

## **ANNUAL MEETING**

October 15, 2010

UW--Whitewater

### **Minutes**

The meeting was called to order at 11:54 a.m. by President John Culbertson. He introduced several guests in attendance, including Bob Bair, vice president of JEA and John Tinker.

Executive director Jan Kohls delivered the State of KEMPA address.

After reviewing recent financial challenges, Kohls stated: "KEMPA has been able to find a way to meet its responsibilities and build on its promise—to serve student journalists and their advisers in any and all ways necessary."

Awards were presented.

- Alexandria Johnson, Rolling Meadows High School (IL) received the Gebhardt Award:
- Richard Kirchner, Belvidere North High School (IL) was named Administrator of the Year.
- Ken Miller, Wisconsin State Journal, received the Media Award.
- Kathleen Burke, Regina Dominican High School (IL) was named Adviser of the Year.
- Mike James, Pat Rand and Maureen Olafsson each received the Friend of KEMPA Award.
- Carl Sigler, Wisconsin Academy (retired), was named to the KEMPA Hall of Fame.

The Secretary's minutes for the October 16, 2009 Annual Meeting were approved.

The Treasurer's report was approved.

Linda Barrington reported that the 2010 Summer Workshop was engaging and successful. Next summer it will be held July 24-27 at UW-Whitewater.

John Culbertson and Nancy Becker previewed the Winter Retreat to be held at Grand Geneva International March 4 and 5.

The following were elected to the KEMPA Board

Linda Barrington  
Nancy Becker  
Kathleen Burke  
Jill Cook  
Mike Doyle  
Kelli Doyle  
Sandy Jacoby

Tom Juran  
Audrey Kemp  
Henry Koshollek  
Joe Koshollek  
Bill Murphy  
Jeff Willauer  
Stan Zoller

The meeting adjourned at 12:39 p.m

**KEMPA Board Meeting**  
**NOV. 7 MEETING**

Present: Becker, Juran, Koshollek, Culbertson, Barrington, Willauer, Jacoby, Kohls ( Exec. Dir).  
Burke,

Not Present: Cook, Murphy, Chesney, Kemp

1. **Meeting called to order:** 9:31 am
2. Minutes of September 26, 2009, were approved
3. Minutes of the annual minutes not available yet.
4. Treasurer's report: Showed a balance of \$9,186.47
  - a. Debt to UWW -- \$2,135.17
  - b. Budget
    - a. Super critique not listed – Fall Conference expense. Final income to be posted by Feb. meeting
    - b. **Motion:** to pay \$1,500 toward debt reduction. More possible at Feb. meeting. (Net debt \$620.17). Passed  
Becker: Provided background into debt. Never had budget (for camp) until 1997. Accountability became a key factor.
    - c. Proposal for 2009-10:  
**Budget: \$14,350 in income, \$14,400 in expenses**
      - a. Increase scholarships to \$2,000
        1. Carryover from 08-09 budget to make up difference. Projected \$5,000.
        2. Look at numbers and amount of scholarships for 2010.
        3. **Motion:** Increase scholarship to \$2,000.
          - i. Jacoby: Support for advisers? (winter seminar, JEA mentor program?) (Note: no adviser track for summer).
          - ii. Amend: 2,000 in scholarship for student and adviser scholarships. (Becker)
          - iii. Motion withdrawn.
        4. New motion: Increase scholarship to \$1,850, reduce debt reduction to \$700. **Passed.**
- c. **Tax exempt status**
  - a. Linda Barrington presented materials. Special interest in difference between tax-exempt and non-profit. Organized in 1982 as NPO. Become tax exempt can help realize savings.
  - b. Sandy Jacoby said she spoke with Tracy at UWW. With TE status, can use UWW bulk rate.
  - c. Linda detailed TE application including information received from various press associations regarding compensation and job descriptions. Exec. Dir. at many run programs (Fall Conf, etc.). Kohls said Dick Nelson used to do that and then farmed them off to KEMPA members.
  - d. **Motion:** Barrington – adopt Conflict of Interest, second, Zoller: Passed. *Note: Board members and Executive Director.*

- i. Linda presented an exhaustive summary of the filing documents for Tax-exempt status.

**d. Adobe Suite**

- a. \$599 for suite. (CS4) Can be loaded on two computers – either PC or MAC, not both.
  - ii. Jeff to check with school about using of their school's copy.

**e. Plaques**

- a. Charge? Get a certificate. Plaques cost more
  - iii. For Publication contests winners (All KEMPAs). Individual award winners would still get plaques.
  - iv. Make it an option – at what point?
  - v. Barrington suggested: Give plaques, offer option (who) – All-KEMPA get plaques, all others have option to pay for a plaque for their awards.
    - 1. **Motion:** Zoller / adopt Linda's idea. (Becker second):

- g. **Postage for return materials:** Announce at conference so schools can pick up their critiques and publications as needed.

**5. Membership Report**

- a. Provided information on changes since fall conference.
- b. Researched membership back to early and mid-90s.
  - i. Substantial growth starting in 2000.
- c. Henry: Add Rick Wood to professional membership.
  - i. Took the money for Fall Conference speaking, not eligible for free membership.

**6. Executive Director's Report**

- a. Jan detailed her responsibilities.
- b. Cited 2006 proposal:
  - i. \$1,500 salary paid twice a year (\$3,000 total)
  - ii. \$1,000 travel expense to JEA
  - iii. \$100 for office supplies (called inadequate)
- c. Discussion:
  - i. Pay for hotel room (at winter conference).
    - 1. Who? Just Executive Director? Coordinators.
      - a. Was part of her initial package – Registration and room.

**Motion:** Rehire Jan. Same salary, plus two nights at hotel, registration, and \$200 for supplies (up from 2009).

Made by: John, Second: Henry.

**Amended:** *Remove \$200, reimbursed on as needed basis.*

- a. Discussion about taxes.

**Amended:** *No registration needed for KEMPA events. Passed.*

**12. Board Officers**

President – John Culbertson  
Vice President – Stan Zoller  
Vice President of Membership - Tom Juran  
Secretary – Kathy Burke  
Treasurer – Nancy Becker

- a) Hank moves, Linda Second – passed.

**13. Calendar was approved except the March 27 will be at Mt. Mary's**

**14. Directors**

- a. Fall conference...

**Motion:** Sandy Jacoby be Fall Conference Director and serve as committee chair to solicit members and speakers. Made: Stan Second: Hank. Motion passed

**15. Winter Retreat Directors.**

- a. Nancy and John have agreed to continue as co-directors

**16. Old Business**

- a. Committees

- i. Reach out to members.
- ii. Caution: Not too many.
- iii. Main focus: Fall Conference and Membership.

- b. Gebhardt Award

- i. Categories
- ii. Best of Show – Gebhardt Award?
- iii. Start “small’ and grow.
- iv. Chair Award Committee...
  - 1. Chair.
    - a. Zoller point person
    - b. Hank to coordinate Photo

**17. Summer workshop**

- a. Dates: July 25-28

- i. Accelerated students.

- ii. Brochure to be mailed with the membership mailing by March.

- 1. Executive Decision. Students whose schools are KEMPA members to get discount.

- a. Amount TBD

**18. Day Camps**

- a. Hoping for more

**19. Fall Conference**

- a. Report issued

- i. Attendance: 1,441

- ii. Prelim.

- 1. Food costs an issue.
- 2. Care most about: Bottom line –
- 3. Expect to be “several thousand dollars” ahead of expectations.
  - a. Excess will cover folders (6,000 printed)
  - b. With costs for KEMPA covered (Jan, etc.)
- 4. Issues:
  - a. Evaluation
    - i. Ways to get them out and returned
  - b. Awards at end of day.
- 5. Nancy said:

- a. Return of materials and comments from contest.
- b. How much is needed?
  - i. Jeff said rubric is a key – comments help.
- c. One adviser signed up 15 kids and prepaid.
  - i. Bus not available.
    - 1. Refunds
    - 2. Apply to membership?
    - 3. Not unique situation. Hold fast, no money back.
  - ii. Pat Rand (Jostens)
    - 1. Concern about money not going to KEMPA?
    - 2. Letter from UWW or KEMPA as a thank you for donating fees to speakers who donate.
  - iii. Menu mess-up
    - 1. Soup, lemon bars, brownies – missing.
    - 2. Had copy of order – what was ordered was changed.
    - 3. Had butter
    - 4. Linda noted not unique to fall conference.
      - a. Prices fluctuate.
  - iv. Award
    - 1. Administrator of the Year.
    - 2. Not there because adviser did not know.

## **20. Winter Conference**

- a. Program set.
- b. Roundtable: Linda and John
- c. Reservations:
  - i. Plane made
    - 1. Linda to pick up
    - 2. Sandy to take him back.
  - ii. Reservations to be made at Abbey
- d. Mailing
  - i. In November
    - 1. 2,600 pieces mailed.
    - 2. Linda noted mailing lists
      - a. More inclusive than needed; list could be pared down to eliminate schools that we can ascertain do not have journalism programs.

## **21. Web Page**

- a. Updated.
- b. Mark to continue as webmaster
  - i. Ideas to Mark?
    - 1. Based on web sites of other organization.

## **22. There was no New Business**

**Adjourn at 2:38.**

No MINUTES

### KEMPA BOARD MEETING

The KEMPA Board Winter Meeting will be held February 6, 2010, at Mt. Mary College in Milwaukee

**Meeting will be at 9:30**

If anyone has an item to put on the agenda, let John Culbertson know. (HOME ADDRESS: 617 Wilson St. Sun Prairie, WI 53590; E MAIL ADDRESS: [culby4164@charter.net](mailto:culby4164@charter.net))

### BOARD MEETING

February 6, 2010

Mt. Mary College

### AGENDA

1. Call to order; Attendance
  - a. Present:
  - b. Absent: Kohls, Kemp
2. Secretary's Report/Approval of minutes
  - a. November 7, 2009 minutes
3. Treasurer's Report/Approval
  - a. Balance
  - b. Update on the budget and audit
  - c. Mailing (nonprofit report)
  - d. Adobe Creative Suite update
4. Membership Chairman
  - a. Up-date of membership
5. Executive Director's Report
  - a. Report
    1. Scholarship mailing went out to all adviser-members on January 2. Will not post an application on website. Must be returned to Kohls by March 15. \$2,000 for scholarship (which includes adviser scholarships for summer). Talked about keeping the number of scholarships down and the amounts up.
    2. Membership mailing should be going out in March. Will include a cover letter, application blank (to be updated and supplied by Juran), and the summer brochure (Barrington)
- 6 Old Business
  - a. Summer Workshop
    - a. Preparation for 2010
    - b. KEMPA Facebook page
  - b. Day Camps

- a. Preparation for 2010
- c. Fall Conference
  - a. Final reports
  - b. Preparations for 2010
    - a. Super critique charges
    - b. Mailing for un-picked up yearbooks
  - d. Winter Retreat
    - a. Numbers
    - b. Final preparations
    - c. ISBE and DPI certifications
  - e. Writing Contest (Gebhardt Award)
- 7. New Business
  - a. Announcement of 2010 Winter Retreat speaker
- 8. Other

## **BOARD MEETING**

March 27, 2010  
Grand Geneva Resort  
Williams Bay Board Room  
Lake Geneva

### **Minutes**

The meeting was called to order by John Culbertson at 9:34 a.m.

Present: Zoller, Barrington, Kohls, Murphy, Chesney, Burke, Becker, Culbertson, Juran, Jacoby

Absent: Kemp, Cook, Meier, Koshollek, Willauer

#### **Secretary's Report**

Minutes for the February 6 meeting were approved as corrected.

Secretary's Report/Approval of minutes

#### **Treasurer's Report**

- Current balance of \$9,591.65 was approved as printed.
- Non-profit update: Barrington reported that the fee has increased by \$100 so the application is on hold until we pay it.
- Motion: Barrington moved paying the fee. Zoller seconded.
- Audit update: Becker will report by e-mail.

#### **President's Report**

- So far, 16 scholarship applications have come in.
- Scholarship Committee appointments: Barrington, Kemp, Culbertson. Kohls will give applications to Barrington, who will then forward them to Culbertson, who will send to Kemp.
- Scholarship deadline was extended until April 1, 2010 because of discrepancy between paper form and website.

#### **Membership Chairman's Report**

- Invoices will be mailed this week.
- KEMPA dues are per publication; JEA dues are per adviser.
- Half-tree KEMPA logo will be placed on website and Facebook page:

#### **Executive Director's Report**

- Scholarship application acknowledgments are being mailed out.
- Work continues on KEMPA Update.

#### **Old Business**

##### **Summer Workshops**

- Barrington provided an overview sheet
- The budget is set for 40 students.
- Classes will be offered in Newspaper, Yearbook, and Photography
- Instructors will be Zoller, Jacoby, Hank Koshollek and Joe Koshollek @ \$750 each.
- Four lab assistants/counselors will be paid \$400 each.
- T-shirts will be included in this year's registration.
- Yearbook evenings: students will team up with students from their own schools.



- Adviser Day, scheduled for Tuesday, July 27, will include opportunities for advisers to:
  - Sit in on student classes
  - Attend the Press Law large group session
  - Lunch with their students at Esker
  - Attend afternoon session on Marketing with Becker
  - If desired, take CJE or MJE exam
  - If advising yearbook, remain for evening work session.
- Barrington will develop a protocol for Yearbook Evenings:
  1. Reps. are NOT to attend day sessions.
  2. They are not to promote to schools other than they represent.
  3. They are to work only with their own schools
  4. Kempa will not pay for extra lab time, etc.
  5. KEMPA will not provide a list of schools to reps.

### **Facebook page**

Zoller pulled up the KEMPA Facebook page, complete with promotional videos.

### **2010 Day Camps Report**

- The first session was Feb. 19 at Wauwatosa West H.S. for 25 newspaper people.
- More sessions are scheduled for Rolling Meadows High School in May, and Sheboygan South High School.
- Projected Income from Day Camps for 2010 is \$1,275.

### **Fall Conference Update**

- Becker recommended Kerry Lang of Jostens' as a presenter
- Becker reported that Linda Graves of Milton High School wants more sessions on writing specialties.
- The fact remains that cutbacks in the profession make getting speakers more challenging than ever.

### **Winter Retreat**

- Evaluations were very positive overall, despite a few comments about scratchy pillows or no window curtains in the rooms at The Abbey.
- Becker reported that the Silent Auction took in a lot more than usual--\$1,282, largely due to Cutsinger's generous contributions.
- Becker suggested soliciting reps for next year's Silent Auction items.
- \$100 will go to SPLC.
- Becker reported that \$1,000 had been budgeted for mentee support, but we only spent \$400. The \$400 will be subtracted from the Mentee Budget.
- Registrations fell short by four, so we were charged \$380 for contracted rooms. Becker reported that response was so heavy during early registration that she did not lower the number on the contract.
- Upon reviewing the roster of attendees, Zoller asked for ways to increase attendance, considering the high percentage of board members in attendance.
- Becker reported that Cutsinger's evaluations were much more positive than those from 2009.
- Culbertson reported that Rick Wood will come next year for Friday's session
- The need for a third speaker on Saturday was discussed.

- Among possible presenters are Aaron Manful who maintains JEA's digital media page, and Randy Swikle.
- The format of the Round Table could be determined by suggestions on registration forms.

### **Winter Retreat 2011**

- Next year's Winter Retreat will be March 4-5, 2011 at place to be determined by e-mail vote of board.

### **Web Page Up-Date**

- Mark has tracked number of hits through a Google program. The highest number came in early March, with more going to website than to Facebook.

## **Old Business**

### **Gebhardt Award**

- The original focus was feature writing.
- After considerable discussion of possible categories, Barrington moved that this year's Gebhardt Award be for feature writing.
- Becker seconded the motion.
- Barrington will create the application.
- Deadline will be June 15, 2010.
- Entry form containing the contest info will be e-mailed to current members.
- Starting in 2010, all students who will have their work published in a publication of a KEMPA member school are eligible to submit their work for consideration.
- The Gebhardt Award will be presented to a student of a 2009-2010 KEMPA member publication for feature writing that appeared or will appear (yearbook) in the publication in the 2009-2010 school year.
- KEMPA will accept **one entry per student per publication**. For example, if both newspaper and yearbook are KEMPA members and a student is on the staff of both publications, the student may enter a newspaper feature and a yearbook feature.
- Winners receive a \$50 prize and a plaque to be presented at the annual Scholastic Journalism Conference October 15, 2010.

## **New Business**

### **Student Press Rights**

- Zoller reported on Student Press Rights Legislation.
- Questions regarding anonymous postings will be taken up by IJEA in June.
- Zoller moved that KEMPA partner with the Coalition of Wisconsin Student Press Rights. Becker seconded.

## **Other**

### **2011 Retreat Location**

- Location of next year's retreat March 4-5 will be determined by e-mail vote of board.
- Representatives from Grand Geneva Resort offered a virtual tour and answered questions about the facility.

**BOARD MEETING**  
July 7, 2010  
UW—Whitewater  
Roseman Hall—Room 2005

**Minutes**

The meeting was called to order by John Culbertson at 9:33 a.m.

Present: Zoller, Kohls, Burke, Becker, Culbertson, Juran, Kemp, Koshollek, Jacoby

Absent: Barrington, Cook, Chesney, Willauer, Murphy, Meier

**Secretary's Report**

Minutes for the March 27 meeting were approved as amended.

**Treasurer's Report**

- Current balance is \$11,825.78.
- Becker will investigate possibilities for moving some of the funds into an interest-bearing account.
- In future years, Becker will invoice UW-Whitewater closer to July 1 to make sure there isn't as much left in the Fall Conference account at UWW.
- Jacoby reported the following:
  - With Becker's Administrative fees invoice for \$2,500, UWW showed \$105.48 as Encumbered Funds in the event additional expenses should need to be charged against the account. The \$105.48 will not carry over to SJCC 2010.
- The Treasurer's Report was approved.

**President's Report**

- The IRS has received our materials.

**Membership Chairman's Report**

- Juran reported that current membership is 84, with seven new schools.
- Last year's final membership was 92. Reduced registration fee for members at Fall Conference should bring us back up to that number.
- Juran will send reminders to schools that did not renew.
- More schools are requesting Super Critiques.
- John will look into e-mails being blocked by districts.

**Executive Director's Report**

- There was impressive competition for scholarships. The winners are:
  - Sarah Beckman — Lakes Community High School
  - Jimmy Hibsich — Rolling Meadows High School
  - Murphy Larson — Craig High School

## **Old Business**

### **Summer Workshop**

Barrington sent the following report:

- Budget is set for 40 students.
- As of July 4, 47 have signed up.
- There will be three classes: Newspaper, Yearbook and Photography. Newspaper will have two sections because more than 30 have signed up for this class.
- Instructors will be Zoller, Jacoby, Hank Koshollek and Joe Koshollek. Mike Doyle will be added for the additional newspaper class.
- There are two lab assistants/counselors. One more woman is needed.
- T-shirts will be included in this year's registration.
- Yearbook evenings: one adviser has already given directions to her students about how to use that time.
- Adviser Day is scheduled for Tuesday, July 27.
- There are no adviser scholarships because Adviser Day is free.

### **Day Camps**

- Day Camps will be held August 2 at Jefferson High School in Rockford, early August at Rolling Meadows, and summer or fall at Sheboygan South High School.

### **Fall Conference Update**

- Jacoby reported that Becker received \$2,500 from UWW July 1.
- Jacoby reported that the UWISDM SJC account indicates revenue of \$16,785 and expenses of \$16,179.52 with a balance of \$2,603.48.
- KEMPA received \$2,030 from presenters donating honoraria.
- The KEMPA Fall Conference Schedule models were discussed.
- Board agreed to moving awards to morning, expanding adviser luncheon time frame, and ending the day 15 minutes early.
- Scheduling two shorter Q & A rather than one long session with Dr. Brown was suggested.
- Kohls and Becker will e-mail suggestions for printing bids to Jacoby.
- Stan and Mike Doyle will test-market the idea of black armbands commemorating Tinker at cam.
- Kemp will check with her school regarding buttons.
- Critiques are being sent to judges.
- Zoller noted that the McCormick Freedom Project could be a source of scholarship funds.

### **Winter Retreat**

- Becker reported that Campus Fees billed by Lodge at Geneva Ridge have been cut from \$12 to \$ per night.
- Room rates will be \$99 in the Lodge, \$119 at Timber Ridge
- The total number of rooms reserved has been reduced to avoid penalty.

- Culbertson will contact Aaron Manfull about incorporating “Why would I want to go online?” and “What are the reasons for considering?” and “What hoops will my district make me jump through?” into his presentations.

### **Press Law Update**

Barrington sent the following report:

- Barrington has been invited to explain the Freedom of Information Council (FOIC) at the Board Meeting in Madison July 15. If they endorse the bill, they promote it in all the city newspapers in the state.
- Wisconsin Broadcasters Association president and CEO has offered her support and has already contacted a broadcast educator at Cardinal Stritch to help on the private school issue.
- Professor Robert Dreschel of UW-Madison School of Journalism has a Ph.D. student who has done and is continuing to do a great deal of research on student press rights, including work that involves state legislation. Barrington has contacted her.
- WNA Partners’ discussion at the May meeting was positive and supportive.
- Dave Wallner knows John Johnson at the DPI and Barrington has e-mailed Stuart Ciske.

### **Gebhardt Award**

Barrington sent the following report:

- There were nine applicants.
- Barrington gave the applications and entries to Kohls at the special meeting in June so they could be mailed to the judge.

### **New Business**

- Discussion ensued regarding Becker’s suggestion to add critique category for broadcast or publication web site.
- Zoller encouraged the addition, stating it may be best to start with one category before doing both to see how the additional categories work.
- Becker said it was important to note that the additions will be critique categories, not contests.
- It was decided to check with advisers at Fall Conference and/or membership mailing. Becker will coordinate.
- There was some discussion about Evaluation forms being picked up at the Fall Conference. The focus was on whether they were worth it and if there was a way to find collection sites and procedures. It will be discussed at the September meeting.
- Zoller expressed concern about the participation, or lack thereof, by some members, especially those who did not communicate with Culbertson prior to the July meeting.

The meeting adjourned at 11:55 a.m.

**BOARD MEETING**  
September 11.2010  
UW—Whitewater  
Roseman Hall—Room 2005

**Minutes**

**Call to Order**

The meeting was called to order by Stan Zoller at 9:40 a.m.

Present: Zoller, Kohls, Barrington, Burke, Juran, Koshollek, Willauer

Absent: Becker, Culbertson, Jacoby, Kemp, Cook, Murphy, Meier

Zoller expressed concerns about board members who have not replied as to whether they wish to continue to serve.

**Secretary's Report**

Minutes for the July 7 meeting were approved.

**Treasurer's Report**

- Current balance is \$11,767.88
- Barrington reported that the Jefferson Day Camp has not yet paid.
- Due to the late mailing of Fall Conference brochures, the late fee will be waived on a case-by-case basis.
- Zoller asked about progress of the inquiries into opening an interest-bearing account.

**Membership Chairman's Report**

- Juran reported that current membership is 93.
- Summer/Fall delivery yearbooks have come in.
- Barrington provided a mentee list update.

**Executive Director's Report**

- Kohls announced that Alexandria Johnson of Rolling Meadows High School will receive the Gebhardt Award.

**Awards**

- Barrington will present the Gebhardt Award.
- Mike Doyle will present the Administrator of the Year Award to Richard Kirchner, principal at Belvidere North High School, Belvidere, IL.
- Barrington will present the Media Award to Ken Miller, visual editor at Capital Newspapers, Madison
- Doyle will present the Adviser of the Year Award to Kathleen Burke, newspaper adviser at Regina Dominican High School, Wilmette, IL.
- Jan Kohls will present the Friend of KEMPA Award to yearbook reps Mike James, Walsworth; Pat Rand, Jostens; and Maureen Olafsson, Herff Jones.

- Kohls will present the Hall of Fame award to Carl Sigler, formerly of Christian Academy, Columbus, WI.

Due to the lack of applications in both adviser categories in recent years, Barrington suggested that students write nominations during summer workshop.

### **President's report**

- Chesney has resigned from the board.
- New board members are being sought.
- Barrington tendered her resignation as director of Summer Workshop, effective next summer: 2011 will be her last year as director of Summer Workshop. She would like someone to co-direct with her next summer.
- Mass mailings could be sent to personal e-mails of those advisers whose schools block them.
- Kohls will contact Culbertson to send bounce-backed names to Juran.

### **IRS Update**

- Barrington announced that we have the tax exemption letter from the IRS.

## **Old Business**

### **Summer Workshops**

- Barrington provided a full report on the Summer Workshop, sharing glowing comments from the evaluation.
- She noted the following special speakers:
  - Scott Angus, editor of *The Janesville Gazette*, offered a session with editors-in-chief.
  - Gregg Jacoby, a professional graphic artist, worked with yearbook students
  - *Milwaukee Journal Sentinel* photographer and multimedia picture editor Mike De Sisti made a presentation to the photojournalism class.
- Rick Wood, *Milwaukee Journal Sentinel* photographer, presented a special session Sunday night.
- Ten advisers came to Adviser Day, some staying into the evening.
- Even though we hired extra staff, we made money, a true profit of \$924—unless “hidden” state assessments rear their heads.

### **Suggestions for next year's Summer Workshop**

- Team Teaching
- Actually *publish* a newspaper, or at least an online edition.
- Barrington offered to facilitate that.

## **Day Camp Financial Report**

- \$1219.46 has been raised since February.
- Sheboygan South and Waunakee may be on the books for fall workshops.

### **Fall Conference Update**

- Due to the cost of buttons (@\$.50 each), the idea of distributing them was dropped.
- Brochures were mailed.
- Would there be an interest in critique categories for web or broadcast journalism sessions? Becker could design a questionnaire.
- Barrington suggested that Session III speakers collect evaluations because of new schedule and staggered departure times.
- Juran will notify the schools receiving awards to ensure they arrive in time for the awards presentations.

### **Winter Retreat**

- Zoller suggested spicing up the brochure because of the new venue, hot topic, and dynamic speaker.
- Culbertson contacted Aaron Manfull about incorporating "Why would I want to go online?" and "What are the reasons for considering?" and "What hoops will my district make me jump through" into his presentations. He indicated he would incorporate ideas into his presentation.
- Jim Peterson agreed to be a speaker at the Winter Retreat and talk about legal issues about going online.
- Rick Woods will also be a speaker at the Retreat.

Barrington and Zoller proposed an assortment of possible speakers for 2012.

### **Press Law Update**

- Barrington provided a detailed update on legislative issues since July.
- She is interested in getting a student group started, and establishing connections with School Board Members and Administrators group members.

### **New Business**

- Barrington submitted a proposal for KEMPA Technology workshops, a series of three two-day workshops in a central location.
- KEMPA could still offer Day Workshops at schools to fit individual schools' needs.
- Barrington could help a new board member get these Technology Workshops started and organized, but would not take it on as another job.
- It would involve a little more work than the Day Workshops: the person in charge would have to find locations, find hotels, arrange for lunch and collect money.
- This would have to be marketed carefully, so as not to steal enrollees from the Summer Workshops.
- Further discussion will take place at the November 6 meeting.

The meeting adjourned at 12:15 p.m.