
JOURNALISM EDUCATION ASSOCIATION STATE DIRECTORS GUIDE

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PREFACE

I realize that advisers are incredibly busy people with way too much on their to-do lists. Running their own programs is often overwhelming, and adding a huge list of JEA state director duties may turn off some from being willing to serve. My outreach as Indiana state director depends on the time of year and how busy I am with my own responsibilities.

Perhaps your biggest role as a state director is to become the “face” of JEA in your state. That means attending your state convention and as many regional conferences as possible and participating by giving sessions for both advisers and students. Advisers need to see JEA in person for the organization to become real. Every time I talk to advisers I always talk about what JEA can do for them and why it's important to be part of a national organization. The JEA online curriculum is worth much, much more than the cost for dues. I also encourage JEA certification as an added element of professionalism. Many administrators recognize this as another support for competent, trained advisers.

A second key role for a state director is to encourage scholastic journalism within your state. I have written countless letters to administrators and local newspapers supporting programs on the verge of being cut or facing First Amendment issues. I have traveled to school board meetings to offer reassurance and sometimes to speak out in support of responsible scholastic journalists.

NANCY HASTINGS, MJE

INTRODUCTION

State directors provide an essential link between individual members and the national organization. Each director's job includes communication and outreach to promote JEA programs, support new members, relay national news to local colleagues and represent state concerns so the JEA board can address important needs from all areas.

In appointing state directors, the vice president has a responsibility to consider each state's specific needs as well as input from members while following a consistent, organized selection and appointment process. Part of the goal is to draw in new leaders to the organization. To serve as a state director, individuals must be current members in good standing. Contact information for each state director is posted at <http://jea.org/home/people/>.

The role of a state director involves year-round involvement. Activities generally fall into three categories: convention items, the Journalist of the Year contest and ongoing communication. This guidebook will address each aspect of the state director's role with suggestions and best practices. The job is not something directors must tackle alone or on a daily basis. The vice president, specifically, and all board members, in general, have the same interests and want to support state directors to help achieve JEA's mission.

Each of JEA's programs and initiatives is included in this guidebook to provide an overview. State directors should feel knowledgeable about convention activities, committees and projects. It should be noted, however, that the most current information will be available at www.jea.org and that directors can reach out by email or phone for more information at any time. Directors are not expected to be experts in all of these areas but rather are encouraged to know how to find the information and to support members as questions arise.

SARAH NICHOLS, MJE
JEA VICE PRESIDENT

PART 1:

WHAT IS THE JOB ALL ABOUT?

THE STATE DIRECTOR'S JOB DESCRIPTION

JEA directors have a number of optional job responsibilities, but the position requires the following:

- Work cooperatively with JEA headquarters in the recruitment and retention of members.
- Network with members, scholastic press associations, professional media and universities.
- Coordinate the state Journalist of the Year contest.
- Attend JEA general and directors meetings at national conventions.
- Promote JEA to advisers at state meetings or conventions.
- Submit reports and membership information on time.
- Promote JEA certification, committee efforts, philosophies and policies.
- Communicate with state JEA members on a quarterly basis.

TO RECEIVE THE STATE DIRECTOR'S STIPEND FOR CONVENTION PARTICIPATION

JEA directors may obtain a stipend twice a year to offset travel expenses to attend and serve as volunteers at the national conventions. To be eligible for the stipend, directors must do the following or any duty pre-approved by the vice president:

- Teach at least one convention session.
- Judge and/or moderate a Write-off contest.
- Attend JEA general and directors meetings.
- Submit a completed voucher during the directors meeting.

State directors also are encouraged to do the following:

- Attend adviser reception(s) to connect with first-time attendees and new members.
- Attend Saturday luncheon to show support for JEA honorees.

BUDGET INFORMATION

The state director's stipend is intended to help defray costs associated with traveling to a national convention. Beyond that, though, there is no budget for day-to-day operating expenses, Journalist of the Year judges, travel within your state or any other expenses. Luckily, communication is possible in a variety of ways at no cost to our members or our directors. On the next page are some ways to support your state's JEA community for free.

- Obtain a list of JEA member email addresses in your state by contacting JEA staff for help. While you can find this

information by searching the membership directory online, contacting staff@jea.org is the suggested method in order to have the most complete and accurate member list. Members may choose not to be listed in the directory but should still receive JEA-related communications from you.

- Use this file to send a group email or e-blast or invite members (and nonmembers) to a state Facebook group to share information the vice president sends to you.
- Encourage state members to send you information on achievements and awards for you to share with others.
- Encourage “guest columns” in your email, e-blasts or Facebook groups.
- Plan get-togethers where the expectation is you’ll provide the space (at your home, a local restaurant, etc.) and anyone who wants to come is welcome. Or set up committees to do this in different areas throughout the state.
- Make a phone call. Personal calls are a rare and beautiful occurrence in today’s electronic world. Use the JEA membership directory to reach out “in person.”
- Nominate deserving members from your state for awards or special recognition.

JOURNALIST OF THE YEAR SCHOLARSHIPS

Although it may vary in some states, the state director is in charge of JEA’s annual Journalist of the Year contest entry. One of the state director’s main jobs is to organize this competition to select the state winner. Winners from state Journalist of the Year competitions are sent to the national level. Digital portfolios are judged prior to the JEA/NSPA Spring National High School Journalism Convention, and scholarship winners are announced at the closing award ceremony. Scholarship funds are released to the winner and any runners-up after winners are announced.

To organize the contest, the state director needs to secure judges, disseminate information about the contest to students and teachers in the state, and after selecting a winner, ensure that the winning portfolio is submitted online to JEA by March 15. Clear communication of deadlines and portfolio requirements to state members is of utmost importance.

Securing judges Each state does this differently. In some states a committee of teachers who do not have students entered into the competition judges the entries. In others, professional journalists serve as judges. Still others may actually have judges from outside the state who would be unfamiliar with the programs within the state to serve as judges. Regardless of who does the judging, it is a good idea to ask judges to use the rubric that will be used at the national level in order to ensure that the state winner will do well at the next level.

Disseminating information Getting complete contest information to members can be the most difficult part of the process. State directors should use all avenues available. Some possible ways are announcements and/or informative sessions about JOY at conferences, workshops and conventions; newsletters or emails the state director has developed through the JEA membership list; state newsletters and email lists; and/or postcards or letters.

Be sure to include the requirements:

- Be a graduating high school senior.
- Have at least a 3.0 GPA on a 4.0 scale.
- Have participated in high school journalism for at least two years.
- Submit a digital portfolio following JEA guidelines.
- Be a student of a JEA adviser with current member status.

Each state determines its own contest guidelines, including initial submission deadline and format, prior to the national contest. State directors may be working with state press associations or local groups in coordinating these efforts. Making members aware of state-specific information is critical to ensure that all members know how to advise their students in the process. Regardless of any state-specific contests beforehand, the official state entry must conform to national contest specifications and is coordinated by the state director. The JEA website carries specific instructions and guidelines about the portfolio. Direct entrants to <http://jea.org/home/awards-honors/journalist-of-the-year/>.

Submitting the winning portfolio The winning portfolio must be submitted digitally by March 15 in order to be eligible for the national contest. The entry form for the state winner submission is available online here: <http://www.surveygizmo.com/s3/1806931/JEA-Journalist-of-the-Year-Scholarship-Application>.

SUBMITTING REPORTS

Because maintaining strong communication between members at the state level and national level is an important aspect of the position, the state director's position involves submitting reports. Although the submission method and deadline may change, generally directors submit reports electronically twice a year. The report is an opportunity to share with the JEA membership specific news and concerns unique to each state.

One month before the submission deadline, the vice president will notify state directors by email about the report with clarification regarding format and how/where to send the information. Ideally, directors are in contact with members on a regular basis and the report simply summarizes information for sharing. Things to include in the report are the general status of state membership, any major awards or honors issued to members in the state, news and events (such as conventions, press days, workshops or seminars), challenges (in terms of curriculum, state standards, budget cuts or state-specific trends affecting journalism education) and any First Amendment-related concerns.

The report serves as a historical record of JEA happenings and is used in grant applications and financial audits, so adherence to format and deadline is critical. State directors should gather information on a regular basis to make the report as accurate and thorough as possible by the submission deadline.

Other forms of contact Communicating with other JEA leaders as concerns arise is important. State directors are not limited to just the two required reports each year. Contact by email and/or phone is encouraged at any time. The questions and concerns received from members are important to the JEA board. It's great to hear success stories and new ideas, and that contact need not be limited to a deadline or report. State directors also are added to JEATALK, a Listserv that includes board members, committee chairs and liaisons, as another way to maintain internal communications among all JEA leaders.

Contacting board members is encouraged. State directors should feel free to reach out to board members with ideas and suggestions — or just to chat about teaching journalism and advising student media.

STAYING CONNECTED VIA JEA SOCIAL MEDIA

JEA leaders connect with members in a variety of ways. The Facebook page, <http://facebook.com/journalismeducation>, provides breaking news, links, awards announcements, member recognition and deadline reminders. State directors are encouraged to “like” the page and subscribe to updates. This Facebook page also recognizes each state’s Journalist of the Year winner as the results are made official in the spring.

JEA on YouTube: <https://www.youtube.com/user/jeamultimedia>

JEA on Instagram: <http://instagram.com/journalismeducation>

JEA on Twitter: <http://twitter.com/jeapresident> (President Mark Newton, MJE); <http://twitter.com/nationalJEA> (JEA news)

REPORTING CENSORSHIP

In some states, members may go directly to the state director in censorship situations or emergencies related to student press rights. In these situations, state directors should point them to the Scholastic Press Rights Committee Panic Button online at <http://www.jeasprc.org/panic/>. The Panic Button is an online reporting tool to collect information from those experiencing some type of censorship. When an adviser or student uses the Panic Button to submit information, designated SPRC members receive notification. This sets in motion a series of responses following a checklist system. In no way will the committee direct the fight against censorship, but each responder will follow a specific course of action in supporting the adviser and students while offering suggestions and resources specific to that situation.

The SPRC offers the Panic Button for state use, too. Upon request, state directors will receive the graphic, the code and the survey of questions the person placing the help request will answer in order to set up the same system for state journalism websites or scholastic press association pages. The SPRC also will provide links to SPRC materials on its website.

To communicate effectively, state directors should appoint a contact person the SPRC can work with to share legal and ethical issues, and who will respond locally while keeping the SPRC aware of issues. This enables JEA to be more aware of censorship issues, which makes it possible to respond more quickly and thoroughly as well as track information for a censorship map and additional study.

To add the Panic Button in your state, contact the press rights director or a member of the Scholastic Press Rights Committee. Include the name of the person who will serve as local responder. Also provide the name and contact information for the individual who should receive the Panic Button code and the supporting materials for your website.

The national Panic Button is designed to help anyone in need, so don’t worry if you don’t have a state-specific website. In the event that a member uses the Panic Button to report an incident, the appropriate state director will receive an email from the vice president with details about the situation. At that point, the director’s role is to follow the checklist to provide immediate contact and support. (Please see the checklist on the next page.)



Censorship Checklist for JEA State Directors

When you receive notification that an adviser has used the Panic Button, your role as state director is to provide immediate contact and support. Keep in mind that members of the Scholastic Press Rights Committee have their own specific tasks in communicating with the adviser and students. Use this checklist to ensure consistent efforts.

- Make sure you are familiar with how your state law affects student expression: <http://www.splc.org/page/model>;
- Reach out to the adviser as quickly as possible with an initial email of support using the address provided on the online form, and propose a time to talk;
- If the adviser is receptive to the idea, schedule a phone call or Web chat for more personal contact;
- Get the adviser's perspective to learn more about the situation to know what will help in this unique situation as well as anything the adviser says would actually be harmful;
- Encourage the adviser to give your contact information to the student editors;
- Suggest an opportunity to meet with students, if possible, at an upcoming conference or workshop, if you feel comfortable and the distance is doable;
- Contact a JEA mentor from your state in the event that the adviser may need additional training;
- Email the director, president or designated liaison of your state press association to make sure all parties have the same information — and encourage those parties to support the steps outlined with the JEA-SPRC Panic Button system;
- Contact the committee chair, John Bowen, with what you have been doing so he can update the SPRC Reporting Censorship page;
- If the adviser is not a JEA member, provide information about how and why to join;
- Make weekly contact with the adviser until the situation is resolved.

PART 2: WHAT ELSE CAN STATE DIRECTORS DO?

USE THE JEA WEBSITE

The official website of the Journalism Education Association is <http://jea.org/>, a site maintained by headquarters staff with a full-time webmaster position. The website is the best place for current information about the organization, including contact information for officers, deadlines, details about programs and initiatives and news about the organization.

A members-only area offers additional services, such as access to the membership database. This part of the site requires members to log in (<http://jea.org/home/membership/member-login/>) and is a great way to search by state for lists and contact information of current JEA members. You may manage your Listserv subscription, update your profile and renew your membership here, too.

The JEA Bookstore is linked online from this site as well (<http://store.jea.org/>), providing a vast assortment of texts and materials useful to journalism teachers and media advisers. Members can obtain a discount code for the bookstore at the members-only area to save 10 percent.

State directors can use the JEA website for information about JEA's mission and to stay in tune with current happenings. The website provides access to reports and board meeting minutes, which is helpful in the event that a state director is unable to attend a national convention. Past reports are available here: <http://jea.org/home/about-jea/reports/>.

It's important to keep JEA's website updated with correct contact information. To update information, including changing a name, address or other item, directors should contact the vice president as well as to the headquarters staff (staff@jea.org).

COMMUNICATE OFTEN WITH MEMBERS

An essential component of each state director's activities is staying in touch with members. One way to maintain contact is through email newsletters on a monthly or quarterly basis. Directors also can work with local and state press associations or nearby universities to build a database of adviser names and contact information to include new teachers or those who are not JEA members.

Directors should determine what communication method and frequency works best for their state. Sharing information about JEA deadlines (Awards, Write-offs, Certification) and promoting JEA's curriculum is important, as is providing the opportunity to ask questions or solicit feedback.

In the case of Journalist of the Year, directors should make multiple forms of contact so advisers have plenty of lead time regarding the deadline, submission requirements, online application form and any state-specific rules or specifications. Information on the national aspect of the contest is available at <http://jea.org/home/awards-honors/journalist-of-the-year/>.

With the popularity of social media, some state directors or state press associations have created Facebook groups and/or Twitter accounts to communicate with members.

CREATE A FACEBOOK GROUP TO CONNECT WITH STATE MEMBERS

BY STARR SACKSTEIN, MJE

Background State directors need to find ways to communicate effectively with members. Talking to members directly and regularly or even reaching out to people in different parts of the state, given the diversity of membership and geography of many states, can make the job difficult. Facebook may be one of the best solutions.

When state directors provide a closed group for members and/or other journalism educators in the state to discuss their successes, share information and communicate about challenges all the while learning from each other, teaching and advising are no longer isolated experiences because the absence of camaraderie is eliminated. The Facebook group solves that problem.

Objective Create a safe environment for teachers and advisers of journalism to discuss concerns, share successes and resources and develop relationships on a state level in addition to sharing the mission of JEA.

Why create a group as opposed to a fan page or personal page? Groups on Facebook offer more versatility and security. The administrator of the page has the ability to invite users and so do other users once they are members. By making the group “Closed,” it is searchable in the general directory, but users must request to join it (or be placed in it), which is different from a fan page. A closed group provides a safe environment for teachers to not be worried about administrative backlash. Fan pages are public, and personal pages are just that, personal; they don’t have the same ability to develop conversations and threads started by any member.

Setting up your closed group Once directors access the Groups screen, creating a group is as easy as pressing a button. Make sure to name the group something obvious and specific. A new window will pop up once the directors or group administrators click on “Create group.” This is where they will name their group, select the kind of group they would like it to be and have the opportunity to add friends who would be appropriate for the group.

Inviting new members/finding members Using the membership list from a state organization or from JEA headquarters, issue a friend request to people on the list. It’s easy to add Facebook friends to the group. One of the benefits of groups is that the group is a trusted network of people because new members need to be invited by either the administrator or current members. People added are able to leave by opting out of the group. Directors can add members to their group on the first pop-up window or after the page has been created. Simply go into the window with the “+” and start typing a friend’s name. If the director or group administrator indicates this is a friend, the person’s name will appear in the window. Hit return and the person is now a member of the group.

Add events Facebook administrators can add events to make members aware of upcoming conventions and/or deadlines or workshops. Next to “Notifications,” there is a button. Here, administrators will be able to create an event or edit the group. Here, members can leave a group or go online to chat with other people who are online when the Facebook administrator or state director is online.

The group name appears at the top of the page. In the same panel, you’ll see how many members are in the group. Click on that, and this is what the list of a member’s page looks like once it’s done. The administrator is at the top, and then the members in the order they were added are below. The administrator can give any member administrator status, but it is recommended that the state director maintain control of those functions. Members can be searched for on this page.

Initiating discussion and sharing information Post status updates in the same manner a person would post updates on his/her personal page. Other members are able to initiate conversations as well.

Share links Sharing links is one way to provide valuable information to state members. Cut and paste the link to be shared, and Facebook automatically recognizes the link and shows a picture. The administrator is able to give a brief description of the link and let members know what is being shared.

Share photos/videos This is a fun way of involving members and creating a camaraderie. Since some members will never meet in person, the pictures serve as a way to make people feel more connected, like they know each other and, on some level, it’s an opportunity to share experiences with those who couldn’t attend.

Share notes and documents Facebook now allows people to post documents using a Microsoft Word format. The administrator clicks, creates doc and a blank page comes up. Give the document a title, and now it is possible to attach lesson plans and/or useful information that wouldn’t be appropriate for a status due to length.

Post questions/surveys Members and administrators may want to pose a question. Several possible answers may be provided, and administrators can poll the members on different topics. Facebook will then create a bar graph with the names of members who answered the question and state directors can get a percentage of member responses, reactions and/or good feedback for important ideas.

Commenting on posts provides easy feedback When members post, directors will receive notifications on their regular Facebook page. Visiting the page daily and always personally responding to their concerns lets state directors build relationships with members so they know that the JEA director is interested in what they write. Even if directors don’t know the answer to questions right away, they should try to get the information or suggest where members can get the information. An easy way to let them know the administrator and members of the group have read what they have written is to “like” what they have posted.

Frequency of posts/comments State directors should check the page daily, and whenever there is a notification that something new has been posted, be prompt in making a response to members’ questions or at least to acknowledge the messages or comments. Vary the types of content posted to keep the group page relevant. Always remember to praise members on their accomplishments, big or small.

SET UP A BLOG FOR STATE MEMBERS

BY JULIE DODD, MJE, AND JUDY ROBINSON, CJE

Directors can keep in contact with JEA members in their state — and recruit new members — more easily by having a blog. Blogging platforms are relatively easy to learn. Consider creating a simple WordPress site.

Tips for getting started with a blog for JEA state members

Decide what you want the blog to offer to members As with planning a publication, you want to plan what you want the blog to do. You can use it to remind members to register for the JEA/NSPA conventions. You can post the guidelines and deadline for High School Journalist of the Year. You can provide links to JEA resources. By making those decisions, you can have in mind what you want your blog to look like and how you want it to function before you set up an account.

Select a blogging platform and create an account The big three are WordPress, Tumblr and Blogger. All three are free and provide free server space. You will incur costs if you select a custom template or want an URL that doesn't include the blog platform's name in your blog's URL. WordPress is considered the standard.

Select your blog's name When you set up an account, you must select your blog's name. You want to select a name that will be easy for your members to remember, such as JEA-Mississippi.tumblr.com. Unless a state blog of this nature already exists and cannot be changed, directors should use the format "JEA-Statename" for consistency.

Customize your blog You will have the option of selecting from a number of free templates and also will be able to change colors and fonts.

Decide if you want others to be able to contribute to the blog You can provide "administrator" rights to others so they can post to the blog. You need to decide if you want to do that.

Set up the option for members to subscribe to receive updates via email or with RSS feed Most members won't remember to regularly check the blog to see what the latest information is.

Use social media to promote your blog You may want to set up a special Twitter account or Facebook page to help promote the blog. But you also want to remember that you will need to maintain what you've set up. Again, consider using the format "JEA-Statename" for this account so members can find and follow easily.

Start blogging When you begin your account, you will be encouraged to start blogging. Your first post typically is a welcome and a description of why you have set up the blog. Once your members know you are blogging, they are going to expect to have new information on the blog on a regular basis. That doesn't mean daily or maybe even weekly. But you don't want to set up a blog and then go for a month without posting. Remember that a blog post doesn't need to be a full-length article. A photo with a caption or a three-sentence reminder about a deadline are OK as blog posts.

Write informative headlines for your posts You want your headlines to be searchable. Write a headline that someone would find if searching your site or doing a Google search on a topic. If you were posting a story about the

JEA High School Journalist of the Year program, think about the headline you'd write.

Yes "High School Journalist of the Year application information available"

No "Get the recognition you deserve"

Tag your posts You will have the option to provide tags, which are key words, for each post. Again, think about making your article searchable. Tags for JOY could be "Journalism Education Association," "journalism student scholarship," "student portfolio" and the state name, among others.

Set a good example for blogging By maintaining a blog for JEA members in your state, you'll be encouraging other advisers to consider using a blog for their media programs and/or setting up their own personal blogs. So you want to demonstrate best practices. Check your spelling and accuracy. Post photos but avoid using copyrighted photos or illustrations. The blogging platforms provide tips for good blogging.

WORK WITH STATE UNIVERSITIES, PROFESSIONAL MEDIA AND STATE PRESS ASSOCIATIONS

In working with universities, state directors may do the following:

- Contact journalism schools or departments in colleges and universities in the state and collaborate to provide support for advisers in their areas. It may take some education and promotion on your end to demonstrate the win/win in this type of partnership. They can attract good potential students and/or employees and can help boost future generations of journalists. Ideally, university leaders or state press association liaisons should try to set up a small list of college professionals who are willing to go speak to classes, provide mentoring support or develop programs to help high school advisers. Financial support would also be helpful for field trips and meetings since high schools often struggle to find funding for their publications, much less funding for training off campus.
- Work with deans and chairs to formulate goals that will promote scholastic journalism in the state.
- Involve faculty members as speakers and judges for any workshops or competitions.
- Use university facilities for area meetings when possible.

In working with state press associations, state directors should do the following:

- Contact state press association directors and meet to form a partnership — both financial and supportive.
- Ask press association members to serve as contest judges and to be instructional support to staffs.
- Ask for help promoting Journalist of the Year contests or other meetings that would benefit students and advisers.

SUPPORT EFFORTS TOWARD STUDENT FREE EXPRESSION LEGISLATION

State directors should know what legal protection, if any, students have against censorship in their state. A great resource from the Student Press Law Center is this guide: <http://www.splc.org/page/model>. The state director is

well-suited to share information about proposed legislation and news items as part of regular email newsletters or on a state Facebook group or page. For those just starting the process, the Blueprint for Success is a helpful resource: <http://jeasprc.org/wp-content/uploads/2012/12/SPRC-Blueprint-2013.pdf>. Contact the Scholastic Press Rights director for support in your efforts.

SHARE IMPORTANT PRESS RIGHTS RESOURCES

In addition to helping members learn about free expression legislation in their state, directors also can work with teachers to share resources from the Scholastic Press Rights Committee. The SPRC site, <http://jeasprc.org/>, includes blog posts from committee members on a variety of press rights topics in addition to staff resources, lessons and materials. In particular, directors may want to share the Foundations Package on policies, ethics and staff manuals, which is available here: <http://jeasprc.org/buildingfoundations/>.

HELP MEMBERS WITH THEIR CONVENTION PLANNING

Attendance at national conventions is a valuable learning experience and professional development opportunity as well as a significant portion of JEA's income to cover operating expenses. A separate website exists for all National High School Journalism Convention information, as well as a recurring hashtag #nhsjc, for social media purposes.

Although the site structure and topics addressed are generally the same (hotel, schedule, registration, pricing, featured speakers), the convention website URL changes each time based on the city in which the convention will take place, such as <http://orlando.journalismconvention.org/> for Orlando in November 2015 and <http://la.journalismconvention.org/> for Los Angeles in April 2016.

State directors can be extremely helpful to the good of JEA conventions by encouraging members to stay within the convention hotel room block and follow published guidelines regarding how and when to reserve rooms without overbooking.

Advisers may need help justifying the time outside of class and expense involved in attending conventions. JEA has created a one-page document promoting the value of JEA conventions with emphasis on information that might help members gain administrative approval and/or funding to attend. That "Why Conventions Matter" resource is available at <http://jea.org/home/news-events/national-conventions/>.

State directors can help members have a smooth experience from the planning stages through the event itself by sharing the following suggestions:

- Plan early and make arrangements to stay in the official convention hotel. Book only the number of rooms needed.
- First-time attendees should try to attend a national convention alone or with only key staffers, including underclassmen.
- Have students sign a pre-conference contract saying they will remain in the class the following year.
- Study the venue location for other cultural activities/local college campuses to visit.

- Encourage a sampling of a large number of sessions while at the convention; limit the number in the group who will attend a particular session so the staff can reap more ideas.
 - a. Plan sessions for each student once the convention booklet or digital guide is available.
 - b. Set a number of sessions each student must attend.
 - c. Set up an accountability system: notes on each session, check-in and reporting at a certain time, feedback form, reflection rubric.
 - d. Have students hand presenters a thank you note on publication stationery.
- All students should pay for at least a part of the convention so they have a stake in the learning.
 - a. Set a non-refundable deposit.
 - b. If possible, have students pay a travel agent directly for the airline (and deal with him/her for refunds).
- Have an application process for attending.
- Set deadlines.
- Enter all students attending in Write-off contests; they get valuable experience practicing journalism. Put a student in charge of sign-ups for the various contests.
- Attend any new adviser meet-and-greet or first-time-attendee events. These are great places to establish contacts.
- Make reservations early and save copies of confirmation numbers.
- Send a letter home to parents with all the trip details: rules for students, hotel address and phone number, airline flight numbers.
- Make a list of student phone numbers and program them into the phone.
- For a large group, put two or three students in charge of four or five others each. When it is time to move from place to place, have the “captains” take roll for their groups.
- Give the students a pep talk before leaving, including rules about never going anywhere alone and not allowing people from other schools or other genders in each other’s rooms.
- Bring along a parent, spouse or colleague of the opposite gender for room checks.
- Have students sign a behavior contract.

DEVELOP STATE CONTESTS

Mail-in contests These contests usually involve entries produced during a defined segment of time and published before the mail-in deadline. Staffs mail in the entries to the director, who then gets judges to evaluate those entries. Awards are usually presented at the fall or spring state convention. Many states have updated this format to include a digital submission process, whereby entries are sent by email or uploaded to a particular site online, which saves time cutting and preparing entries as well as the time and cost involved in mailing the entries to a designated spot and shipping to/from judges.

Carry-in contests These contests involve entries staff members bring to an event. Judges evaluate the entries on site, and students receive the awards before they go home.

On-site/Write-off contests These contests involve a moderator who explains and monitors a competition in which students produce the material to be judged there on site. Usually, judges evaluate the entries that day so awards may be presented there; however, some associations may choose to outsource the judging and mail the awards. The awards in this contest are usually rankings (superior, excellent, good, fair, etc.) rather than literal places (first, second or third), but directors may vary from that method if desired.

General instructions

- Decide which type of contest you wish to develop and ask other press association directors for their guidelines, categories and instructions. These guides can be modified.
- Work with state and regional scholastic press associations to develop contests already in place or encourage participation in new contests.
- Develop entry fees for the contests based on how much you will have to pay judges (unless they volunteer) and how much your students can afford. Mailing awards adds to the cost.
- Get a roster of judges who are experts in the different categories they are to judge. Professional media and state press association members can be much help and will often judge without a salary. Directors may also pay advisers or noted scholastic press members to judge. Giving judges the criteria for evaluating the pieces and a time frame in which to complete their work helps. Most judges like at least three or four weeks before a deadline.
- After the competition deadline, directors divide entries into categories and get them to the judges. It is helpful to have an assistant to help sort the entries when they come in. Developing a folder for each judge that includes a scoring sheet/booklet and judging criteria for each entry is good. These folders will be returned with the scoring sheets. Some associations request that the judges return the entries; some do not. Again, some associations also offer online evaluations/judging, which cuts back on paper problems and shipping costs.
- Once the judges turn in the entries, directors compile the results and type the award certificates. Again, having an assistant or secretary to type the certificates is helpful. (Remind the judges about the deadline ahead of time.)
- If certificates will be given in person, directors can sort them by categories and put the awards in the same order as the typed list. Having one person to read the list and announce the winning names and information while you present the actual award to the student works well.
- Directors should be sure to keep records of all award winners and post them online or elsewhere so students receive double recognition.

Note: Obviously, different types of contests require slightly different organizational skills. Directors should ask advice about what works best from other directors and do what is best for their own organization and students.

INITIATE DISCUSSION AND SHARE INFORMATION

BY AARON MANFULL, MJE

The JEA Digital Media Committee maintains the online digital media resource, www.jeadigitalmedia.org. The site's goal is to help students and advisers in their online journey. Digital media includes, but is not limited to, websites, podcasts, blogs, broadcasts, social networks and multimedia.

The committee has populated the site with hundreds of posts ranging from those on legal issues associated with the Web to tips and tricks on how to make the best online presence possible. Users can access the archives of the site by using the search box found in the right column on the front page.

The site also contains a map of high schools with an online presence. Schools not listed on the site can be added to the map by sending an email to info@jeadigitalmedia.org.

One of the most popular resources on the site is the Guide to Moving Online. The committee compiled some of its most important posts on the topic at <http://www.jeadigitalmedia.org/guide-to-moving-online/>. Other guides include Guide to Broadcast and Video and Guide to Multimedia Tools.

PROVIDE SCHOLARSHIP INFORMATION FOR JOURNALISM STUDENTS

Connecting advisers and their students to local, state and national scholarship opportunities and internships is another way state directors can serve members. This is great information to pass along on a monthly or quarterly basis using email or regularly through Facebook. Many opportunities have standing annual deadlines. Below is a sample of scholarship opportunities adviser Aaron Manfull, MJE, provides for his students as a sample of what state directors might compile and share. **[Note: Sample only; all dates and awards subject to change.]**

Feb. 1	Emma Brown Foundation Work/Study Program from the Emma Brown Foundation
Feb. 15	Journalist of the Year (Sister Rita Jeanne Scholarships) from the Journalism Education Association
Feb. 15	Wickoff Editorial Leadership Scholarship from the National Scholastic Press Association
Feb. 15	Journalism Honor Roll from the National Scholastic Press Association
Feb. 15	(for Juniors) Al Neuharth Free Spirit Scholarship and Journalism Conference
Feb. 28	Sigma Photo Scholarship Contest for seniors
Feb. 28	High School Essay Contest from the Society of Professional Journalists and the Journalism Education Association
March 1	PGSF Print and Graphics Scholarships from the Print and Graphics Scholarship Foundation
March 1	NABJ Scholarship Program from the National Association of Black Journalists
March 1	Keep the Drive High School Journalism Awards: Write to Drive Change
March 1	NPC Scholarship for Journalism Diversity — from the National Press Club St. Louis, MO 63101
March 7	Project 21 Gaming Scholarship from the Missouri Gaming Association
March 31	St. Charles County Arts Council
April 1	Crazy Horse Memorial Journalism Scholarship for Native American students
April 1	Curtis Kenner Summer Workshop Grant through SSP of St. Louis.
April 1	Bruce Schneider Student Leadership Scholarship through SSP of St. Louis
Feb. 1	Ball State University Ingelhart Scholars Program
May 1	Cuivre River Operation Round Up Scholarships
May 10	Quill and Scroll Scholarships
June 1	St. Charles Community College Trustee Scholarships for Journalism

ENCOURAGE INVOLVEMENT IN SCHOLASTIC JOURNALISM WEEK

BY ADAM DAWKINS, CJE

Scholastic Journalism Week takes place during the last full week of February. How state directors and their members help promote this week is entirely up to individual members and their media staffs with the hope that involvement of advisers and their students will serve to raise community consciousness regarding the benefits of scholastic journalism. JEA's Publicity/Public Relations chair works with a Scholastic Journalism Week coordinator to plan and promote activities, all of which will be featured in JEA communications leading up to and during the week itself. These activities include things like social media contests with a common hashtag (usually the SJW abbreviation with the year, such as #SJW2016) with a specific theme for each year. The Scholastic Journalism Week Twitter feed, <http://twitter.com/scholasticjweek>, shares news, updates and recognition before, during and after Scholastic Journalism Week activities.

Encourage students to participate in the SPI/JEA Essay Contest, which runs from November through the end of Scholastic Journalism Week. More information about the contest, including theme and submission requirements, is available at <http://jea.org/home/awards-honors/high-school-essay-contest/>.

Use the resolution template at <http://jea.org/home/news-events/scholastic-journalism-week/> created by Stan Zoller, MJE, to encourage your school board, city council, county board or even student council to declare the week Scholastic Journalism Week in your area.

Celebrate the week with your staff and with your state association. A number of activities are available for staffs of any size or budget at <http://jea.org/home/news-events/scholastic-journalism-week/>. These are a few of the possibilities shared in recent years from Sandra Coyer, MJE, and Tom Gayda, MJE:

With a focused effort

- Take some video of a deadline. Post it online via Facebook or Twitter to show the community what a scholastic publication goes through to share all the news that's fit to print, or to record the memories that make the year.
- Draw attention to the week and the school's staff with a portrait project. A creative lesson in the Spring 2011 issue of *Communication: Journalism Education Today* gives 20 ways to take stunning portraits. Depending on access to photography equipment, students could check out cameras for a day with a partner or group and head out on campus to get their portrait taken. The adviser could even specify that their portrait be taken with a cellphone camera for an additional challenge. They then come back to the lab, upload their photos and chose one portrait of themselves that they feel encompasses their personality and who they are. Share them as a staff and then share them with your community. Mount them and put each staffer's name on his or her portrait. Then, use a wall outside your publication office or an empty trophy case to display the photos. (Back issues of C:JET can be ordered through the JEA Bookstore at this link: <http://store.jea.org/communication-journalism-education-today-magazine.html>.)
- Have an "Amazing Race"-style First Amendment scavenger hunt. Students hide clues related to each of the five freedoms scattered around the school (e.g. "speech" clue hidden on the speaker). Kids have to find, then go on to the next clue. Prizes are given to the first three to complete.
- Pass out "Newsies" Night movie tickets. Show "Newsies" after school and buy popcorn to give away. The "tickets" are just quarter fliers — but the kids will have to say one of the freedoms of the First Amendment to get in as well.

- Hold a "Meet the Press" event at your school. Send invitations and invite staff and administrators to a short after-school event. Buy cake, have soft drinks available, have your entire publication staff in attendance and schmooze it up. Send thank you notes after the event letting those who attended know how much you appreciate their support.
- Promote yourself. Use this week as a special way to recruit. Send out a celebration packet to your feeder schools; send some of your staffers down with it. Create a brochure to advertise your program and easy ways those in your community could get involved.
- Send thank you notes to advertisers and/or other people in your community who consistently help you.

With a medium amount of effort

- Take a few minutes of your day during the week to share an issue of Superman #706. This issue focuses almost entirely on Daily Planet editor Perry White and the problems he faces with eerily modern-day problems like decreased readership. The effort in this is to find the actual issue. Have your students tweet about the First Amendment and moments during the week they think about those freedoms.
- Celebrate the week by conducting short lessons on each of the five freedoms, one each day.
- Have your students conduct polls of the student body about the five freedoms. Find out what they know and educate them on what they don't know. End the week with a penny drive for the Student Press Law Center.
- Change your profile pic on social media to the SJW logo.
- Write a status update during the week about why you consider scholastic journalism to be essential to your school, or why you continue to be a part of scholastic journalism. Share your passion. Share your inspiration. What keeps you going? Encourage students to do the same.
- Have your staff attend the school board meeting during the week. Pack the house! If possible, plan in advance to address the board about the value of journalism in the curriculum and the benefits of free and responsible student news media serving the community.
- Print posters for the week and put them up all over your school the Friday evening before so students could come in to school and see them at the beginning of the week.

With just a little effort

- Set up morning announcements for each day. Have them either read over the intercom or broadcast via the school's radio or television program.
- Have your staffers wear their staff shirts or anything and everything related to journalism at least once during the week at the same time.
- Have your students take a day to write a letter to your local paper about the importance of journalism to them, the school and so on. Do Something! Don't let the week slip by!
- Hand out business cards with the First Amendment on them on Monday. Then, have your staff members head out into the cafeteria during lunch one of the days and pass out candy to every kid who can correctly recite (without their card) the First Amendment.
- Have a party or special celebration in class to recognize student journalists at your school.

PART 3: WHAT INFORMATION CAN ASSIST STATE DIRECTORS AND THEIR MEMBERS?

State directors should have an understanding of the various JEA programs and committees as a way to help connect advisers to the resources they want and need. This section will provide an overview of various JEA groups and activities as well as some general information available at www.jea.org.

JEA CORE MISSION AND CORE VALUES

The Journalism Education Association supports free and responsible scholastic journalism by providing resources and educational opportunities, by promoting professionalism, by encouraging and rewarding student excellence and teacher achievement, and by fostering an atmosphere which encompasses diversity yet builds unity.

The organization's core values are Pedagogy, Advocacy, Innovation, Community and Excellence.

CURRICULUM

JEA educates teachers on how to educate students.

Never has this value been more well addressed than it is today with the addition of the JEA Curriculum Initiative.

In July 2013, the Journalism Education Association began work on its curriculum initiative, creating lesson plans across 11 content areas, complete with learning outcomes, assessments, evaluation guides, models and alignment to standards including the Common Core and Partnership for 21st Century Skills.

National leaders in these 11 skill areas developed nearly 200 weeks' worth of lessons to complement high school journalism classrooms across the country. Helping them were dozens of other JEA members, professionals and

student journalists who volunteered their own ideas, materials and examples to benefit scholastic media advisers.

Because no two scholastic journalism programs look the same, the curriculum is designed to be flexible for the end user. Each module is presented in multiple time-frame options, allowing teachers to choose the configuration that best fits their circumstances and philosophies.

As important as this electronic resource is, it's merely a portion of the curriculum initiative. Just as important is the ongoing commitment to keeping the curriculum current and dynamic by providing updated lesson plans and examples that reflect the newest trends and technology. National curriculum leaders collaborate with other JEA committees such as Certification to ensure that the organization is at the forefront of defining 21st century media education. They showcase their curriculum and lessons at national conventions and conferences, including JEA Advisers Institute. And they host online chats to discuss implementation of these lessons and coordinate discussion of best practices to guide future development.

The curriculum can be accessed at <http://curriculum.jea.org/>. This resource is a benefit of membership and is a vital tool for state directors in the recruitment and support of members.

COMMON CORE AND 21ST CENTURY SKILLS

BY GARY LINDSAY, MJE

With current challenges in education such as emphasis on standardized tests, decrease in funding and restrictions on graduation requirements, JEA launched new efforts in terms of advocacy to keep sustain and improve scholastic journalism in general. Alignment with two major movements in education has become a JEA priority: Common Core State Standards and Partnership for 21st Century Skills. It's important for state directors to know about these organizations and their significance in how teachers frame the conversation about the essential role of journalism in the high school classroom.

Common Core www.corestandards.org

The Common Core State Standards are part of a state-led effort to give all students the skills and knowledge they need to succeed. The language arts standards emphasize writing, research, media/technology and the ability to present complex information. Since this aligns perfectly with what student journalists do on a daily basis, the goal is to promote journalism as "the new English" and show how high school publications meet these standards. The JEA curriculum includes lessons with learner outcomes from the major 11 skill areas of the journalism classroom; state organizations also are working on curriculum-mapping initiatives. Directors should check with their state Department of Education to get involved personally or collaborate with a state press association in these efforts.

Partnership for 21st Century Skills www.p21.org

This organization is focused on 21st-century readiness and emphasizes the four C's: critical thinking and problem solving, communication, collaboration and creativity/innovation. This has taken different forms in each state, sometimes in connection to Common Core State Standards as they are developed. P21 has catalyzed a national movement to improve education by incorporating 21st-century readiness into state educational systems.

JEA is moving forward in the following ways

- Exploring partnerships with other curriculum areas that share our commitment to 21st Century Skills and our concern that a retrenchment to “core subjects” is a real threat to their existence. Art education, home and consumer science, social studies and civic education and music education are prime candidates for this outreach.
- Exploring partnership with P21 directly.

JEA published a White Paper on educational initiatives as part of the curriculum initiative. The paper, written by Candace Perkins Bowen, MJE, appears online at <http://curriculum.jea.org/journalism-curriculum-white-paper/>.

JEA SCHOLASTIC PRESS RIGHTS COMMITTEE

JEA’s Scholastic Press Rights Committee (SPRC) has three main roles:

- Educate the various communities scholastic media impacts so each understands the rights and responsibilities of student journalists and appreciates the need to follow professional legal standards and ethical guidelines.
- Advocate for teachers/advisers so they can train and coach and for students so they apply the critical thinking and content skills they are learning.
- Empower student journalists to use their voices and find their role in their schools, their communities and their democratic society.

These roles include providing educational materials and intervening in censorship situations as requested by any of the parties involved. While commissioners cannot provide active legal advice, they will counsel, suggest and interact following committee and JEA guidelines.

SPRC resources include

- The SPRC blog (www.jeasprc.org). This resource contains background information on legal and ethical issues and terminology as is relevant to all student media platforms, teaching lessons and learning activities. Links and reference materials are plentiful, including materials for Constitution Day, a blueprint for state legislation, model guidelines and position statements on prior review as well as blog posts addressing current issues related to censorship and press rights-related news.

CERTIFICATION

JEA Certification offers advisers the opportunity to earn the distinctions of Certified Journalism Educator and Master Journalism Educator. National certification through JEA provides tangible evidence of a highly-qualified journalism educator. JEA Certification is not state-level or teacher licensure certification, but organization-specific certification to recognize two distinct areas of expertise: knowledge of journalism and knowledge and practice of journalism education pedagogy. The CJE distinction may be earned with college and other approved coursework and a valid teaching license or by providing evidence of journalistic training and taking and passing the CJE test.

The MJE distinction may be earned after five years of verified teaching experience by taking and passing the MJE test and submitting a pre-approved project which demonstrates the qualifications of a master teacher. Both tests

are offered three times a year: Friday afternoon at the spring and fall conventions and in the summer at Advisers Institute. Tests also may be offered at different times and settings as long as a minimum of five candidates for either designation have applied.

Advisers interested in obtaining certification should visit www.jea.org/certification for information, applications and study guides. Application deadlines are Feb. 1 for the spring convention and Sept. 1 for the fall convention.

State director's certification checklist

- Request CJE/MJE brochures from JEA for distribution at state conferences, summer workshops and other gatherings.
- Mention the local testing option to your state's scholastic press association to possibly offer testing at the annual state conference or convention.
- Whenever possible, mention JEA's certification opportunity to advisers and direct them to JEA's website.

ADVISER MENTORING: HOW A STATE ASSOCIATION CAN BECOME PART OF THE JEA PROGRAM

The mentors in this program are retired journalism teachers or those nearing retirement. The new teachers/advisers commit themselves to two years of mentoring with the determination to remain in a journalism position and improve the quality of the media they advise.

The JEA Mentoring Program's goals are threefold

- To help new teachers/advisers develop good habits of pedagogy in journalism classes and after-school journalism programs (improving teacher practice).
- To retain quality journalism teachers/advisers.
- To help build stronger scholastic journalism programs.

Mentors receive a yearly stipend ranging from \$1,000-\$2,500 from funding sources primarily within their states. JEA provides a budget to cover initial training of all mentors and provides a \$700 stipend for mentors to attend a Mentor Forum once a year at JEA/NSPA conventions. For financial assistance, contact JEA executive director Kelly Furnas at furnas@jea.org.

Representatives of state scholastic press associations apply to join the program, find in-state funding, recommend the retired teachers for mentor training and decide on the amount of yearly stipend. Sometimes, additional scholastic press associations within the region can help with stipend support. We encourage state SPAs to provide association benefits and support for both the mentors and mentees. SPAs can provide the avenues to other journalism teachers and professional journalists in the state, people who can give assistance in specific aspects of publication production and advising.

Mentors need to understand the two-year commitment they are making. Mentors must

- Be available to attend a mentor training session at the Advisers Institute in Las Vegas in July. JEA will pay for the training, transportation, lodging and some meals for the mentors.
- Recruit their own mentees.

- Meet with the school administrator and mentee to sign a two-year agreement.
- Stay in regular contact with their mentees (including some face-to-face contact).
- Keep records of goals and progress.
- File a report at the end of each semester on their activities and mentee progress.
- Provide their own transportation to the mentees' locations.
- Keep involved in scholastic journalism within their states.
- Get JEA certification within one year of becoming a mentor.

States need to understand the commitment they are making. If accepted to the JEA Mentoring Program, each state agrees to the following:

- Remain in the program for a minimum of two years.
- Oversee the program in the state, with the person making the application as the contact person with the JEA Mentoring Program (or his/her successor).
- Maintain funding through one or more funders for a yearly stipend for each mentor.
- Arrange for the funder(s) to send the yearly stipends for the mentor(s) to the Journalism Education Association, 105 Kedzie Hall, 828 Mid-Campus Dr. S., Manhattan, KS 66506. Payment should be sent by August. Checks should be made payable to Journalism Education Association. JEA will mail the checks to the mentors in two payments, one at the end of each semester.
- Recruit mentors who are committed to a minimum of two years of mentoring.
- Publicize the JEA Mentoring Program within the state whenever possible and appropriate.
- Forward to the JEA Mentoring Program chair copies of publicity generated in the state.
- Assist the mentors in identifying new journalism teachers/advisers whom they can support as mentors.
- Provide as much assistance as possible, financial and otherwise, to the mentees. For example, offer free SPA membership and free or reduced fees for SPA events. Find replacement mentors if the current mentors are unable to continue as mentors.

How to acquire funding within the state

- State scholastic press association. Talk with the SPA board about the benefits of supporting the Mentor Program. See if they have any funds available. Ask them to include a fixed amount in their budget on a yearly basis so they can sponsor mentors in their state. Usually, the SPA provides at least a portion of the stipend.
- Colleges of journalism at universities within the state. See if a school of journalism may be able to support mentors' stipends.
- Professional association or local Society of Professional Journalists chapter. Investigate to see if they have a foundation established to support journalism. The state press association or SPJ group may know if any newspapers in the state provide educational funds.
- Philanthropist in the state who supports educational programs.

For information for the JEA Mentoring Program, please contact Linda Barrington, MJE, at lbarring@wi.rr.com.

OUTREACH ACADEMY

BY ANTHONY WHITTEN, CJE

Outreach Academy is a Journalism Education Association initiative to promote diversity in the journalism teaching profession. The Outreach Academy is a free, intensive seminar for media advisers who need help teaching and advising students in journalism while dealing with issues surrounding diversity. The program is hands-on and focuses on practical information advisers need. It includes discussions of teaching journalism to diverse populations, diversifying school coverage, engaging your staff and school community, and understanding the resources and organizations ready to help advisers. This program is committed to helping teachers in challenging situations, including advisers who have five years or fewer advising experience, and those who teach in schools traditionally underrepresented in JEA membership, especially low-income, urban and rural schools, or are advisers of color. The application is available at www.jea.org. The Outreach Academy takes place in locations hosting the JEA/NSPA National High School Journalism Convention. The academy has a training seminar on the Thursday before each national convention.

CONNECTING WITH THE SOCIETY OF PROFESSIONAL JOURNALISTS

BY STAN ZOLLER, MJE

SPJ is dedicated to encouraging a climate in which journalism can be practiced more freely and fully, stimulating high standards and ethical behavior in the practice of journalism and perpetuating a free press. In addition to its commitment to journalism, SPJ works extensively with journalists at local and regional levels. Local professional chapters and student chapters are great resources for scholastic journalism educators and scholastic press associations. A complete listing of chapters is available at <http://spj.org> under the “Chapters” menu.

OTHER JEA ACTIVITIES TO SUPPORT, PROMOTE IN YOUR STATE

BY EVELYN LAUER, CJE

JEA One Book

Twice each year, JEA leaders will select a book to read together. To help create a sense of community, JEA leaders and members conduct a series of online chats and discussions over the course of three months leading up to each convention, culminating with a live, in-person discussion at the spring and fall venues. JEA also launched a One Book podcast, which is available on JEA's website.

The One Book experience is another opportunity to create strong relationships within the JEA community and within professional learning communities. Additionally, discussing these books will not only give advisers ideas for their classrooms, but also will build an even stronger organization.

State directors can encourage members to follow @JEAOneBook on Twitter and can participate in online chats using the #JEAOneBook hashtag.

When I'm Not Teaching

This series, which highlights what JEA members do outside of teaching, runs on the JEA Facebook page on the first of every month. Directors are encouraged to nominate advisers from their state by emailing the Publications/PR chair, Evelyn Lauer, at evelau@d219.org.

National Journalism Quiz Bowl

Another opportunity to share with members is a convention activity for students called the National Journalism Quiz Bowl. Four-person teams compete by answering questions related to current events, pop culture, journalism and civics. There is no limit to the number of teams a school may enter as long as they complete the entry form and submit the entry fee.

The topics include Associated Press style, current events, journalism terminology, scholastic media law and civics/ American government. The current events questions are taken from the 12 months preceding the convention where the quiz bowl occurs.

The preliminary test for the National Journalism Quiz Bowl takes place Friday morning during the convention. Qualifying teams for the final buzzer rounds begin Saturday morning. Information about the contest appears on the JEAHELP Listserv and convention website during the two to three months leading up to each convention.

WORKING WITH THE JEA HEADQUARTERS STAFF

JEA Headquarters is located in Kedzie Hall, home to the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. The staff email address is staff@jea.org. All staff members receive mail sent to this address. Additionally, the JEA website has individual email addresses for staff members and other contact information. Each staff member's duties are different, but they work as a team to meet members' needs, answer questions, fill orders and serve the scholastic journalism community. Office hours are 8 a.m. to 5 p.m. Monday through Friday.

Kelly Furnas, executive director — furnas@ksu.edu

Kelly is the primary link between the staff and the board of directors. He oversees the headquarters staff and the organization's annual budget and investments. As convention planner he goes on site visits, meets with local committees and works with hotels, conventions centers, caterers and audiovisual companies. Working with the board of directors, he helps to develop the annual budget. He also directs the summer JEA Advisers Institute and runs Outreach Academy.

- State directors who send electronic newsletters to members have the option of using JEA's Constant Contact account, which is the tool used to create the periodic member newsletters Kelly sends by email to all JEA members.

Pam Boller, office manager — pboller@ksu.edu

Pam is the advertising manager for JEA's magazine, Communication: Journalism Education Today; sends out membership renewal notices and membership cards; packs, ships and invoices book orders; organizes the

convention bookstore; sends JEA promotional materials to workshops and conferences; maintains Certification records; assists with Write-off registration, and is in charge of mass mailings.

- State directors who are planning a workshop or convention may contact Pam to receive JEA materials. Upon request, Pam mails the specified quantity of brochures and handouts prior to each event so directors can promote JEA membership and other programs at no cost to the state or state director. Directors should allow at least two weeks for shipping, indicate the number of advisers expected in attendance and provide a shipping address.
- State directors who seek certification should submit an application by Feb. 1 or Sept. 1 depending on which convention they would like to receive recognition. The certification process has three options: A, B and C. Option A is for those who have a degree that includes courses in news writing, law and ethics and advising publications. Options B and C are for those who have more on-the-job training rather than classroom experience, and both of those options require taking an exam. Information is available at: <http://jea.org/certification/>.

Connie Fulkerson, administrative assistant — cfulker@ksu.edu

Connie helps plan and design convention programs and other printed materials; communicates with convention speakers; maintains records of contact information for state directors; selects and keeps items stocked in the bookstore; is copy editor for Communication: Journalism Education Today, and coordinates with the Awards chair for press releases and the adviser luncheon at national conventions.

- State directors should notify Connie with any address changes or updates to their personal contact information. Directors also may refer new members to Connie for help with their JEA Bookstore purchases if they need recommendations or are new to scholastic journalism; Connie's expertise regarding curriculum materials is a valuable service to members and is just a phone call or email away.

Kate Dubiel, website/database developer — kated@jea.org

Kate keeps the website updated and works to improve the functionality and readability of the website, as well as the membership and Write-off databases and JEAHELP email distribution list.

Lisa Terhaar, bookkeeper — lterhaar@jea.org

Lisa processes both accounts payable and accounts receivable for the organization. She is the primary liaison with JEA's accountant during its annual audit.

JEA Headquarters

Journalism Education Association
105 Kedzie Hall
828 Mid-Campus Dr. S.
Manhattan, KS 66506-1505

Delivery Address (UPS and FedEx)

Journalism Education Association
014 Kedzie Hall
828 Mid-Campus Dr. S.
Manhattan, KS 66506-1500

Phone: 785-532-5532

Toll-free: 866-532-5532

Fax: 785-532-5563

Email: staff@jea.org

Vouchers All bills require a voucher be filled out before a check is made. State directors will receive vouchers from the vice president during the state directors meeting at each spring and fall convention.

1. Fill out the top part of the voucher with payee name and where to mail the check.
2. Attach receipts for the items listed and mail to JEA Headquarters for approval and payment. The vice president should sign the approval line for the state director stipend vouchers.

Conventions State directors are asked to present a session and judge Write-offs. To submit a program proposal, directors fill out the form at <http://jea.org/volunteer>. The form includes an area to indicate any conflicts, including the state directors meeting, and to volunteer for Write-offs. Deadlines for proposals are July 15 for the fall convention and Dec. 15 for the spring convention, although directors may be able to get in later if speaking slots are available. Connie Fulkerson is the contact person, as she maintains the speaker and session databases. She also will send lists of Write-off volunteers to the local committee person in charge of getting judges at each convention.

If the convention is in their home state, directors might want to be part of the local committee. Upcoming conventions are:

Orlando, Nov. 12-15, 2015

Los Angeles, April 14-17, 2016

Indianapolis, Nov. 10-13, 2016

Seattle, April 6-9, 2017

Dallas, Nov. 16-19, 2017

San Francisco, April 12-15, 2018

Membership database Directors may access the online membership directory to obtain contact information.

Visit <http://jea.org/membersarea/> and log in with your username and password.

1. After you have logged in, click JEA Membership Directory from the sidebar at the right. Here, you may search by name or state. The information changes daily as people are added or memberships expire. It's important to note that some members choose not to be listed in the membership directory.
2. You may also update your profile, upload your photo, and renew your membership while logged in here.
3. Contact information here is for member access only and is designed for JEA-related contact for topics related to scholastic journalism education and should not be shared with third parties.

Privacy Policy

When individuals share their contact information with JEA, it is used extensively by JEA, its employees, officers, directors, committee chairs and volunteers to communicate about our services or promote issues related to scholastic journalism. State directors should read and be familiar with JEA's full privacy policy to understand what type of information is collected and how it is used. The policy is posted here: <http://jea.org/privacy-policy/>.

