

Board Meeting Minutes
Kettle Moraine Press Association
Thursday, November 14, 1985

Those present were Jacoby, Rowly, Stiffler, Conover, Becker, Zigler, Sigler, Wallner, Gebhardt, Kohls, M. Schultz and Zieman.

Following the introduction of Board members, the October 4, 1985, general meeting minutes were amended to include: Media Award recipients were Mike Flaherty, Milton Courier and Bill Robbins, Wisconsin State Journal. Conover moved to accept the minutes as amended; Sigler seconded; motion carried.

Conover moved to accept the minutes of the July 23, 1985, general meeting as written. Stiffler seconded. Motion carried.

Treasurer's report was presented. Zieman feels coordinators (directors) should be paid for their work. Sigler moved to accept the treasurer's report; Conover seconded; motion carried.

Zieman discussed the need to have all KEMPA registrations and monies come through Continuing Education with KEMPA still getting the profits. KEMPA may have to affiliate with Continuing Education through a contract. A study of the relationship between KEMPA and Continuing Education was suggested.

Election of Officers: Conover nominated the present slate. The secretary-treasurer duties need to be divided between two people. Kohls nominated Mary Schultz for secretary. Conover seconded. Sigler moved to accept the slate of officers. Motion carried. New officers are: President-Judy Zigler, Vice-President-Elsie Stiffler, Secretary-Mary Schultz, Treasurer-Nancy Becker.

Old Business:

A. Fall Conference Wrap-up:

1. Conover--Allow the media award recipients to say a few words.
2. Luncheon seemed cramped timewise and sizewise. Attempt to get a bigger room with a raised table for the head.
3. Zigler--Put together an adviser's packet on how to take students to a workshop; a tip sheet.
4. Wallner suggested that the schedule may be too long.
5. Conover suggested getting a newmaker for the write-off contest instead of a newswriter.
6. Wallner--Newspaper keynote speakers have not been strong. May that time be better used. Exception was John McCullough.
7. Zigler--Chippewa has an adviser luncheon as the last thing the advisers do. Have a 1½ to 2 hour luncheon with a keynote speaker. No advisers would conduct a third session. Have a "Gold Mine Packet" handout at the end of the luncheon.
8. Suggested having the awards ceremony as the first item of the morning.
9. Becker--Beginner adviser session for those in first or second year advising. Two session times in length.
10. Wallner--Need more sessions for editors. Zigler suggested a "What Would You Do" leadership role playing on problem solving.
11. Need a session on stress.
12. Conover--Suggestions from John McCullough--have more on electronic journalism. Possible sessions on radio advertising and radio news.

13. Jacoby complimented the Board on the quality of the Fall Conference.
14. Stiffler made a motion to pay conference directors \$150.00 each. Jacoby seconded; motion carried.
15. Zieman suggested a volunteer assistant each year who would assume the directorship. Each director serves for two years. 1986 Conference directors are: Yearbook--Rainer Schulz, head; Sandy Jacoby, assistant. Newspaper--Katherine Conover, head. Dave Wallner will help.
16. Program order: Awards Ceremony first, then two sessions, lunch, and one more session for students.
17. Make certain evaluations are returned before everyone leaves.
18. Announce write-off competition winners in the newsletter.
19. Reunion of summer workshop participants should be a special session or else a luncheon.
20. Suggested to get materials out earlier. Send preliminary information in spring and conference enrollment the first week in September. Send members' and summer participants' forms 1st class; the others through bulk mail.
21. Date--Zieman will check on campus availability for the last Friday in September, 1986.
22. Kohls submitted a report on the On-The-Spot Yearbook Competition.

B. Scholarships:

Recipients have been paid.

C. Directorships of Summer Workshops:

1. Jan Kohls will continue as Yearbook director. Judy Zigler will serve as assistant.
2. Tom Gebhardt will continue as Newspaper director. Stu Ciske will be asked to serve as assistant.
3. Gebhardt, Kohls, and Zieman will meet in December.
4. At next Board meeting, we will break into yearbook and newspaper and review inclusions, changes, etc. covered at the December meeting.
5. Conover--in next Newsletter, ask advisers to input on workshops' strengths and weaknesses.
6. Newspaper Suggestions:
 - a. Expectations and performance standards must be clear.
 - b. More structured sessions that include layout.
 - c. Special sessions using professionals (ie. Graphic Arts)
 - d. Have them put together a newspaper by the end of the week.
 - e. No reason to end sessions at 3:30.
 - f. Bring professionals in for evening sessions.
 - g. Staffing problem--many staff people leave too early in the day.
 - h. Students have too much "free time".
 - i. Is pay a factor?

D. Continuing Education;

Zieman has been paid.

E. Fall Conference Expenses:

No additional expenses.

New Business:

A. Kohls--Leadership Retreat:

1. Retreat notes and ideas were distributed and discussed.
2. Will be held on February 14 and 15 at the Holiday in Stevens Point.
3. Theme is "Just For the Love of It".
4. New name: Annual Journalism Advisers' Conference.
5. Registration fee is \$15.00
6. Zieman--contact Homer Hall as there is no audio on the video from Fall Conference.

7. Contact from Lee Buress from Wisconsin Censorship Committee.
8. Additions:
 - a. Someone in public relations from Sentry Insurance.
 - b. Someone from Journalism department on certification
 - c. Some information on careers. Former KEMPA students in the field to consider are Chris Wanie, Bobbi Smith, and Mike Johnson.
 - d. Speaker on stress; C. Y. Allen from UW-Stevens Point suggested.
9. CEU's
 - a. Need 5 hours on the same subject to get credit through DPI
 - b. Breakdown would be: 8:30-9:30 Friday evening and 8:30-12:30 on Saturday.
10. Room Rates (without tax):
 - a. \$49/night single
 - b. \$55/night double
 - c. \$59/night triple
 - d. \$63/night quad
11. Discussed a stipend of \$20 for mileage.
12. 8-10 members present are interested in attending.
13. Stiffler moved to accept the \$15.00 registration fee. Wallner seconded; motion carried.
14. Zigler moved to have KEMPA pay \$70.00 for all KEMPA registrants. Gebhardt seconded; motion carried.
15. Jacoby moved that KEMPA share any profits or losses with Chippewa Valley and NEWSPA. Zigler seconded; motion carried.
16. Members were reminded to register and pay. Becker will reimburse at Stevens Point.
17. KEMPA agreed to "host" the social time Friday evening. If a member attends, he/she would bring some food and drink to share (BYO).

B. Summer Workshops:

1. Zieman will check into a credit course for advisers.
2. There is need to have the books audited. Becker will get someone.
3. Brother Bob Murphy has not received his \$25 Walden gift certificate. Becker will get it out and send it to Zieman. Brother Bob should be contacted to work at the summer workshops.
4. Zieman will send thank yous to KEMPA instructors' superintendents with a copy to principals. Should stress KEMPA's appreciation for their dedication and participation.
5. Suggested advisers begin on Saturday. Social outing would be planned. Would remain optional.
6. High Rope-Low Rope on Sunday. Design something at UW-Whitewater similar to George Williams. Helps to build leadership and trust.
7. Core leaders should write job descriptions.
8. Elsie Stiffler will do intermediates with Nancy Becker and Mary Schultz for yearbook. Judy Zigler will do beginners.

Other:

- A. Secretary will write a thank you to Pete Rosenberg, Parker Pen for their support and donations. Also, a letter to the editor of the Janesville Gazette.

B. Newsletter:

1. Reviews of journalism books--send to Zieman.
2. List of audio visual material KEMPA has. KEMPA members may borrow.
3. Send suggestions of possible purchases to John Zieman or Judy Zigler.

4. Zigler will send materials to various Board members for preview. Preview evaluate, and then return it to the company.
5. Have newsletter materials in to Zieman by November 2^o.

C. Scholarships:

1. Free trip to camp for the student who designs KEMPA t-shirt.
2. \$500 presently; must reapply
3. \$250 presently awarded.
4. Awarded for evidence of activity in journalsim field.
5. Make recommendations by February
6. Suggested a scholarship for an adviser as a possibility.

D. Next Meeting:

Board will meet on Saturday, February 1, 1986 in Roseman.

Respectfully submitted,

Mary A. Schutz, Secretary

Board Meeting Minutes
Kettle Moraine Press Association
Saturday, February 22, 1986

Those present were: Becker, Kohls, Zigler, Gebhardt, Kohnke, R. Schulz, Conover, Jacoby, M. Schultz, Ziemann.

President Judy Zigler called the meeting to order. The minutes of the November 14, 1985, meeting were read. Gebhardt moved to accept and Becker seconded.

Treasurer's report was presented. Becker will file a written report after bank statement is received and balanced. Balance is \$1,058.63. Those who attended the workshop in Stevens Point owe KEMPA \$5.00 for overpayment. The summer workshop account has a balance of \$5393.60. Gebhardt moved to accept and Kohnke seconded. Motion carried.

Old Business:

A. Newsletter Update:

John Ziemann contacted Tracy Genz to ask if some of the journalism students could write articles for the newsletter. Possible subjects to be covered are: technology for small newspapers, recruiting staff, scholarship information, libel law, motivation, flow techniques, summer camps information; useful information for advisers and staffs. They would take a "what you know now that you wished you knew then" approach. The newsletter should be out within about two weeks. Jeff Hopper, Taylor rep., would secure computerized typeset for us at a reasonable cost as he is willing to forego his commission for this project.

B. Scholarship Committee:

Information for scholarships must go out soon. Zigler suggested adding an English major with a writing emphasis as also qualifying for this scholarship since too many schools do not offer a scholastic journalism degree. Some students wishing to major in journalism are told to take an English major with a writing emphasis and then a minor in political science or business administration. Photojournalism should be included as well. The career goal should be a journalism one. The explanation of their goal must be written clearly. Basic rules will remain the same as last year. KEMPA is not bound to accept any applications if merit is not proven.

Committee is needed to screen applicants. Jan Kohls will ask Carol Anderson for 2 judges from Chippewa Valley; possible Carol and Terry Idhe.

Any KEMPA student may reapply.

Application deadline is April 15. Late applicants are ineligible. All criteria must be met to be eligible for consideration.

Jan Kohls moved to set the maximum amount given at \$1500, Kohnke seconded. The decision on how many scholarships will be given and in what amounts will be made based on the judges' suggestions. Judges will be asked to rank order candidates. Board will make the final decisions.

C. Adviser's Scholarship:

Would be given to attend KEMPA summer workshop. Becker moved that one be awarded for each summer camp. Gebhardt seconded. Motion carried.

The scholarship would be for a new adviser. No credit would be given.

Qualifications:

1. Applicants must have fewer than 5 years of advising experience or no experience at all.
2. Those with experience must submit their publications.
3. Applicant must describe his/her experience.
4. List any previous scholastic journalism experience (ie. high school or college newspaper or yearbook)
5. Application deadline is June 1, 1986.

The Board will decide on scholarship recipients.

D. Retreat:

Jan Kohls reported on the February 14 retreat at Stevens Point entitled, "Just For the Love of It". Evening speakers dealt with Law and Beating Stress. Josten's hosted a wine and cheese following the speakers' presentations. Morning sessions included: English with a Journalism approach; New Adviser session; Computers and School Newspapers; Certification in Journalism; Legal Problems Panel; and a Careers in Journalism Panel. Taylor set up their computer programs for viewing as well.

Next Retreat:

1. Location may need to be changed--excessively crowded and noisy at Stevens Point.
2. Zieman will get in touch with Chippewa Valley.
3. Suggested locations: Paper Valley Hotel in Appleton; Raddison in Oshkosh.
4. Suggestion--try to get our group located together in an area--rooms next to each other.

E. Summer Workshop:

A. Newspaper Camp--August 10-14

Proposal was discussed.

1. Kohneke--concern over the 3 core groups. Would the Business people have enough to do each day? Also, should each student know how to do everything a little bit or should they concentrate on an area? Also questioned the Business group because most staffs do not have just a business person. That person should also be writing, etc

2. Suggested for section editors and editor-in-chief session--how to polish their writing. Also, how to combine research with their writing, how to conduct multiple interviews, how to write stories from several viewpoints. They should be writing a story every day or revising a long one. Could possibly be doing series stories as well.

3. Tentative Schedule--want structure but also quality content. Stress overachieving--getting them to do more. Change proposed elective session 2 to Lab Assignment with the time slot of 2:20-4:00. Give them 4:00-6:30 on their own.

4. "Creating Stressful Situations" This includes deadlines. Suggested to have them complete a paper by the end of the day Friday. Beginners could put out their own because they would need more time to edit and revise than the advanced

students. KEMPA Connection could add the best of the newspaper camp in addition to the campers putting out their own tabloid.

5. Awards:

Lasting type awards should be given. Suggested: The Associated Press Guide to Good Writing by Rene J. Cappou or Elements of Style by Strunk or Parker Pens secured from Rod French. The pens can be engraved for \$3.67 per pen.

6. Graphics supplies:

Added to the list of supplies and equipment for a graphics lab were: percentage wheel, spray mount, headliner, computer terminal. Cost amounts to approximately \$2500. Could we get donations from companies. Formatt will donate. Ziemann will check into some.

7. Advisers begin on Saturday with a possible barbeque at the Ziemans'. Two-week instructors will not be asked to vacate their room over the weekend between camps.

8. Controversial Issues:

Suggested issues:

- a. Carneige Report on education and excellence
- b. How to deal with elections
- c. Legal issues with teens
- d. Sexual harrassment from teachers
- e. Record ratings--group felt it was too limited.
- f. Peer pressure
- g. Economy
- h. Sexual topics (abortion, etc.)
- i. DWI DUI--put with legal issues, peer pressure and health problems
- j. Missing children
- k. Health problems (depression, suicide, AIDS)

9. Morning Sessions:

One on how to properly conduct a survey

B. Yearbook Camp--August 3-7

1. New titles: Rookies, Veterans, and Honors. Honors group would be small. Students would be screened on Sunday. The honors group would do innovative styles of layouts, develop themes, do cover designs. They would put together a 3-ring binder with their own cover design. It would be a plan book. Books would be submitted on Friday--best book wins a prize. This breakdown would produce more rookies and veterans. May need more staff. Ask campers to bring magic markers, ample rubber cement, good scissors, and recommend magazines.

2. Graphics lab will be available.

3. Computer lab will be available.

4. Olympics need to be improved or scratched. Check with Stu for ideas. R. Schulz and M. Schultz will check out game show ideas. Dance will be held on Thursday.

C. Brother Bob has received his gift. He may be reached through Mt. Carmel. He should be called to participate at the camps.

D. Letters to principals have not been sent. They have been drafted. Certificates for Board members will be forthcoming as well.

E. Money of \$150.00 each to Catherine Conover and Rainer Schulz

- for Fall Conference Directorships will be paid.
- F. Contract with Continuing Ed.; Zieman will draw it up so that monies will go through the Continuing Ed. Office.
 - G. Call Stu Ciske about teaching advanced writing and if willing to serve as assistant director for the Newspaper camp.
 - H. T-Shirts--Request was made for a special one for the staff.
 - I. Bruce Minter is teaching again. He is in Norton, Kansas. He is available for workshops.

New Business:

A. Fall Conference:

1. No date set yet. Zieman will check into Friday, September 26.
2. Photo sessions will continue. Need to secure a conference director. Suggested: Tim Blotz or Mark LeMahieu of the Courier.
3. Order of the day: Awards Ceremony as first session of the day. Work out write-off and on-the-spot competitions awards for later.
4. New advisers will have 2 sessions--one for newspaper and one for yearbook.
5. Summer workshop participants will have their own luncheon in the Union. Advisers may drop-in.
6. Editor-in-chief session will be done by Judy Zigler and Eileen Kohncke.
7. No photo contest.

B. Membership Drive:

Need a mailing. Can be sent with the summer workshop brochures. Must be in the schools by May 1.

First mailing to be out by March 1 should include summer promo, membership drive materials, and scholarship information.

Second mailing for summer registrations, evaluations, and contests. Note in mailing that critiquing is an on-going process. If an adviser misses the deadline for contest, the materials can still be critiqued. Deadlines for yearbooks are: Spring Delivery books--June 30. Fall delivery books--September 5. Bold face print should be used for deadline dates.

C. Critiques:

Yearbooks must be sent in ahead of time to be critiqued at the summer workshop. No books will be critiqued if brought to the workshop.

D. Judges:

Jim Evers has done the yearbooks in the past. His fee has been \$50.00 plus \$5.00 per book plus an additional \$2.50 if the book is to be written in. Other possible judges might be Homer Hall and Bruce Minter. Kohls will contact Jim first to see if he is still interested in doing it. Kohncke made a motion to increase the fee to \$150.00 plus \$5.00 per book plus an additional \$2.50 if book is to be written in. Gebhardt seconded. Motion carried.

Newspaper judges--Zieman will check with last year's judges. They receive \$15.00 per paper.

E. T-Shirt Design:

One response from Diane Irving of Milwaukee. Board approved the design. She wins the KEMPA scholarship. If she is a senior, the scholarship goes to her school.

F. Next Meeting:

The next meeting will be Saturday, April 12, 1966 at 9:30 at Roseman.

Kohnske moved to adjourn. Becker seconded. Motion carried.

Respectfully submitted,

Mary A. Schultz

Board Meeting Minutes
Kettle Moraine Press Association
Saturday, May 17, 1986

Those present were: R. Schulz, Becker, Zigler, Rowley, Stiffler, Conover, Chesney, Jacoby, Kohls, M. Schultz, Ziemann

President Judy Zigler called the meeting to order. The minutes of the February 27, 1986 were corrected to change Kohnke which was misspelled to Kohls. Kohls moved to accept the minutes as corrected and Becker seconded.

Treasurer's report was presented. Copies enclosed. Commercial Band account has a balance of \$1,111.47. The Summer Workshop account has a balance of \$5,671.92. Stiffler moved to accept the treasurer's report and Rowley seconded. Motion carried.

OLD BUSINESS:

A. Newspaper Workshop:

Director Gebhardt will be filing a report. Ziemann reported that instructors have been set. Contracts will be going out shortly.

Student staffing is being done. Ziemann contacted previous student workers. He is awaiting their responses. Suggestions of others to contact include: Audrey Hartz, Christine King, Traci Genz, Brenda Berg, Mike Mannelly. Jacoby will check with some students she knows. A total of 6 are needed. Student assistants should be at least a sophomore in college. Stipend is paid based on years of experience and full time and part time status. Salary schedule enclosed.

B. Yearbook Workshop:

Kohls reported on the staffing for the summer workshop. Affirmative responses thus far include: Ron Beem, Barb Dougal, Sandy Jacoby (part time), Rainer Schulz, Mary Schultz, Elsie Stiffler, Judy Zigler, Nancy Becker, Eileen Kohnke, Blu Ciske, Jan Kohls. Barb Dougal recommended Merle Dielman as a possible staff member for the summer workshop. Kohls will contact. Kohls will also contact Mike Suffrin, Carl Sigler and his wife, and Donna Spake. Unavailable are Brother Bob Murphy and Dee Walter.

Group breakdown will be: Honors--Kohls and Ziemann. Veterans--Stiffler with Becker, R. Schulz, M. Schultz, Dougal. Rookies--Zigler with Beem, Kohnke, Sigler and wife possible. Jacoby will work with the honors group.

Kohls suggested that the honors group put together a mini-book. The Milwaukee Journal has a special division that would allow typesetting overnight. Cost is \$.40 per inch. Ziemann will check. Getter was also suggested as being inexpensive. The university could do an 11 x 17 book on campus so that the students could have it when they go home. Ziemann will check with the university.

Dorm accommodations will be at Goodhue located next to the Bookstore. Those working both workshops will not have to move out for the weekend. Check in time at Goodhue will be between 4:00 and 5:00 on Saturday, August 2.

Ziemann requested that all generic type handouts be sent to him ahead of time so they can be put into the 3-ring binders. All

groups will be putting together a plan book. The best plan book in each group will receive an award.

Ziemann reported on supplies needed. 3-hole punches are needed for the 3-ring binders. 3-R's in all sizes--Kohls from Taylor; R. Schulz from ICP and Herff-Jones; Becker and Jacoby from Jostens. Other supplies needed are scissors, rubber cement, magazines, croppers, grease pencils, typography books, and art supplies for graphics. Any graphics materials not used during the workshop will be returned.

Schedule for instructors: Check in Saturday from 4-8:00 at Goodhue. Barbeque at Ziemann's at 6:30. Sunday core groups will meet in the morning at 10:00 followed by a brunch at 11:00. Zigler will make brunch reservations. Whole staff meeting will be at 1:00.

Students will be asked to check in by 1:00 on Sunday. Team building exercise will begin at 2:30 under the direction of Ziemann and counselors.

Curriculum meeting will be on Saturday, June 7, at the Clock Tower in Rockford at 11:00. Zigler will make reservations for a possible 10 people. Bring handout copies, anything needed to be copied, and IDEAS.

Stiffler suggested some materials for the video library--a series of videos by Colonel Charles E. Savedge on theme development, caption writing, etc. Available through Educational Experiences.

Stiffler also recommended the Ragan Report Workshops as being very good.

C. Newsletter:

None has been printed due to lack of help and assistance. Memo was sent to membership asking for help. Ziemann stated that it is still a good idea, but it requires a commitment. May need a committee to take responsibility. Zigler suggested contacting a member and make him/her Newsletter editor. Possibly pay a stipend per issue. Following discussion, Zigler suggested going to an information update. Board agreed to have a KEMPA Update to replace the newsletter idea.

Plan for the KEMPA Update as follows:

1. Issue 1 to be in the schools by September 15--mail date of September 10.
2. Issue 2 after Fall Conference. Out by November 1.
3. Issue 3 covering summer workshop, scholarships membership information out by February 15.
4. Issue 4 to recap workshops, membership, information on Fall Conference out by May 1.

Zigler will do Updates with Ziemann.

D. Scholarships:

Ziemann reported 9 entries. The top 3 were readily identifiable. \$1500 is available for scholarships to be divided as the Board chooses. Kohls moved to give \$500 to each of the top 3, the money to be deposited in their account at the university of their choice following proof of registration. Rowley seconded. Motion carried. Winners are: James R. Foti--Menominee Falls, James P. Schultze--Loyola Academy, and Brian Jon Jung--Milton High School. Ziemann will call advisers and principals and will send follow-up letters to the winners.

M. Schultz will send letters to the losers emphasizing the fact that they can re-enter next year. Schultz will also send a thank you to Carol Anderson (R.R. 2 Box 133A Black River Falls, WI 54615) for her efforts in judging the entries.

Money for the scholarships will be taken from the Money Market Fund.

There have been several applicants for the Advisers' Scholarship. Becker and Kohls will form the committee to decide on the recipient.

E. Director's Report:

Ziemann has received a letter from Marquette (enclosed) requesting information on developing a journalism association to be statewide. They seem to want a viable press association out of Milwaukee. Ziemann sent them Fall Conference information and Summer Workshop information. Ziemann is meeting with Beth Frederickson on May 28 at 2:00 to discuss request. Zigler will also attend.

Rowley stated concern over the statewide aspect in that it would fragment the Illinois schools. Illinois schools like KEMPA and utilize their association with KEMPA because they like the Fall Conference, etc. Request that both Wisconsin and Illinois needs be addressed.

~~Ziemann wondered if Marquette would become a resource center that KEMPA could utilize.~~

NEW BUSINESS:

A. Membership:

Membership applications will go out this next week. Fall evaluation and contest forms will be distributed also. Ziemann will also include an update on the summer workshop. A list of present members was given out. Copy enclosed.

B. Fall Conference:

Date will be Friday, September 26.

Schulz--Yearbook:

Jim Evers will do yearbook judging.

Zigler will do an editor-in-chief exchange for yearbooks only.

M. Schultz will do a double session on Mosaic layout for new advisers.

Review of page layout for less-experienced advisers suggested.

Kohls will do On-the-Spot competition. Jim Evers will judge again. Kohls will also do a session for "Crisis Center for Page Design".

Stiffler will do an Introduction to Yearbooking session for beginners. Include yearbook terminology. Will be done in two consecutive sessions. R. Schulz will assist.

Professionals will remain basically the same as last year. Conference should cover technology in journalism.

Young journalists will also be contacted. Suggested to contact Ed Hinshaw of Channel 4.

Conover--Newspaper:

Gayle Roub might do session on newspaper layout for new advisers and for students.

Conover will take care of locating instructors for the photo sessions.

Other:

Zieman will contact graphics people to set up possible displays for the day.

Write-offs and on-the-spot competition winners will be announced at the end of the day.

Summer slide show should be shown at the Alumni luncheon. Get journalism club members to take care of the alumni luncheon so instructors can attend the Advisers' Luncheon.

Ziemann will organize a promo slide show on KEMPA.

Other session suggestions: Zigler--a session "On the Hot Seat", an administrator's question/answer session with the students. Possible administrators--Fort's, Milton's, Whitewater's, Shirley from Wheeling, Longo from Sheboygan, Serpe from East Troy, Ernie Gay - WASB lawyer, and Mike Stall WEAC lawyer.

Have a session on "What My Adviser Never Told Me" run by former journalism students.

Get in touch with Andre, McCullogh, and Karen Schubert of Marshall Fields to ask if they would be willing to chair a session or two.

Order for the day:

7:45-8:45 Registration
9:00-9:45 Session I
10:00-10:45 Session II
11:00-11:45 Session III
12:00-12:45 Session IV
12:00 -1:30 Advisers' Luncheon
12:45 -1:30 Workshop Alumni Luncheon
1:45 Awards Ceremony

Advisers should not be scheduled to lead a Session IV.

Media award and response will be at the advisers' luncheon.

Pre-registration required for the Workshop Alumni Luncheon

Keynote speakers will be used throughout the four session times. Ask them if they would be willing to repeat sessions. Give varied choices.

C. Other:

Yearbook exchange sign-up was passed around.

Newspaper exchange sign-up was passed around. Zigler will compile these two lists and send them out to the Board members.

T-shirt sign-up sheet was passed around to order summer workshop shirts.

Follow-up Summer Workshop meeting was set up for Saturday, September 13, at 10:30 at UW-Whitewater. Lunch will be brought in.

Conover suggested that when we have evaluation sessions that the Board break into two groups--one yearbook and one newspaper.

Conover moved to adjourn the meeting. Becker seconded. Motion carried.

Respectfully submitted,

Mary A. Schultz, Secretary

Board Meeting Minutes
Kettle Moraine Press Association
Saturday, September 13, 1986

Members Present: J. Kohls; N. Becker; J. Zieman, Executive Director; T. Gebhardt; E. Kohnke; J. Zigler; E. Stiffler; R. Schulz; K. Conover; M. Schultz.

Guests: Brenda Berg, Stu Ciske, Barb Dougal

The meeting was called to order at 10:43 by President Judy Zigler. President Zigler welcomed guests Berg, Ciske, and Dougal to the meeting.

Minutes of the May 17, 1986, meeting were distributed. Kohls moved to accept the minutes as printed. Kohnke seconded; motion carried.

Nancy Becker presented the treasurer's report. There is a balance of \$1829.38 in the Commercial Bank account. Zieman submitted the KEMPA Financial report and the Summer Workshop Report. The summer workshops cleared \$356.06. One bill of just over \$100 for the printing of the KEMPA Connection is still outstanding. All other bills have been paid.

KEMPA owes Continuing Education \$1000 as per their agreement. KEMPA as an inside/outside group at the university receives a break on the cost of housing, food, and classroom rental as a result of this agreement. The money goes into student development programs. Conover made a motion to pay \$1000 to Continuing Education as per agreement. Becker seconded; motion carried. Zieman will send a check to McElroy; Becker will enclose a thank you note.

Zieman also reported that 3/4 of the money coming in for the summer workshops went through UW-Whitewater. Lou Zahn kept \$1500 to pay for some of their expenses. The standard rate for summer camps is \$10.00 per camper. At that rate, KEMPA should have paid \$2390. Zahn kept \$890 less than usually paid for summer workshops. Kohnke made a motion that following the Fall Conference, KEMPA consider paying Continuing Education \$800 to finish covering summer workshop expenses. Becker seconded; motion carried.

EXECUTIVE DIRECTOR'S REPORT:

- A. Received many positive reports on the summer workshops.
- B. KEMPA Update, an informal news piece, will be mailed next week.
- C. Scholarships have been paid to: James Schultze from Loyola at Duke University; to Brian Jung from Milton at Valparaiso; and James Foti from Menominee at UW-Madison. Thank yous have been received from all winners.
- D. Winter Retreat:
Chippewa Valley has expressed an interest. Site will be Wisconsin Rapids. The intent is to invite all advisers to attend.

Hope it to be a kickoff for an Advisory Association. Marquette hopes to support this association linking the major associations. Marquette presently holds Tottingham's files.

Date suggested was February 6, 7 avoiding the Valentine's weekend like last year.

Friday activities would be: 5:30 cocktail hour; 6:30 dinner; speaker after dinner. Speaker suggestions needed.

Session ideas included--advanced layout styles; where to get/share creative ideas; Homer Hall, John Cutsinger, and Linda Howard as possible speakers; Press Law with Ernie Gay, WASB and a WEAC rep.; John McCullough on electronic media (possibly demonstrate the process from the reporter's responsibility on the scene, to the cameraman, through the editing process--similar to what he will do at the Fall Conference); professional broadcasters like Jamie Vasick, Tim Blotz (Channel 7) and Mike Michelak (Channel 9).

Stiffler reported that John Rowley could not attend the meeting because of poor health lingering from the summer. Becker made a motion that KEMPA send him a card and a \$5.00 Waldenbook certificate. R. Schulz seconded; motion carried. M. Schultz will send the card and certificate.

SUMMER WORKSHOPS:

A. There was little to no damage. One pillow was missing. Problem is that the inventory sheet is initialed before the room is checked. Some items may not be there when campers/staffers move in.

B. Critiques: Many students felt that evening activities should be optional.

Suggested a better list of supplies they should bring from home for the workshop.

Dougal stated her approval of the leadership games.

Zigler suggested synchronizing start and end times for both the workshops for the ease of those staffers who work both weeks.

C. Evenings: Kohnke stated the evening speakers were extremely valuable and the students enjoyed them.

Kohnke suggested alternating speakers with fun activities.

Speakers for yearbook could be motivational type, feature writers, etc.

Keep evening dance, lip sync contest, and pizza party.

Could show a movie following one of the speakers. Eliminate the Road Rally and Olympics.

Dougal--Kids seem to need more survival time for naps, homework, recreation of their choice.

Becker--too many critiques during newspaper. Critiques were not blocked in.

D. Standard Time Schedule: (both workshops)

Saturday:

1:00 - 2:00 Counselor Orientation
2:00 - 4:00 Move in time
4:00 - 5:30 Staffer's Instruction
5:30 - Socialization, Picnic/Dinner:
11:00- 12:00 General Staff Meeting

Sunday:

12:00 - 1:00 Lunch
1:00 - 2:00 Core Group Meetings
1:00 - 3:00 Student Registration
3:00 - 4:30 Get-acquainted Activity
5:30 Dinner (Pig Roast suggested)
7:00 - 9:00 Opening Session

Monday - Thursday:

8:30 - 11:30 Morning Instruction*
1:00 - 3:30 Afternoon Instruction*
3:30 - 4:30 Special Session--Editors-in-Chief
6:30 - 8:30 Presentations/Speakers/Lab*

*Workshops will divide the time within as needed.

Friday: Undetermined

E. Dates:

July 26 - 31 Yearbook, Advanced Photography
August 2 - 7 Newspaper, Beginning Photography

F. Counselor Problems:

A lengthy discussion followed on what bed check should mean, the feasibility and/or necessity of a lights-out policy, photography students who slept in the lab, counselor's giving students outside door keys, the duties of lab assistants and counselors, the lack of some type of medical policy and medical staff, and room changes.

1. **Bed Check:**

Kohnke made a motion that bed check will be at 11:30 meaning everyone will be in his/her room until the counselor dismisses the floor. No one may leave the floor after that time. Gebhardt seconded; motion carried.

2. **Quiet Hours:**

Becker made a motion that there be enforced quiet hours from midnight until 6:30 a.m., meaning no radios, typing, or loud talking. Students must be in their rooms from midnight until 6:00 a.m. Stiffler seconded; motion carried.

3. **Counselor Problems:**

Berg suggested that counselors should be former KEMPA kids.

Zigler added that one of the advisers should be assigned to meet with the counselors to discuss problems each day from 8:10 - 8:20 a.m.

One experienced counselor should be in charge of the other counselors. Extra compensation should be provided for the head counselor.

Problem with counselors doing double duty as lab assistants. Some may have too many hours; too much work. Berg suggested that the younger counselors could handle the recording. Possibly need to hire both lab assistants and counselors.

Stiffler made a motion that KEMPA hire a person to be in charge of the counselors with adequate compensation. Gebhardt seconded; motion carried.

Berg stated that if KEMPA hires better people as counselors with better rules and better compensation, there should be no need to hire separate lab assistants and counselors.

Stiffler made a motion that KEMPA review the salary schedule. Gebhardt seconded; motion carried.

Kohls stated that there should be no room changes.

G. Medical Emergencies:

KEMPA needs to develop a medical emergency policy. Mrs. Chesney was suggested as a possible medical person to add to the summer workshop staff.

H. Screening Counselors:

Kohnke made a motion to table the medical personnel/ emergency problems and the screening of counselors. Conover seconded; motion carried.

I. Refrigerators: Next summer the refrigerators will be kept in the lounge, not in individuals' rooms.

J. T-Shirts: Ciske stated that all students should receive a T-Shirt as part of their registration fee.

K. Typewriters: Gebhardt made a motion that typewriters be available in the dorm. Becker seconded; motion carried.

L. Thank-you: Kohnke thanked staffers for the birthday pen and for taking care of her during the workshop.

M. Father Bill: Kohnke expressed concern over Father Bill's seemingly negativism toward and with the students. Critiques from beginners commented on how excellent he was. Critiques were somewhat less favorable from the first week.

Father Bill expressed having a problem with enough time to shoot pictures for the mini-book. Kohls suggested getting him a lab assistant. Kohnke worked as an assistant with him previously. It was a good experience. Suggested an adult assistant might be the best. Gebhardt made a motion to hire an additional instructor for Father Bill in photography. R. Schulz seconded; motion carried.

SUMMER WORKSHOP DIRECTORS:

A. Newspaper:

Zieman reported that, in his understanding, the newspaper camp staffers felt the workshop lacked direction, curriculum, and leadership.

Conover stated that the problem must be internal because her students were pleased with the quality of the workshop.

Zigler felt there were curriculum problems with duplication of materials taught. Also, staffers were asked to prepare one thing and then actually taught something else.

Kohnke added that coordination within sections was not good; layout was being done in writing sessions.

Ciske stated that both workshops need actual written curriculums. He stated that curriculum and assignment suggestions were not coordinated for newspaper.

Zigler stated her concern over the medical emergency that arose and the need to have someone willing to take responsibility. The problem is that good staff people may be lost. Two basic needs: curriculum set and a forceful, in-charge leader.

B. Curriculum:

The Board of Directors should write curriculums for yearbook and newspaper.

C. Associate Directors:

There should be a written procedure for evaluating associate directors, making them accountable. It should include a removal procedure if work is unsatisfactory.

Do directors have to be newspaper/yearbook advisers or "merely" strong organizational leaders?

Suggested that associate directors be released to part-time instruction, not be core leaders.

D. Application for Associate Directors:

Conover made a motion to form a screening committee to establish criteria for the associate director position, work with the Executive Director on an application procedure, screen applicants, and then present the final nominees to the Board for final approval. Kohnke seconded; motion carried.

Kohnke made a motion to seek candidates for the Newspaper Associate Director position. Kohls seconded; motion carried.

Kohnke made a motion to accept applications for the Yearbook Associate Director position. R. Schulz seconded; motion defeated. Zieman noted that it may be good to have an application on file.

FALL CONFERENCE:

A. Newspaper:

Conover: Need a 3rd judge for the Write-Off competition. Suggested were Chris Bloomer, Bob Angus, and Tom Bebe. Also, Terry Shircel will be here; works with Bob Tottingham. Conover was directed to invite Tottingham to the Fall Conference.

B. Yearbook:

Jim Evers will not be able to attend the conference. Zigler and Kohnke will do Evers' session on What Yearbook Judges Look For.

Need a judge for On-the-Spot since Evers will be unable to attend. Ciske will do it if he can get off school and KEMPA pays his transportation from Kansas. If Ciske can not, Marveline, Barb Rang and Brother Bob Murphy were suggested. Kohls will get a judge.

C. Slide Show:

Tracy Genz will hostess the alumni luncheon. Berg and Genz will set up the slide show to be viewed during that time.

D. Awards:

Kohls will handle yearbook awards. Conover will do newspaper. Certificates for 1st, 2nd, 3rd place in yearbook and newspaper and 2nd and 3rd place for On-the-Spot and Write-Off. Plaques for All KEMPA honors and 1st in On-the-Spot and Write-Off. Also for Media Award. Zieman will check with UW-W Bookstore for plaques and for 30 UW-Whitewater pens for On-the-Spot and Write-Off competitors.

E. Media Award:

Committee to choose recipient includes Nancy Becker, Eileen Kohnke, and Judy Zigler.

F. Invitations:

Zieman will contact Ike Schaeffer and Tom McElroy to invite them to the luncheon. Ike will also work as greeter. Stiffler made a motion to pay Ike for 2 sessions. R. Schulz seconded; motion carried.

G. Thanks:

Continuing Ed. is handling registration. Conover made a motion to get Continuing Ed. a box of candy in appreciation. Kohnke seconded; motion carried. Zigler will get the candy.

Zigler also thanked conference directors Conover and R. Schulz for all their efforts with a special thanks to Rainer who attended this meeting while his football team was playing a game.

H. Request:

R. Schulz requested permission to have 100 copies of material printed for the Fall Conference session. Copyright was discussed. Material can be used one time only with students registered for the class. No one else is to be given a copy. Credit sources in an opening letter.

I. Head Table:

There will be no head table. Zigler will introduce Ziemann, Schaeffer, and McElroy. Conference directors will also speak. Stiffler made a motion to have conference directors host the luncheon. Becker seconded; motion carried.

NEW BUSINESS:

A. Nominations for Board Members:

Stiffler, R. Schulz, M. Schultz, Kohls, Conover, Becker, Gebhardt, and Zigler responded "yes" to serving on the Board. Kohnke responded "no".

Suggested to contact: Ron Beem, Barb Till, Jim Liska, Barb Dougal, Barb Krueger, John Rowley, Dave Wallner, Kathy Fisher, George Hoeffler, Sandy Jacoby, Charlotte Titcomb, Mike Gordy, Mary Ruetticki, Carol Anderson. A "yes" response means the person is on the Board.

B. Jostens' Seminar:

Jostens wants to work with the Scholastic Press Associations in Wisconsin in the hope of sponsoring more educational sessions. Zigler and Kohnke will represent KEMPA in expressing problems and concerns of advisers. This information will be shared with other companies.

C. Certificates:

Ziemann showed the certificates that will be sent to all member schools. KEMPA "How To Of Scholastic Journalism".

Suggested to present John McCullough's boss with an Appreciation Award.

D. Revisions: (President's Report)

1. Ziemann was thanked and appreciation expressed for his management of the group.

2. Next meeting date set for Saturday, November 15 at 10:30.

3. Long-range Plans:

a. Ciske suggested a KEMPA Hall of Fame to recognize people who have directed the organization.

b. Kohls suggested recognizing Dr. Dick Nelson.

c. Ciske suggested a KEMPA history--he may be doing one as part of his masters' program.

d. Support Marquette's efforts. Their organization should not be just a Wisconsin group, but should include Illinois and Iowa.