind for the next budget. Research grant; NSPA may match. Most of the applicants' projects were First Amendment related.

Curriculum — Sarah Nichols

Nichols reported there have been 27 new lessons added to the curriculum initiative since July. JEA requires six lessons per semester from the curriculum leaders for them to receive the \$500 stipend.

Changes are being made in the curriculum initiative planning structure. There will be two curriculum coordinator positions, which will be filled by Shari Adwers and Adrianna Nelson. Megan Fromm will oversee the program. Leaders will be limited to three consecutive one-year appointments in the same module. Terms will begin May 1 instead of Jan. 1. It has been found the leaders are more productive in a group setting so they will come prepared to Advisers Institute with six lessons to present.

Application deadline for curriculum leaders is April 15.

News literacy is an important topic to JEA. Sarah Nichols said JEA should give members more news literacy resources than curriculum initiative. They should not be locked behind the member-only site. Megan Fromm said JEA should be a leader in policy setting to give members clearer understanding of news literacy.

Decisions should be made about where we articulate, how, and how often? Should it be on the website or in a blog. Jonathan Rogers said NCTE is offering blogging space on media literacy and technology.

JEA/NSPA Adviser Outreach 2017 — Sarah Nichols

The name has changed from Adviser Outreach to JEA/NSPA Partner Project so it wouldn't be confused with the JEA Outreach Academy at conventions. Val Kibler will oversee this project. Teacher trainers will be Anthony Whitten and Michelle Balmeo. This year's school is a K-12 rural school in Oregon. Amy Korst is adviser. The first outreach team continues to communicate with the Mississippi school they worked with last summer, and see progress. The school won an award at SIPA for the first time. Nine students will be returning to the staff.

Business Professionals of America — Sarah Nichols

JEA continues to work with BPA, helping to judge the promotional photo contest. There were 126 entries (an increase) and there were 10 JEA volunteers for judges. JEA members will judge broadcast contests.

Representatives will go to Orlando for the finals and Sarah Nichols, Jill Burns and Joe Humphrey will be there to present sessions on photography, design and JEA. Sarah Nichols is interested in having someone in charge of CTE issues. BPA will be in Dallas.

Partner Reports — Mark Newton

Evelyn Lauer was offered a free registration to a virtual Nonfiction Writers Conference and can invite others to attend at a discount. She hopes to generate a C:JET article or session from what she learns from it.

Mark Newton communicate with Dave Gordon of the International Society of Weekly News Editors (and possibly AEJMC) on a possible partner project dealing with news deserts and the expertise to localize national

issues and explain for readers how these issues will impact them. Mark Newton okayed using his title as past president on the grant application, and would direct further efforts to the new board should they arise.

Mark Newton reported that the American Press Institute wants to work with JEA (and other journalism organizations) on news literacy efforts. API is considering hosting a summit and plans to invite JEA.

Additionally, API was interested in introducing JEA to the Democracy Fund for a possible grant application.

Mark Newton said he would direct further developments to the new board.

Campaign for Civic Mission of Schools. Mark Newton would like the board to discuss this and become a member. This is a 50-state initiative on how to enhance civic engagement. (See motion below.)

New York Times offered JEA a bulk subscription (2,500 digital subscriptions at \$5.98 per person per year).

This would have budget implications, and the board didn't know if JEA could come up with the 2,500 subscriptions. Membership fee would have to be raised to include this as part of membership or it could be something people could check off on the membership application. The board decided it might not be worth the financial risk now since Newton did not have a confirmed offer. Newton said he would direct further developments to the new board.

NSPA – Laura Widmer

Gary Lundgren has joined the NSPA staff as associate director/contest and critiques coordinator. Advisory committee on critiques will meet to discuss online and yearbook critiques. They hope for more transparency in the judging. Deadlines for Pacemaker will be earlier to make travel arrangements easier. NSPA is moving offices across hall. New board president Alicia Cohen starts June 3. New NSPA board members are Michelle Coro, Meghan Percival and Gayle Gordon. New exhibitor Issuu is wanting to start new relationship with JEA/NSPA. JEA reminded NSPA not to release adviser emails to vendors.

NCTE — Jonathan Rogers

Jonathan Rogers reported that the resolution for supporting and protecting student journalists passed.

NCTE.org did a complete rebranding and is focusing on media literacy. He and several other JEA members will be doing a session at the St. Louis convention.

NEW BUSINESS

Motion: Moved by John Bowen as Scholastic Press Commission chair to adopt the Student Free Expression statement with the friendly amendment to the second paragraph, adding “of news and media literacy” before civic engagement. The motion carried 7-0.

Mark Newton encouraged John Bowen to solicit partners and other organizations to sign on to this.

Motion: Moved by Mark Newton and seconded by John Bowen for JEA join the “Campaign for the Civic Mission of Schools” as a member organization of the campaign steering committee. The motion carried 7-0.

Motion: Moved by Sarah Nichols and seconded by Megan Fromm to fund a new-board retreat. The motion carried 7-0.

Motion: Moved by Mark Newton and the budget committee to approve the 2017-18 budget with the following changes: Reduce bookstore income to \$60,000 (Line 5); change resale inventory to \$42,000 (Line 63); reduce Shipping to \$9,000 (Line 64); change Adviser Outreach Program to Partner Project (Line 49). The motion carried 7-0.

Membership rates will increase July 1, 2017, in the following categories:

Teacher/Adviser: increase \$5 to \$65

Associates: increase \$5 to \$80

Lifetime Teacher/Adviser: increase \$50 to \$650

There will be no change for library/institutional, affiliate, emeritus or college student memberships.

ANNOUNCEMENTS

The incoming board members will meet after this meeting ends.

Current board and committee chairs and new board members were asked to attend the Thursday reception and Friday general membership meeting.

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

ADJOURNMENT

John Bowen moved and Candace Bowen seconded that the meeting be adjourned, and Mark Newton adjourned the meeting at 1:59 p.m.

Commendations

Fall 2017

Kate Klonowski — Megan Fromm

Kate has been incredibly proactive in her position as higher education liaison. Since her term began, Kate has regularly engaged with me, bringing both ideas for brainstorming and action items to the table. She's demonstrated exactly the kind of initiative and creative thinking that is representative of our best JEA leaders.

Mike Malcom-Bjorklund — Megan Fromm, Tom Gayda

Mike enthusiastically embraced his new leadership position on the JEA board, taking time to get up to speed on JEA initiatives and programming. He dove head-first into the things the directors at large established.

Linda Barrington — Bill Flechtner

Through her tireless efforts for 10 years as chair of the Mentoring Committee, Linda has built the program into the strong advocate that it is for new and struggling advisers. Because of her vision for the work of the committee, the mentor program has seen over 80 percent of the new advisers in the program still advising. She has made the program the success it is. We on the committee are very grateful for all she has done.

Linda Puntney — Tom Gayda

I commend Linda Puntney for her selfless dedication to JEA, returning temporarily to the role of executive director last year. It was a great pleasure to work with her on the fall 2016 convention in Indianapolis and enjoy her warmth at our retreat last May. Linda is a person we should all count as a role model — someone we should all strive to be.

Howard Spanogle, Susan Tantillo, Connie Fulkerson, John Wheeler — Bradley Wilson

The four of them worked extensively and meticulously to produce a data-driven package for the winter issue of C:JET that gave insights into the Journalism Education Association since JEA published *High School Confronts Critical Deadline* 30 years ago this year. Members really should download [the publication](#) just to see how much, or how little, things have changed in the profession and within the association within the last three decades.

Journalism Education Association

STATEMENT OF ACTIVITY

July 2016 - June 2017

	TOTAL
REVENUE	
Donations/Grants Income	96,755.38
Membership Income	135,835.00
Other Income	43,892.03
Programming Income	586,314.85
Sales of Product Revenue	45,300.28
Unapplied Cash Payment Revenue	0.00
Total Revenue	\$908,097.54
COST OF GOODS SOLD	
Cost of Goods Sold	43,292.05
Total Cost of Goods Sold	\$43,292.05
GROSS PROFIT	\$864,805.49
EXPENDITURES	
Administrative Expenses	320,870.19
Awards Expenses	41,005.27
Investments Expense	9,338.84
Programming Expenses	558,035.34
Publications Expenses	38,928.18
Total Expenditures	\$968,177.82
NET OPERATING REVENUE	\$ -103,372.33
OTHER REVENUE	
Dividends and Interest	63,612.58
Realized Gain/Loss on Investments	12,529.83
Total Other Revenue	\$76,142.41
OTHER EXPENDITURES	
Reconciliation Discrepancies	-2.36
Total Other Expenditures	\$ -2.36
NET OTHER REVENUE	\$76,144.77
NET REVENUE	\$ -27,227.56

Journalism Education Association

STATEMENT OF FINANCIAL POSITION

As of June 30, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
(Checking) K-State Federal Credit Union	79,437.84
(PayPal) K-State Federal Credit Union Savings	225,940.60
(Savings) K-State Federal Credit Union	10,983.63
(Second Checking) Commerce Bank	41,221.87
Total Bank Accounts	\$357,583.94
Other Current Assets	
(CDs) Commerce Bank	135,000.00
(Investments) Stifel Nicolaus	1,095,501.37
Inventory	19,527.74
Inventory Asset	2,577.36
Undeposited Funds	425.00
Total Other Current Assets	\$1,253,031.47
Total Current Assets	\$1,610,615.41
Fixed Assets	
Accumulated Depreciation	-18,045.14
Machinery & Equipment	19,754.00
Total Fixed Assets	\$1,708.86
TOTAL ASSETS	\$1,612,324.27
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
American Express	5,069.08
Total Credit Cards	\$5,069.08
Other Current Liabilities	
Kansas Department of Revenue Payable	160.13
Other Current Liabilities	0.00
Square Gift Card	-18.16
Total Other Current Liabilities	\$141.97
Total Current Liabilities	\$5,211.05
Total Liabilities	\$5,211.05
Equity	
Opening Balance Equity	1,542,070.22
Retained Earnings	98,984.14
Net Revenue	-33,941.14
Total Equity	\$1,607,113.22
TOTAL LIABILITIES AND EQUITY	\$1,612,324.27

TO: JEA Board of Directors
 FROM: Kelly Glasscock, executive director
 DATE: October 12, 2017
 RE: Proposal for JEA/NSPA 2023 & 2027 fall conventions

Executive directors from both JEA and NSPA recommend approval of a contract proposal from the Sheraton Boston Hotel and Hynes Convention Center in Boston, Massachusetts, to host the Fall 2023 and Fall 2027 National High School Journalism Conventions.

Our history associated with conventions in Massachusetts is favorable even though the cost of a metro location, like Boston, is high. The benefit of a two-year contract are concessions making the room rate and convention rental more affordable.

Site location	Sheraton Boston Hotel & Hynes Convention Center
Dates	Nov. 1-4, 2023 Nov. 17-20, 2027
Rates	2023: \$249 S/D & \$274 T/Q 2027: \$269 S/D & \$294 T/Q
Room block	1400 on peak between 3 hotels; 4,789 total room nights
Internet	Complimentary in convention space for both the Sheraton and Hynes
Food/Beverage	\$25,000 at Sheraton and \$25,000 at Hynes. \$50,000 total F/B. ++
Meeting space	Split between Hynes Convention Center and Sheraton.
Convention space expense	\$35,000 in 2023 \$35,000 in 2027
Attrition	80%

Concessions for multi-year contract

- Reduced convention center rental of \$35,000. Single year contracts would be \$40,000 each.
- 1.8% year-over-year increase of hotel rate from 2023 to 2027 instead of standard 3.5%
- 1/45 complimentary room instead of 1/50.
- Basic internet in meeting space in Sheraton & Hynes
- 50,000 SPG points for each convention

TO: JEA Board of Directors
 FROM: Kelly Glasscock, executive director
 DATE: October 12, 2017
 RE: Proposal for JEA/NSPA 2020 & 2025 spring/fall conventions

Executive directors from both JEA and NSPA recommend approval of a contract proposal from the Gaylord Opryland in Nashville, Tenn., to host the Spring 2020 and Fall 2025 National High School Journalism Convention.

Our history with conventions in Nashville is favorable even though the cost of some services at the Gaylord are high. The benefit of a two-year contract are multiple concessions that make the location much more affordable.

Site location	Gaylord Opryland
Dates	April. 16-19, 2020 Nov. 11-16, 2025
Rates	2020: \$219 Flat 2025: \$239 Flat
Room block	2020: 850 on peak; 3,000 total room nights 2025: 1400 on peak; 4,735 total room nights
Internet	Complimentary in guest rooms only
Food/Beverage	\$100,000 minimum inclusive of service and tax.
Food option	To help meet the F&B the Gaylord will provide lunch for students who purchase a pre-sold ticket during registration. Unlike restaurant/coffee shop sales, this goes to our F&B minimum
Meeting space	40 breakouts, ballroom, exhibit hall Larger ballroom and space in 2025 for larger convention
Attrition	15% allowable attrition 5% room block reduction up to 2 years out (2025 only) with review date and 1 year out (2020 only) with review date

Concessions for multi-year contract

- Flat rate for both conventions
- Group rate available for three days pre and post convention
- 1/45 complimentary room instead of 1/50.
- F&B minimum includes services and tax, a \$40,000 savings.
- A twenty percent (20%) discount off IT services in meeting space
- \$10,000 credit to master account per meeting toward Food & Beverage spend if contracts are fully executed by November 30, 2017
- Double Marriott Reward points, not to exceed 100,000 points per meeting

Motion to increase National High School Journalism Convention registration rate
submitted by Sarah Nichols, MJE

Whereas the National High School Journalism Convention continues to be a signature programming event for both JEA and NSPA with its wide variety of learning experiences and opportunities not available in the regular classroom setting; and

Whereas convention expenses continue to rise, particularly in regards to internet access and A/V needs; and

Whereas the convention registration fee has not seen an increase since 2012; and

Whereas convention income continues to be the organization's largest revenue source, playing a critical role in funding the organization's operations,

I move JEA increase the National High School Journalism Convention registration rate to \$99 earlybird pricing (\$109 after) and \$119 nonmember earlybird (\$129 after) to take effect with the Chicago (fall 2018) convention.