

JEANC Annual Meeting

Jan. 25, 2020 at 10 a.m.

CNPA Headquarters

2701 K. Street, Sacramento, CA 95816

- I. Call to Order at 10:07 a.m.
 - A. President: Brian Wilson
 - B. President elect: Rod Satterthwaite
 - C. Organizational Secretary/Treasurer: Keri Kemble
 - D. Secretary: Melissa Murphy
 - E. Attendees: Kristy Blackburn, Don Bott, Vivi Mage, Jim McCarthy, Sarah Nichols, Justin Raisner, Tripp Robbins, Peter Rodrigues, Julia Satterthwaite, Tracy Sena
- II. Approval of Minutes from [January 26, 2019](#)
 - A. A motion to accept the minutes from the Jan. 26, 2019 board meeting was made by Sarah Nichols and seconded by Melissa Murphy. (passed 13-0)
- III. Nominations and voting for President-Elect and Recording Secretary
 - A. Brian Wilson nominated Justin Raisner as President-Elect for 2022-2024. (passed 13-0)
 - B. Brian Wilson nominated Melissa Murphy as Recording Secretary for 2020-2022 (passed 13-0)
- IV. Communications
 - A. CNPA: Joe Wirt shared about CNPA news, including an upcoming community college convention, a Sacramento event next week and the push to diversify in terms of age, racial background and other demographics. Check out the Capcon 2020 newspaper or the CNPA app for more news updates.
 - B. Ellen Austin communication discussion moved to new business.
 - C. SPLC: A motion to donate \$500 to the SPLC was made by Tracy Sena and seconded by Don Bott. (passed 13-0)
- V. Officer Reports
 - A. President: Brian Wilson shared that he's been excited to serve and we're at a good place with JEANC.
 - B. Membership:
 1. Rod shared the [membership list](#) of 72 current members, the membership [map](#) (which needs additional updates) and about the challenges of letting people know when their membership has lapsed with a rolling deadline to renew.
 2. Sarah Nichols shared the portion of the JEANC bylaws that stipulates board members must be in good standing to serve: "Section 6.01. Qualifications of

Directors and Officers. Any director, officer, commission chair, or commission member must be a regular member, as defined in Article IX, Section 9.01 A, of the Non-Profit Corporation.”

3. A motion to offer a JEANC Lifetime Membership for the year 2020 for \$200 was made by Peter Rodrigues and seconded by Julia Satterthwaite. (passed 13-0)
4. A motion to put \$20 of that \$200 JEANC Lifetime Membership fee towards professional development for JEANC advisers was made by Sarah Nichols and seconded by Peter Rodrigues. (passed 13-0)

C. Treasurer’s Report

1. Keri Kemble shared her [report](#) and JEANC’s current balance is \$35,493.50.
2. Brian Wilson recommended putting \$100 into Campaign Manager to cover the cost of the \$5-7 email blasts when we need to send them.
3. Keri Kemble will correct the judges’ honorarium math and check on the status of our 2019 SPLC donation of \$500.

D. Secretary: Melissa Murphy had nothing to report.

VI. Old Business

A. Annual JEANC teach-in

1. Sarah Nichols shared about the event losing on average about \$500, discussed challenges in selecting room size because of the timeline for signing the contract in August or September and registration occurring much later and shared that she has to lock in the numbers for lunch 7-10 days in advance. However, based on exit ticket feedback from this year, attendees are loving it.
2. Tracy Sena will ask about hosting the next one on Dec. 12, 2020 at Convent & Stuart Hall at Schools of the Sacred Heart in San Francisco, which could reduce the cost and provide an enticing new location.
3. Jim McCarthy volunteered to put a promotional video together with existing feedback, photos and b-roll.

B. JEANC Critiques

1. Peter Rodrigues pointed out the \$45 critiques available on our website and mentioned they are underutilized; Sarah Nichols says she doesn’t think anyone has used the option in the past. We discussed that \$45 was pretty steep when you don’t know exactly what you’re going to get.
2. Peter would like to figure out what advisers and students need in terms of critiques, develop a critique form and is considering ways to pair publications so students virtually meet to critique each other’s work throughout the year, build up on-site critiques and encourage swap shops at NorCal Media Day.

3. Peter and Vivi Mage will develop a proposal for updated critiques by March.
- C. [State journalism program database](#)
1. Rod Satterthwaite shared that Linda Bowen will be surveying high school journalism advisers about their programs and advisers should look for that email April 20-May 10 to help them develop a complete list of journalism programs. If advisers know of other programs that aren't on the list, they are encouraged to let Linda know and provide contact information for the adviser, if possible.
- D. JEANC Honor Cords — Julia Satterthwaite shared that she's mailed JEANC honor cords to two schools, but is struggling because the website notifications aren't reaching her. She'd like to resolve the communication breakdown so she can process the cords in a timely fashion.
- E. Brian Wilson passed the gavel on to Rod Satterthwaite, who took over as President of JEANC for the New Business portion of the meeting.

VII. New Business

A. Annual Contest 2020

1. Kristy Blackburn shared that we need to fix the PayPal button so people can pay the correct amount when entering contests; Keri Kemble will look into it.
2. Kristy shared that only two schools consistently enter the broadcast competitions; the rule says three schools must participate, but she's made an exception since the contest categories are new. The board would like to keep the Anchor and Broadcast Talent categories and do more promotion to JEANC broadcast programs encouraging them to submit entries.
3. Kristy says we need more judges; these advisers must be from outside the state of California. Jim McCarthy and Peter Rodrigues said they'd reach out to their contacts. Tracy Sena mentioned that we should also be volunteering to help judge other state competitions to return the favor.
4. Kelly Wilkerson sent the PDFs of certificates for winners to Brian Wilson and he mailed them to school sites. This process is a little clunky.
5. Don Bott moved that we shift the contest deadline to March 31 beginning in 2021 and allow two entries per publication. (passed 13-0)

B. Best of the West changes

1. Kristy Blackburn shared about the work she and Justin Raisner, Sarah Nichols, Brian Wilson and Peter Rodrigues did on the Best of the West competition, which will take place at the same time as our annual contest this year. The Best of the West categories will include Newspaper, Newsmagazine, Yearbook (broken into book size), News Website and Broadcast. We offered Best of Show honors for

publications to win at NorCal Media Day instead; we need to revisit the San Francisco Press Club as Best of Show judges.

2. Kristy said Best of the West will have its own form and payment (meaning adding another \$25 PayPal button), which will cover the cost of the judging done by separate judges than the annual contest as well as plaques, but it will be marketed alongside the annual contest and follow the same submission deadline. The Best of the West entry will not be eligible for one of the three free JEANC contest entries; those only apply to the individual contest. Kristy will send out the form for the board to look over before it goes live on our website.

C. JOY portfolios:

1. As a result of not having clear directions on our website stating that only one entry is permissible from each school, JEA State Direction Danielle Ryan is going to accept more than one entry per school for this year only for the Journalist of the Year contest due Feb. 15.
2. Connection to Arnetta Garcin Scholarship
 - a. Tracy Sena thought allowing only one per school might be an equity issue because someone truly deserving wouldn't be able to compete to win the scholarship money.
 - b. Don Bott said he thought the equity issue actually pertains more to underserved communities, allowing those students a chance to compete and not get swept away by the bigger, wealthier programs.
 - c. Sarah Nichols brought up the option of students submitting portfolios to national competitions, such as the NSPA portfolio contests if sites have trouble narrowing it down to one, and also offered to volunteer to help sites choose their strongest contender.
 - d. Brian Wilson shared about the selection process they use at Palo Alto that seems to work well and is judged by someone outside of Paly.
 - e. Julia Satterthwaite shared about how her students showcase their portfolios and narrow down their contestants together as a group.
 - f. Sarah Nichols made a motion that entries to the Arnetta Garcin scholarship should be limited to one student per school beginning in 2021. (passed 13-0)
 - g. Don Bott made a motion to continue to link JEANC's Arnetta Garcin scholarship with the results of the California JEA JOY competition run by Danielle Ryan. (passed 13-0)

game or standardized tests. The board thought Sept. 26 would work better because Oct. 10 is a three-day weekend.

I. Date setting for this year's events

- JEANC happy hour at Fieldwork in San Mateo on Saturday, March 14 at 3 p.m.
- Virtual meeting on Wednesday, March 25 at 7 p.m.
- JEANC annual contest opens March 1 and closes on April 15
- Virtual meeting on Thursday, Aug. 6 at 7 p.m.
- NorCal Media Day on Saturday, Sept. 26
- Sarah Nichols is willing to host CJE/MJE testing any time
- Adviser teach-in on Saturday, Dec. 12

VII. Good of the Order

- A. Tracy Sena shared about a database of scholastic journalism photos of presidential candidates. She, Ellen Austin and Mike Simmons are working to develop and promote it to help high school photographers get syndicated.
- B. Julia Satterthwaite encouraged advisers to sign up to be a mentor, go through mentor training and help reach out to advisers from underserved populations in Northern California and beyond.
- C. Sarah Nichols reminded us about the upcoming JEA election and encouraged everyone to vote.
- D. Rod Satterthwaite officially welcomed Vivi Mage to the JEANC board.

VIII. Rod Satterthwaite adjourned the meeting to social event at [SacYard](#) at 2:07 p.m.