

KEMPA Executive Board Meeting
Saturday, Oct. 23, 1999
Cold Springs Restaurant, Whitewater, WI

Attendance: John Culbertson, Alan Packard, Jan Kohls, Sanday Jacoby, and Audrey Kemp

Purpose: To discuss the recent publication of the *KEMPA Connection* and the problems surrounding it.

History – Jan

Kregg Jacoby and Ray Swanson were hired to do the KEMPA Connection. The Board had talked of adding incentives to have it done by Sept. 1, but no board action had been taken on that idea. In an e-mail correspondence, Kregg wrote he had given the materials to Ray, and that Kregg had a hard time getting materials from Ray. Ray was responsible for the 1,2,3, and 8, and Kregg was responsible for 4, 5, 6, and 7.

Jan had e-mailed Ray Sept. 1 and received an e-mail Sept. 11. In the e-mail, Ray reported the Connection was doing fine and it would be ready for proofing next week. He said he never got photos. The photos had been sent. On September 13, Ray said he had a fair amount of copy and wanted to be sure he had enough photos.

Jan and Nancy never got proofs. Kregg went to Ray's to get material. Ray is one of Kregg's supervisor's at the Kenosha newspaper, so Kregg was in a difficult situation. The Thursday before KEMPA (Oct. 7) four pages of proofs that Kregg did were faxed. Jan and Nancy proofed them; Nancy faxed them to Kregg to the Ranger office. Monday p.m. called Jan with a question. Refaxed the pages to the Kenosha News. Kregg delivered the paper to Continuing Ed at 4:30 p.m. KEMPA Connection was stuffed into Fall Conference folders.

Sandy added more to the background of the situation. The KEMPA Connection was run at 4:30 a.m. at the Kenosha News. She said Ray chose not to deliver the paper that day. Kregg had a busy day (work, classes, birthday, Ranger work), but delivered the paper to Continuing Ed.) The relationship between Ray and Kregg has been strained. Kregg has been doing Ray's work. Every year Kregg designs the Connection and Ray keys it in.

Problems with the Connection:

1. Nobody ever saw Ray's pages.
2. Ray had asked Continuing Ed for a summer brochure. Inaccurate information. Dates, prices, registration July 1, 1999.
3. Story on the front page was written by one Kenosha Tremper High School, and one from Marquette High School. It was written as an indepth editorial, assigned by Bob Chesney. The "story" was not labeled as an editorial.
4. Blah High School was also used. Fictitious, obviously.
5. Inaccurate information in story on front page.

6. Lack of editing and proofing.
7. Inappropriate style for headline.

Actions taken by the board:

1. A letter was sent to the Royal Purple commending the university for Fall Conference.
2. Meet with Continuing Ed's Dr. Lee and Lou Zahn to smooth over problems created by the inaccurate information in the story regarding computer labs at UW-Whitewater and staffing.
3. Write a disclaimer in the KEMPA Update regarding the inaccurate information in the KEMPA Connection.
4. Letter to Ray (written by Jan and John) which will indicate the problems in the KEMPA Connection and request a response by Nov. 3 from Ray or KEMPA will assume he does not want to be paid. Letter will be signed by the whole board.
5. Withhold payment until response received from Ray and Kregg. Kregg should submit a bill by Nov. 3 so it can be discussed at the Nov. 7 board meeting at the Ramada Inn in Janesville.

In the future:

1. Have a contract for the KEMPA Connection with dates in the contract. No proofs, no pay. Jan said technically Ray and Kregg did not have a contract.

Other business: Alan proposed establishing two new accounts: 1 for Summer Camp, 1 for Fall Conference. This would be in addition to the Board account which takes care of things like the Winter Retreat. Will be discussed at the Nov. 7 meeting.

**Kettle Morain Press Association Board Meeting
November 7, 1999 -- Janesville Ramada Inn**

I. Call to order: 10:05 a.m.

Attendance: John Culbertson, Jan Kohls, Mark Thompson, Alan Packard, Linda Barrington, Hank Koshellek, Nancy Becker, Audrey Kemp, Katherine Conover, Sandy Jacoby.

II. Secretary's Report / Approval of Minutes:

Correction: Whittemore - correct spelling of Josten's representative Ken Whittemore.
Minutes approved as corrected.

III. Treasurer's Report: Balance of \$5,091.42

1. Update of membership: 96 publications to date. Many came in since Fall Conference.

2. Separate checking account:

Residuals from both workshop and conference have been received.

Open 3 Checking Accounts:

Fall Conference activity account

Summer workshop activity account

General fund - general board expenditures

Discussion: Nancy said having the separate accounts would make it easier to keep track of funds and where they're going. Alan said with board approval, money can be transferred as needed.

Nancy made a motion to set up three accounts, Sandy seconded the motion. Approved unanimously.

3. Lunch: KEMPA will provide lunch if the meeting goes over lunch time. Motion made by Hank, seconded by Alan. Approved unanimously.

4. Out of KEMPA folders (Discussion of expenditures and accounts): The cost of folders will be shared between summer workshop and fall conference.

The front needs to be redesigned. Keep main logo. Sandy mentioned that Kregg is taking a graphics design class. Sandy suggested Kregg can design and use it for a class project possibly.

It would be a two color design.

Mark - since we have control of money, then we can find the lowest vendor.

Note: Linda Barrington was welcomed to the Board.

IV. Executive Director's Report:

A. Report

Jan account for her activities during the past year. They included: being present at board meetings; working with the summer workshop director; writing follow up letters, press releases, letters to principals for the Fall Conference presenters, the advisers' update in Dow Jones; working with Fall Conference directors and Winter Retreat coordinators; composing two issues of the KEMPA Update; e-mailing responses through website requests; giving updated info to Carrie Lencho for the website; and other various duties as they came along.

B. Evaluation of Executive Director

1999-2000 salary of executive director: \$2,400 (1/2 from summer and 1/2 from fall conference) plus Jan's night at Interlaken and food at Interlaken for winter retreat.

Motion made by Nancy: Raise Jan's salary by \$600. (An increase of \$300 paid by summer workshop and an increase of \$300 paid by fall conference). This would bring Jan's salary to a total of **\$3,000 for 2000-2001. (\$1,500 from summer workshop and \$1,500 from fall conference)**. Seconded by Mark. Unanimously approved.

Jan will think about it and get back to John.

Other items that came up for discussion:

-John is currently working on a contract for all who will be paid. (i.e. Jan, Sandy, Katherine, Nancy, KEMPA Connection).

- Thank for Carrie Lencho at Continuing Education. She added the KEMPA Honors to the website.

Katherine - Fall Conference gave Cont. Ed. a gift of cheese, sausage, crackers, mixed nuts valued at \$29.29 and a card. Summer workshop gave chocolates from England.

Mark made a motion to give Carrie Lencho a \$40 dinner for 2 gift certificate at Randy's. Linda seconded. Unanimously approved.

V. Election of officers:

A. President: John Culbertson

B. Vice President: Mark Thompson

C. Secretary: Audrey Kemp

D. Treasurer: Alan Packard

Motion made by Katherine, seconded by Hank to keep the slate of officers. Unanimously approved.

VI. KEMPA calendar

A. Meetings:

1. The April meeting has been rescheduled for April 8, 2000. (Moved from April 15)

2. June 29 - Summer board meeting and workshop meeting.

3. Sunday, Sept. 10 10 a.m. Continuing Ed. (Working around Badger games!)

4. Fall Conference - on hold for date. It will either be Oct. 13 or Oct. 20th. Want to pick the Friday with choir on campus.

5. Jan proposed mailing dates. Handout to come at a later date.

VII. Old Business:

1. Summer workshop - Final Review

\$5,842.48 - amount in the black.

Updating salary schedule - Nancy will back at February meeting with increase proposals for salaries at Summer workshop. (Nov. 1996 revised the salary schedule)

Fees update - can remain the same. Last year, budgeted 110 students, had 125. Nancy would like to go one more year without raising fees. KEMPA is in the ball park with other workshops.

Parkside visit Oct. 28 - Jan and Nancy. Parkside has 2 Mac labs (25 and 15 in each) It appears we would have night access. Multiple IBM labs. Whitewater: English Department lab will be a go next year. It does have Pagemaker. Nancy said need to look at a couple other campuses. Iowa and Ball State send out equivalent to the KEMPA Connection in the spring as a promo for the summer workshop. May that is what should be done with KEMPA Connection. It could be looked at during November meeting.

CORES - Advanced newspaper want to do design work on computers.

Alan - wants a computer for every student. That's what we need to look for.

Mark - designated time per core.

Drop desktop. Suggested an advanced newspaper design and advanced yearbook design with computer instruction.

Theme development and advanced yearbook - increased computer use.

Beginner's yearbook and newspaper - time, but less.

Advanced newspaper design - take place of desktop and incorporate desktop publication into all cores, especially advanced newspaper. (2 journalism and communication labs)

February – write up for Cores.

English Department – used by other cores.

Break for lunch: 12:30 p.m. Reconvened at 1:15 p.m.

2. Fall Conference

1. Review

a. No shows: none

b. Evaluations – essentially very positive

Total enrollment 1,304. Overflow in several yearbook sections. Katherine has question about marketing cost and UWW printing.

c. Other:

- Judge for newspapers – from State of Oregon newspaper critique indicated there were references to yearbook (p. 14). Katherine suggested KEMPA look at critique books. She asked for volunteers to review the yearbook and newspaper critique forms. Nancy will do Newspaper. Yearbook ??

- Hospitality room – Should be a room for presenters near registration for refreshments on the go.

2. Directors – Katherine and Sandy will continue as directors for 2000.

3. Winter Retreat

Registration pamphlet finalized.

Motion made regarding Homer Hall's fee: 2 nights' lodging, air fare, \$300 for the event. Katherine first, seconded by Sandy. Approved unanimously.

VI. New Business:

1. KEMPA Connection – Katherine will send letter to Royal Purple on Monday. Executive committee met on 10/23 to discuss KEMPA Connection. Moved that letter would go to the Royal Purple commending UW-W on the Fall Conference.

2. Met with Dr. Lee, correction in KEMPA Update, pay withheld until responses to letter to Ray and Kregg. Dr. Lee apparently satisfied if we have a disclaimer in the Update.

Discussion: Send out Connection to summer workshop participants? Katherine: be sure people who have stories in KEMPA Connection will receive them, a disclaimer will be included. Rest will be destroyed. (See Lou Zahn's e-mail.)

Disclaimer in Update to all advisers will read: *The KEMPA Board of Directors apologizes for inaccurate or misleading information printed in the 1999 KEMPA Connection. The opinions of the writers concerning university facilities do not represent the viewpoint of the KEMPA Board of Directors.*

3. Payment of editors: Alan made a motion to pay Kregg. Seconded by Nancy. Approved unanimously.

Ray Swanson: Nancy proposed a partial payment. Discussion: Katherine proposed pay Ray ½ or \$100. Linda seconded. Discussion: need to send and explanation. Unanimously approved.

4. Future Connection: Nancy – coming to November meeting next year with a design dummy and copy and make corrections there.

Design the front page – make it clear this is the application to send in (or back page).
Would go out 1st of March 2000 mailing.

Nancy: 11/17 4 page with pictures, double truck format

- new description of cores, pictures, application.

Alan – continue with present advertising of summer workshop, include pictures if desired and convert KEMPA Connection 2001. Nancy seconded, approved

Unanimously.

5. Editors of KEMPA 2001:

Alan suggested it be incorporated into Nancy and Jan's responsibilities.

Sandy: Kregg has offered any assistance to help with KEMPA Connection in the future.

Advanced newspaper design core will provide an 8-page (?) layout as an assigned project.

VII. Other: Annual meeting minutes – Nancy.

Motion made to adjourn: Alan, seconded by Nancy. Adjourned: 3:20 p.m.

Missing minutes:

Feb. 5, 2000 and April 15, 2000

Meeting called to order at 10:10 a.m. Those in attendance: John Culbertson, Jan Kohls, Nancy Becker, Mark Thompson, Lynn Holliday, Kelly Traver and Hank Koshollek.

Upcoming dates:

summer workshop July 16-19, 2000
fall board meeting September 10, 2000
2000 fall conference October 20, 2000
board meeting November 5, 2000

I. Minutes -- Approval of minutes of the April 7, 2000 meeting by all. Nancy questioned V.c. regarding the winter retreat -- the summer workshop mailings should be paid back to the general board? Another correction: VI.a. Dorm where we will stay for the summer workshop should be Knilians Hall - not Weller Hall.

II. Treasurer's Report -- Approved by all. Question raised for Alan regarding the May 20 mailing: Why are there two \$112.18? If one is for the summer workshop mailing, shouldn't it be reimbursed from the summer account to the board account?

III. Executive Director's Report

A. The scholarship committee decided to give \$525 a piece to three students. The three students are -- Rachel Powers, junior at Kansas State, Dan Purschwitz, Stoughton, and someone else. Jan will let us know.

B. UPDATE out by May 1. Printed at Opportunties in Fort because of quick turn around time. Charged \$73.30.

C. Correction from Kelly -- wrong e-mail printed inn the UPDATE. It should be travekel@jefferson.k12.wi.us

Mark encouraged board members to check e-mail often. He pointed out that it is possible to forward one e-mail account to another account.

D. Adviser Update from Dow Jones -- Jan put our information about summer workshop in it.

E. If you know of names of students from your school who are now doing journalism-related jobs, please submit information about them to Jan. She will then submit this info to Adviser Update. Adviser Update is looking to do a feature on advisers -- one novice and one veteran. If you know of any people you would like to nominate for this, please let Jan know.

F. Jan sent out adviser sign-up cards for the summer/fall presenters and received some back.

IV. Old Business

President's Report -- none to report

A. Summer Workshop.

Nancy stated 120 students enrolled -- about the same as last year.
55 newspaper
56 yearbook
9 photojournalism

We will be using room 309 for the main computer lab. Multitimedia lab with 25 stations. Nancy's student teacher is familiar with the lab. She will be in there/ we do not need university person. Used mainly for the adv newspaper core.

Advanced newspaper core will put together the KEMPA Connection.

We have a back up lab in Carlson and the 302 English lab as another backup.

Nancy will come beforehand to double-check on all computers. We have a person's name from the university to get a hold of in case of problems.

Originally, students were to check in at the visitor's center. This has been changed due to 300 middle school band members checking in at the same time! We will be checking in at the dorm.

Staff -- several contracts not yet received. Student staff -- waiting to hear from Laura/309 lab asstistant, RJ/head counselor and Nicole.

With the extra money we have, Nancy suggested we offer a scholarship for adviser -- idea for next year.

Discussed ideas of a speaker to kick off camp. John suggested some other group on campus may have a speaker at the same time. Join in with that one? Mark suggested looking at the Josten's program... they may have ideas.

Mark showed the design he created for the t-shirts and the Who Wants To Be A Journalist game. Mark reminded everyone he needs 3 of everything -- as far as prizes to give away. Hank is going to bring reporter notebooks.

Jan stated there was a problem with the post office. UW-Whitewater should be listed on every page. We didn't have it listed on one page of summer mailing. If this is still a problem, we may have a buy a bulk mailing account. We'll see what happens...

B. Fall Conference -- October 20.

Jan reported from Kathryn's e-mail from June 15. Most presenters are lined up. Zero-tolerance policy as a possible writing topic. Any other suggestions? August 1 sending out contracts.

Nancy suggested her liaison officer - David Hooker - as a speaker to discuss the zero-tolerance policy. Other writing topic ideas: Power of the Pen, Pitfalls of Digital Technology...

John raised the question of what the penalty is for missing the meeting today. What is a legitimate excuse vs. not?

C. Winter Retreat -- Mark

John Cutsinger has been hired for a \$500 flat fee to be the featured speaker. He will work as much as we want him to work. Mark showed us the flyer he created promoting the retreat. Looks great! Ready to be passed out at summer and fall conference.

Mark needs ideas for sessions; he'll run them by Cutsinger... Some ideas brainstormed -- staff management, recruiting and keeping staff, how to get guys on staff, power of the pen, power of art, ethics, where is the future going, design/new trends...

John suggested to pick topics that are applicable to both yearbook and newspaper.

Jan will arrange transportation for Cutsinger.

John will remind Kathryn to check on room at Randy's for the fall board meeting.

V. New Business

Mark said we can be kempa.org if we want to be. He knows someone who is willing to host our site for free. Our only expense: registering our domain name at \$35 a year. Mark volunteered to run the site. Motion made by Hank to approve. Nancy seconded. Motion approved.

Hank motioned to adjourn meeting. Nancy seconded. Meeting adjourned at 12:07 p.m.

Kettle Moraine Press Association Board of Directors Meeting
Sunday, Sept. 10, 2000
Roseman - UW - Whitewater

Meeting called to order at 10:16 a.m.

Attendance: Alan Packard, Katherine Conover, Linda Barrington, Mark Thompson, Nancy Becker, Jill Greiner, John Culbertson, Audrey Kemp, and Jan Kohls.

Not in attendance: Lynn Holliday, Kelly Traver, Sandy Jacoby, and Hank Koshollek.

- I. Secretary's report: approved as published.
- II. Treasurer's report: Alan Packard
 - A. Membership report: 59 publications
 - Katherine requested advisers' home phone numbers or e-mail address on - critique sheet so Mary Marcus can contact them. Schools which are not members are submitting newspapers and yearbooks to be critiqued.
 - Mark suggested everything be on one form for both critique and membership to help eliminate some problems.
 - Nancy suggested two different memberships: a membership or a membership and critique. Mark added all fees would go to Alan, and Alan pay Continuing Ed. for critiques.

Decision: Mark will combine critique and membership forms. A draft will be available at the November meeting. A deadline of July 1 will be for spring delivery books to be critiqued, while newspapers will remain June 15.
 - B. Treasurer's report approved.
- III. Executive Director's report: Jan Kohls
 - A. Dow Jones Report - KEMPA information sent in (fall conference, retreat, summer workshop, website). Jan said D.J.R. is always looking for scholastic profiles.
 - B. Advisers of the year - Nancy, Jill and Katherine will make up the committee for newspaper adviser of the year, and Alan, John, and Audrey will serve as the yearbook adviser of the year committee. Jan will send letters to nominees and principals. Nominations were reviewed and selections made after the board meeting adjourned.
- IV. President's report: John Culbertson
 - A. John received letters of resignations from Dennis Brown and Bob Chesney. John will send letters to them in acceptance of their resignations with regrets.

- B. Suggestions for board members - Thomas Ernest of Marquette High School, Margaret Patrias of Wauwatosa West, and Laura Gropner (sp?) of West Bend West.
 - C. Awards presenters at fall conference:
 - Mike Gordy and Marcia Sigler: last year's advisers of the year winner
 - Nancy Becker: friend of KEMPA
 - Katherine Conover: media and administrator
 - Mark Thompson: Hall of Fame(Note: check to see if presenters changed)
 - D. Website update
 - www.KEMPAonline.com is on the server at Antioch High School. An address was purchased, the site has been cleaned up, errors fixed, photos from summer video added and information for fall conference brochure included. The honors list will be updated after the fall conference. Requested web address to be printed on all materials going out.
- V. Summer workshop report: Nancy Becker
- A. 123 campers, 8 no shows.
 - B. Suggestion to raise non-refundable deposit to \$75 or \$100.
 - C. Sue Tedell did a wonderful job organizing KEMPA Connection. More stuff than is needed, which is a first, Nancy said.
 - D. Nancy gave her afterthoughts on KEMPA Summer Workshops 2000.
 - E. Other topics of discussion
 - Advisers' scholarships will be on the agenda for November.
 - Gift was given to Continuing Ed from Katy's Corner in Cambridge.
 - Issue for November: photography going more with computers and digitals and how to address that in workshop.
 - Promote advisers welcome too.
 - Printing KEMPA Connection: Daily Union (Jefferson) quoted 12-pages, 2,500 copies with spot color \$300 or \$360 for spot color on all 12 pages. Alan made a motion to use spot color on all 12 pages for \$360. Mark seconded; motion unanimously approved.
 - Further discussion on compensation for Jan and Nancy on their work on KEMPA Connection will be during the November meeting.
 - Mark could publish Connection electronically.
 - Nancy said they could get Connection to Daily union in early to mid-February.
- VI. Fall Conference
- A. Contracts - 10 newspaper contracts have not been returned. Not sure of Sandy's situation with yearbook contracts.
 - B. Jan said fliers for the winter retreat will be in the folders.
- VII. Winter Retreat
- A. Fliers are ready (prepared and printed by Mark).
 - B. John Cutsinger will be the speaker.

VIII. New Business

- A. Nancy is attending a meeting about journalism teachers standards in Madison.
- B. November 5 meeting will be at the Ramada Inn in Janesville at 10 a.m.
(Future meetings for 9 a.m.)

Motion made by Nancy to adjourn the meeting; seconded by Katherine. Approved.
Meeting adjourned at 1:05 p.m. Adviser of the Year committees met after adjournment.

Kettle Moraine Press Association

Annual Meeting - Oct. 20, 2000

President John Culbertson called the meeting to order at 11:50 a.m.

The minutes for the 1999 annual meeting were approved. Motion by Katherine Conover, seconded by Alan Packard.

Packard presented the treasurer's report. It was approved. Motion by Conover, seconded by Mark Thompson. The balance as of today is \$1,705.21 in the board account.

Thompson reminded all advisers present of the KEMPA Winter Advisers' Seminar, to be held March 2-3, 2001. Brochures were available on tables, and a promotional piece spotlighting the featured speaker, John Cutsinger, was in each adviser's folder.

Thompson also informed advisers of the new address for KEMPA's web site. It is www.KEMPAonline.com. Thompson also asked for the names of advisers interesting in being on a list serve for journalism teachers and advisers.

Executive Director Jan Kohls announced the winners of the KEMPA scholarships for 2000. They are
Rachel Powers - Kansas State University (Fort Atkinson H.S.)
Dan Herschwitz - Stoughton H.S.
Lindsey Renick Mayer - Wauwatosa East H.S.

Kohls announced the attendance for today as 1,287 students, 94 advisers, and 57 presenters. She explained that there had been a problem with the bulk mailing of the fall conference brochure. She also explained how the *KEMPA Connection* has been redefined.

Summer workshop director Nancy Becker reported on the summer workshop. The report included the following information: 125 students attended, Esker Dining Hall was remodeled and much improved, computer issues from the previous year were resolved so that all cores had computer time, and the weather was wonderful. Financially, the workshop finished in the black by over \$300.

The board of directors slate was approved and accepted. Board members for 2000-2001 are —
Nancy Becker, Katherine Conover, Alan Packard, Mark Thompson, Sandy Jacoby, Audrey Kemp,
Henry Koshollek, John Culbertson, Jill Greiner, Linda Barrington, Kelly Traver, and Lynn Holliday.

The following awards were presented:

Adviser of the Year: Elizabeth Wilson, Prospect H.S.; and Linda Barrington, Wauwatosa East
presented by Mike Gordy

Friend of KEMPA: Larry Sherman, who works with Continuing Ed, presented by Becker

Administrator of the Year: Olin Harried, retired principal of Stoughton H.S., presented by
David Wallner.

Media Award: Natasha Kassulke, Madison Newspapers, presented by Katherine Conover.

KEMPA Hall of Fame: Mark Thompson, Antioch Comm. H.S., presented by Kohls.

The meeting adjourned at 12:10

Respectfully submitted by Nancy Becker in place of Audrey Kemp, who was evaluating Write-off entries.