

JEANC General Meeting
Aug. 5, 2021 | 7-8 p.m.
Zoom [meeting](#) | Meeting ID: 987 1032 3259

Present: Kristy Blackburn, Don Bott, Paul Kandell, Keri Kemble, Michael Moul, Melissa Murphy, Sarah Nichols, Tripp Robbins, Peter Rodrigues, Samved Sangameswara, Julia Satterthwaite, Rod Satterthwaite, Tracy Sena, Fitz Vo, Brian Wilson

Absent: Tamra McCarthy, Jim McCarthy

I. INTRODUCTIONS

- A. Rod Satterthwaite called the meeting to order at 7:02 p.m.
- B. Approve [minutes](#) from March meeting:
 - a. Moved: Sarah Nichols moved to approve the minutes.
 - b. Second: Kristy Blackburn seconded.
 - c. Vote: 13-0
- C. Approve agenda for this meeting:
 - a. Moved: Michael Moul moved to approve the agenda.
 - b. Second: Don Bott seconded.
 - c. Vote: 14-0

II. OFFICER REPORTS

- A. President
 - a. Rod reminded the Board of the vacancy of the President-elect/Membership chair and encouraged current Board members to consider the position.
 - b. NorCal Media Day survey \$100 winner: The random name generator selected Natalie Owsley, adviser of The Epitaph from Homestead High School.
- B. President-elect/membership
 - a. [Current membership](#) (132 including lifetime members)
 - i. Per the Board's previous discussions, memberships begin on Aug. 31 and last one school year.
 - ii. Rod suggested keeping membership free for one additional year as staffs return from the pandemic.
- C. Treasurer
 - a. Keri Kemble reported that JEANC has \$34,721.48 in its account.

- b. There are no more outstanding invoices from contests, thanks to co-contest chairs Kristy Blackburn and Fitz Vo.
- c. Rod mentioned the JEA/NSPA convention to be held in San Francisco in spring of 2023, which has the potential to generate more revenue.

III. COMMITTEE CHAIR REPORTS

- A. Nothing to report.

IV. OLD BUSINESS

- A. JEANC history committee report (Don/Paul)
 - a. Melissa Murphy said she needs to reschedule her July visit to CNPA to go through the old files so we can archive important documents and information. Joe Wirt wants it to be on a weekday. Tracy Sena said she could schedule a visit by Sept. 1 to take pictures and pull items. Sarah Nichols recommended shooting our own set of digital archives. Depending on the day/time, Sarah may be able to help.
 - b. Paul Kandell wondered if we should allocate a budget for scanning documents, particularly if it's a much larger job than we expect. Sarah would like to advocate a stipend and mileage for Tracy to do this work. Rod said he can approve if it's under \$250. The Board decided the minutes, names and foundational documents would be valuable to retain. Paul said any student publications surfaced could likely be hosted in the Paly Journalism Archives.
 - c. Don Bott said there's the possibility of getting into the weeds and making the project bigger than it needs to be, and Paul was cautious in keeping the committee's work specific. Supervising the process could be an MJE project.
 - d. Don will get in touch with Ed Galdrickian. The group plans to get video snippets of former advisers telling us what it was like to be a journalism pioneer in the '70s, when they were writing the legislation that would become EdCode 48907.
 - e. The idea for this committee came from the passing of Hilda Walker; Don said we better take advantage of the keepers of memory while we still can.
 - f. There's an [interview form](#), and the committee hopes to collect what JEANC presidents have tried to do in their tenure.

- B. Pandemic publishing recognition – Rod sent emails to any staff that won awards in the JEANC annual contest and emailed their administrators with recognition.
- C. Jim Ewert recognition – Adriana Chivara from SoCalJEA and Rod put together wording, put it on a plaque and he received it in the mail.
- D. Headshot and bio for the website – Tracy will send a form to collect our headshots and bios for the JEANC website.
- E. Adviser teach-in – We will plan it and talk about it more at the NorCal Media debrief on Oct. 14.

V. NEW BUSINESS

- A. Beginning-of-the-year JEANC social – Rod wondered about the feasibility of meeting at an outdoor venue for an adviser social, and the Board agreed it would be beneficial. Melissa suggested Fieldwork and Michael and Julia suggested Alpine Inn. Rod will plan it for a Saturday in early fall.
- B. JEANC funding of satellite workshops/J-camps
 - a. The satellite workshop committee will include Kristy Blackburn, Paul Kandell and Julia Satterthwaite.
 - b. The Board agreed that a quicker turnaround time would be better, and the satellite group agreed to a two week turnaround for approving requests, excluding school vacations.
 - c. The Board discussed offering up to \$500 for a larger event and up to \$5,000 for the satellite workshop committee to allocate annually.
 - i. Sarah Nichols moves that JEANC approve through its satellite workshop committee up to \$5,000 total for a year with up to \$500 per request. The majority of the committee – excluding any members requesting funds – must approve the funds.
 - ii. Paul Kandell seconded the motion.
 - iii. Vote: 16-0
 - d. As requests come in, applicants estimate expenditures, get approval, host their event, submit receipts to the committee for final approval and Keri Kemble sends the check to the applicant.
 - e. At the discretion of the committee, advisers may request funds to offset costs for food if advisers from three or more schools would like to gather to collaborate.
 - f. Peter Rodrigues said the intent needs to be clear in the messaging when getting information out to folks, as well as clearly in the application.

- g. Julia will do a write up about this summer's workshops with pictures, and Sarah will promote it on social media, Rod will send an email blast to the membership and Tracy will post it to the website.
- C. [NorCal Media Day planning](#)/survey results (Paul)
- a. The Delta variant may peak in October, so we want to be cognizant of this. Plan B could be to postpone the event to second semester. Paly may not be able to host if they aren't allowed to attend field trips, which is currently the status.
 - b. It could be a liability issue if JEANC hosts an event with minors without adult supervision. That language is probably in the registration forms. A kid getting COVID makes the liability issue different.
 - c. There was discussion about losing institutional memory and momentum if none of our kids have been to NorCal Media Day before.
 - d. Discussion ensued about postponing NorCal Media Day until January, but there's no guarantee the COVID situation will be any better then.
 - e. Instead of offering a traditional NorCal Media Day, the Board discussed having schools meet at their own sites on Oct. 9 (or the week leading up to Oct. 9 for those advisers who are not keen on scheduling events on weekends) and promoting critiques, peer-to-peer opportunities and workshops; starting the day with a keynote and ending with a show and tell component; and having folks post pictures of their staff hangout on social media. Brian Wilson shared about JEA's previous Day of Doing project, where teams of advisers went out to do a reporting project together, as well as MIPA's Staff Challenge, thinking either of those might be a cool way to engage staffs. Staffs could choose their own area of focus based on their needs and submit what they accomplished to the JEANC Board to be considered for awards like a staff microwave, Keurig or another enticing prize. The Board could pay for pizza to bring people together at their own site.
 - f. Tripp Robbins, Melissa Murphy, Paul Kandell, Fitz Vo and Michael Moul volunteered to be on a committee to decide what our event will look like this year. Rod will send an email to get the committee started.

VII. GOOD OF THE ORDER:

- Tracy thanked the Board for her retirement gift of a Giants jersey and Amazon gift card. She was the graduation speaker for her school at Oracle Park and got to be on the jumbotron for 11 minutes.

- Michael shared information about Los Gatos High School reporters wanting to report on #MeToo and their adviser allegedly objected. Michael also shared a link to a KQED story about what is happening. The Board discussed how it could support the students and adviser. Rod will reach out to the adviser. Tracy volunteered to review and coach writers and Paul offered to do a Press Law lecture for the class, if needed.
- Kristy Blackburn thanked those on the Board who have been helping her as she takes over the yearbook this year.

VIII. ADJOURN

- A. Motion: Tripp moved to adjourn at 8:30 p.m.
- B. Second: Tracy Sena seconded the motion.
- C. Vote: 12-0

Upcoming dates:

- A. NorCal Media Day: Saturday, Oct. 9, Palo Alto High School (on hold pending further discussion)
- B. Thursday, Oct. 14 from 7-8 p.m.: Nor Cal Media event debrief and Teach-in planning
- C. Adviser Teach-in proposed date: Dec. 4
- D. Saturday, Jan. 22: JEANC Board meeting at CNPA headquarters (in person, tentative)