

**KEMPA Board Meeting**  
November 6, 2010  
UW-Whitewater  
Roseman Hall Room 2005

**Minutes**

**1. Call to Order**

The meeting was called to order by Stan Zoller at 9:35 a.m.

Present: Zoller, Kohls, Barrington, Burke, Juran, Becker, Jacoby, Cook, K. Doyle, Willauer, H. Koshollek

Absent: M. Doyle, Murphy, Kemp, J. Koshollek

New board members welcomed – Joe Koshollek, Mike Doyle, Kellie Doyle

**2. Secretary's Report**

Minutes for the September 11 meeting were approved

**3. Treasurer's Report**

- a. Current Balance – \$12,182.21
- b. Proposed Budget Discussion
  - Jefferson Day Camp still has not paid.
  - Number of Supercritique entries went up despite fee increase.
  - Barrington moved that KEMPA add a permanent budget item of \$1,500 to assist the JEA Mentor Program in covering IL and WI mentor stipends. Each state would receive \$750. This is in response to IL having lost funding and WI impending loss of funding in six months. KEMPA has the largest number of mentees with 18. Motion passed unanimously.
- c. Bulk Mailing Update
  - We are officially non-profit through IRS
  - Winter Retreat will be the first mailing to go out on that permit

**4. Membership**

Update of membership

- 100 members – up from this time last year
- Base has increased in IL, including southern metro Chicago
- Board members will contact yearbook representatives to get names of all yearbook advisers to invite them to KEMPA.

**5. Executive Director's Report**

- Inside Wisconsin Sports requested mailing list of all members. Kohls will refer him to the website.
- Kohls reviewed her job responsibilities
- The Board moved to executive session to discuss rehiring Kohls. Discussion focused on desired job description and role of Executive Director. H. Koshollek moved to rehire Kohls as Executive Director. Becker seconded. Motion passed unanimously.
  - Board members will help Kohls find opportunities to be more visible at KEMPA events.

- Zoller has a template for a redesign of Update. Becker will design the Update using the new template and Kohls will write the copy for the publication. They will work together.

## 6. Election of Officers

H. Koshollek moved that the following nominees be elected as officers.

- President – Linda Barrington
- Vice-president – Stan Zoller
- Vice-president of Membership – Tom Juran
- Secretary – Kellie Doyle
- Treasurer – Nancy Becker

Willauer seconded. Motion passed.

## 7. KEMPA Calendar

The calendar was approved as follows:

February 5	Winter Board Meeting at UW-Whitewater
March 4-5	Winter Retreat at Grand Geneva Resort, Lake Geneva
March 26	Spring Board Meeting at Mount Mary college, Milwaukee.
June 25	Summer Board Meeting at UW-Whitewater (a summer workshop staff meeting will <i>not</i> follow)
July 24-27	Summer Workshop at UW-Whitewater
September 17	Fall Board Meeting at UW-Whitewater
October 14	Fall Conference at UW-Whitewater
December 3	Annual Board Meeting at UW-Whitewater

Personal schedules, mailing dates, and other factors were discussed in selecting and approving these dates.

## 8. Hire Directors

- a. Summer Workshop Director – Kellie Doyle will co-direct with Linda Barrington
- b. Director of Day Camp Workshops – Linda Barrington
- c. Fall Conference Director – Sandy Jacoby
- d. Winter Retreat Directors –
  - 1. Arrangements Director – Nancy Becker
  - 2. Program Director – Stan Zoller & Jill Cook

## 9. Old Business

- a. Formation of Board Committees –
  - The following committees were organized:
    - 1. Executive Committee: Kohls & the officers of the Board of Directors
    - 2. Membership Committee: Juran & Willauer
    - 3. Fall Conference Committee: Jacoby, Cook, Becker, Zoller
    - 4. Winter Retreat Committee: Zoller, Becker, Cook, Burke
    - 5. Summer Workshop Committee: Barrington, Doyle, all instructors
    - 6. Day Camps Committee: Barrington & all instructors
    - 7. Liaison Committee: Kohls, Barrington, Jacoby, Becker

- The Board agreed there is no need for marketing, financial, and long-range planning committees.
- Cook said she talked to several advisers at fall conference about getting involved with a KEMPA committee and was discouraged that none of them expressed interest.

b. Gebhardt Award

- Nine contest entries last spring
- Continue to publicize the contest on the website, in emails, etc.

c. Summer Workshop

- Review:
  - Barrington said last year's Summer Workshop profited by approximately \$885. There is concern that the money will go away if left unspent.
  - Motion from Barrington: If the \$885 profit from last year's summer workshop will go away, the board will ask that it be transferred to the KEMPA account for administrative fees. Jacoby seconded the motion, and the motion passed.
  - Barrington will contact Tracy soon to discuss the possible transfer.
- Preview:
  - The workshop is growing each year. Barrington set the budget for 40 participants last year and there were 50, so she will increase the budget for this year to 50 participants and hope for 60.
  - Barrington plans to continue with four classes this year: two newspaper classes, one yearbook class, and one photography class.
  - Jacoby will try new marketing techniques to recruit experienced students to the yearbook class, not just editors. The goal is to increase enrollment for that class.
  - Barrington would like to do team teachers instead of lab assistants if it is affordable.

d. Day Camps

- A Day Camp is pending at Vincent High School in Milwaukee.

e. Fall Conference

- Jacoby suggested beginning the conference at 8:30 a.m. instead of 8:20 a.m.
- Because of the large crowd during the awards ceremony, the possibility of having ushers was discussed. Cook suggested UW-Whitewater journalism students. Jacoby said she has asked in the past for that but with no success. These students also could be used to help direct in between sessions.
- Attendance went from 1,450 last year to 1,249 this year; the decrease was attributed to busing issues in Milwaukee and Homecoming.
- Jacoby is looking into Tracy's \$5,244.24 budget for non-UW employees; it does not seem to add up correctly.
- Jacoby has sent thank you notes to the presenters. Letters were differentiated depending on if the presenter opted to donate their fees or not. Most presenters donated their fees.
- Tinker was a big draw. His sessions were full. This also alleviated the crowds at the other sessions.
- Jacoby will find a better room for the Chicago Tribune's The Mash session.

- There were a few problems with critiques that have been addressed.
  - Thank you to the Continuing Education staff
    - Willauer and Zoller said a gift exceeding a personal thank you would maintain a positive relationship with the staff.
    - Becker moved that Kohls obtain an edible gift not to exceed \$50 for the Continuing Education staff as a thank you for the fall conference. Doyle seconded. Motion passed.
  - Luncheon/Business meeting
    - With 80 advisors and 55 presenters, Jacoby planned for 110 for food.
    - The meeting went well and did not feel rushed as it usually does.
  - Evaluations
    - Not many were turned in at the end of the conference.
    - Willauer suggested giving participants three different evaluation sheets that are collected after each session.
    - Burke suggested having participants mail in their evaluations after the conference.
    - Doyle and Zoller will look into electronic evaluations, which could be tested at the Winter Retreat.
  - Busing
    - There were some problems with pick-up and drop-off, which likely is the result of advisers not providing their bus drivers with maps
    - Willauer will arrange to have a Drop-Off sign for next year. He also suggested having student helpers direct buses.
- f. Winter Retreat
- Programs are ready to go.
  - Becker will do facilities check, etc. in January and will handle registrations.
  - Zoller will help with the program.
  - Roundtable – Barrington suggested that Becker and Jacoby lead this because they are mentors and this way both yearbook and newspaper would be represented.
  - Entertainment – Becker said there is no need; we haven't had entertainment for awhile.
  - Arrangements for speaker –
    - Kohls will take care of hotel accommodations and airfare.
    - Barrington will pick up Aaron Manfull at the airport and Jacoby will take him back.
  - Kohls asked that board members try to be available for dinner with Aaron on that Thursday night.
  - Silent auction items will be discussed in February.
- g. Webpage update
- Mark Thompson will continue to manage the website.
  - Barrington knows of someone who might be interested in taking over this summer.
  - Doyle volunteered to be a backup.
- h. Technology Workshops

- Barrington proposed a series of three, two-day workshops in three central locations in 2011 (suggestions: Mount Mary, Rolling Meadows, Waunakee). The first workshop could be as early as spring break at Waunakee.
- Attendees would be charged \$100 for each two-day workshop they attend. Zoller suggested offering KEMPA members a discount. This price is reasonable when compared to other technology workshops (Barrington said that Adobe charges \$495 for a two-day workshop). Zoller is looking into setting up a PayPal account for KEMPA so attendees can charge their payment.
- Barrington would like to see Ken Miller instruct the Photoshop and InDesign workshops and Jacoby the Graphic Design workshops.
- Board will check with host schools to see if there is a fee to use their facilities.
- Barrington motion: To plan for Technology Workshops at three locations during 2011. Becker seconded. Motion passed.

## **10. New Business**

### **a. WI Legislation**

- Barrington updated the board about the proposed WI legislation, which will be affected as a result of the election.
- There is a search of a Republican co-sponsor for the legislation
- Encourage high school and college students to post their comments about student expression on Facebook. A Facebook page needs to be organized.

### **b. Recognition for former president John Culbertson**

- Jacoby moved that the board thank John with a \$200 gift card to the American Players Theater at Spring Green. Barrington seconded. Motion passed.
- Kohls will take care of the gift.

### **c. Scholarships**

- Kohls said that three students are expected to receive a \$600 scholarship after they submit their first semester transcript and a letter about their journalism experiences at college so far.

### **d. Online meetings**

- Barrington will look into services for holding meetings online in the case of severe weather.
- There will be an email vote as to whether the board should proceed with this after Barrington presents her findings, including cost.
- Zoller will look into webinars.

## **11. Other**

### **a. New contacts**

- Cook shared a contact with Marquette University, who is interested in getting more involved with scholastic journalism.
- Cook shared a contact with the Milwaukee Public Library; the library might be a potential meeting place for the board.

Meeting adjourned at 3:17 p.m.

**Board Meeting**  
February 5, 2011  
UW-Whitewater  
Roseman Hall Room 2005

**Minutes**

**1. Call to Order**

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

Present: Kohls, Barrington, Becker, Jacoby, K. Doyle, Zoller, Murphy, Willauer, M. Doyle, J. Koshollek

Absent: Kemp, Burke, Cook, Juran, H. Koshollek,

Contact information for the members of the board of directors was updated.

**2. Approval/additions to Agenda**

None.

**3. Secretary's Report**

- Becker asked to change "Winter Retreat" to "Winter Advisers' Seminar."
- Minutes for the November 6, 2010 meeting were approved as corrected.
- Minutes for the October 15, 2010 meeting were approved.

**4. Treasurer's Report**

- The balance is \$12,151.85
- We finally received \$700 from Jefferson High School
- Last month, the board agreed to donate \$750 each to Illinois and Wisconsin to help cover JEA mentor stipends. The McCormick Foundation since has agreed to cover three mentor stipends in Illinois. The Wisconsin Newspapers Association no longer will support a Wisconsin stipend. Jacoby moved that, due to the McCormick Foundation's willingness to fund three Illinois JEA mentor stipends, the \$750 KEMPA agreed to donate to Illinois mentors be transferred to cover an additional Wisconsin mentor, so the total amount donated to Wisconsin mentors by KEMPA is \$1,500. Becker seconded. Motion carried.

**5. Executive Director's Report**

- Kohls reported that the gift for Continuing Ed for their help with fall conference was delivered before Christmas
- Scholarships
  - Applications were mailed out and are due March 15
  - There were some problems with last year's scholarship recipients: Two of the three recipients misplaced their letter and did not know what documents to submit to receive their scholarship. The problems are being resolved. Willauer suggested posting the information on the website so it is always readily available.
- Membership
  - Mailing will go out between March 1-15; mailing will include letter explaining why publications should join KEMPA and JEA as well as a registration & critique form. Mailing goes to all newspaper and yearbook advisers in Wisconsin and northern Illinois.

## 6. Committee Reports

### a. Membership Update:

- All board members received a hard copy of the membership listing. Barrington advised the board to keep in mind that mentees receive free memberships, and some of them advise more than one publication.
- KEMPA updated the membership form to include online publications in hopes of increasing memberships. Barrington will investigate what other organizations, such as NSPA, do for their online critiques.

### b. Winter Advisers' Seminar

- There are 16 registrants, which is fewer than we had at this time last year.
- Barrington sent a reminder to mentors and mentees about the seminar, and Becker sent a reminder on the JEA list serv. Barrington will send a membership email reminder.
- Becker is going to meet with a Grand Geneva representative in the near future; she will ask about extending the discounted room rate for a week or two, particularly because of the recent snow days.
- Kohls has finalized travel arrangements for speaker Aaron Manfull.
- Kohls made these suggestions for silent auction items: new books, food, wine, candles, candlestick holders, jewelry, what you would like to buy for yourself or a friend, or a prize for a staff member. Ask for donation. We are now a 5013c non-profit organization, which is tax deductible. Becker can provide a letter or receipt form for donors. Barrington will bake cookies for the donation jar.
- There will be some changes to the timing of topics.
- Zoller is going to be the MC
- ISBE clock hours – Zoller and Barrington have prepared the forms. The seminar is good for 7 CPDUs
- Zoller and Doyle presented on Zoomerang and Pollseverywhere.com, which are electronic survey and poll tools that might be useful for the Winter Advisers' Seminar, Summer Workshop, and Fall Conference.
- Possible presenters for 2012 were discussed:
  - Barrington suggested Steve Motsen, who serves on the JEA board and has newspaper and yearbook advising experience. He's very organized, a very good presenter, logical. He is not teaching this year because he's laid off. He's in Washington. Steve's available and interested.
  - Zoller suggested Mark Newton who is on JEA and lives in the Denver area. He has newsmagazine and yearbook experience and is full of enthusiasm. He started the professional development communities online for journalism teachers nationally. Zoller will check to see if he's available and interested.
  - Becker: We should revisit the honorarium that we pay. We've been doing \$500 for a long time. Zoller: Before we increase the stipend we should keep an eye on airline costs.

### c. Summer Workshop

- Barrington and K. Doyle did the budget: we can pay \$750 per teacher or \$600 for team teachers. Last year we budgeted for 40 students and we got 50. This year we're budgeting for 50 students and hoping for 60.

- The classes have been decided (we've upped the number of classes to five). Susan Tantillo is thinking about taking the Newspaper Editors class, which is the only empty class at this point.
- The brochure is at the printer and posted on the website. Barrington will bring some of the brochures to the Winter Advisers' Seminar.
- Among the possible guest speakers: Jim Petersen for Press Law and Rick Wood for photography.
- We are advertising in CJET in the spring – a quarter-page ad based on the brochure design. We also got a one-eighth page ad for their directory.
- The goal is to have all of the summer workshop expenses paid by the summer workshop budget.
- **Day Camp** – We've had a small number of Day Camps this year. We have made \$1,219.48.

#### **d. Fall Conference**

- Jacoby shared updated account information. Bottom line: we profited \$4,116.32 from Fall Scholastic Journalism Conference in 2009 and 2010.
- 15 out of 55 presenters returned their evaluations. Most of them were positive and mentioned the valuable opportunity to meet John Tinker.
- Judges for critiques have been paid \$2,920.
- Zoller: We need a clearer picture from UW about our financial situation for Fall Conference.
- Jacoby will give the number of super-critiques to Becker.

#### **e. Technology Workshops**

- Zoller said Rolling Meadows cannot hold a workshop; he's going to look into Roosevelt University and Columbia College as alternate sites.
- Willauer said Waunakee is on board but there might be a fee involved. It is unclear what that fee might be at that time. He is shooting for the summer for a conference.
- Barrington: Mt. Mary in Milwaukee. August is free to KEMPA with a PC lab. They have never done anything like this before so Barrington is putting together a proposal for the Provost. She thinks there will be a fee involved.
- The board agreed to pay a couple of hundred dollars in fees per site, if required.
- We need people to teach the classes. Ken Miller was one suggested teacher. Thompson was mentioned as a possible teacher for the Illinois session. Photoshop, InDesign, and Illustrator would be covered at the technology workshops.
- We also will need to put together brochures – probably electronic brochures to cut costs.

#### **f. Website Updates**

- List scholarship winners and directions for winners to receive their scholarships
- Barrington suggested checking out other scholastic journalism websites for ideas
- Koshollek suggested posting a Photo of the Month
- Zoller suggested a Resource tab for Resource of the Month, for example.
- Barrington asked board members to send Mark Thompson additional items; his email is available on member list.



## 7. Old Business

### • Job Description of Executive Director

- Barrington compiled a list of the duties of various executive directors, if such a position exists, within several scholastic journalism organizations. Many of the executive directors run most of the programs because they are housed by a university and paid by the university. Others do not have an executive director. How do we fit in with the big picture? Different models work with different places. There is no provision for an executive director in the KEMPA bylaws.
- Becker: She has experienced KEMPA in a variety of existences in the past years. Having no executive director is not ideal.
- Zoller: We need more involvement from all board members. Also, we need to investigate how many services the other organizations offer. KEMPA seems to keep adding to its load with technology workshops, for example.
- Barrington and Zoller agreed to do more research about executive director positions within other organizations and the extent of those organizations' services before the board makes a decision.

## 8. New Business

### a. Facebook Use

- Murphy, Willauer, and K. Doyle will be added as administrators to the Facebook fan page.
- Linda will include a plug for the KEMPA fan page in emails to members.

### b. Concern with letter to WIAA

- Barrington sent letter to WIAA asking them to consider changing their policy to allow greater access for student publications to receive press credentials for state playoff football games and that students are not restricted to the team box.
- Willauer shared pictures he took at the last football game as evidence to dispute WIAA's claim that their policies are being followed (a 6-year-old on the sideline, people wearing video press credentials but not taking video, etc.)
- Barrington will send another letter to Clark and Anderson of WIAA to follow-up to their response to her original letter. Zoller will provide information about IHSA's rules for compare/contrast purposes.

## 9. Other Business:

- Press freedom legislation: Barrington is working with someone to get representative support for this. She does not have a lead person yet.
- JEA membership – there are two free JEA memberships available from Barrington or Willauer. Contact them if you're interested in one of those. Next year's will be half-priced.

## 9. Adjournment

The meeting adjourned at 12:53 p.m.

## KEMPA BOARD MEETING

March 26, 2011  
Mount Mary College  
Caroline Hall, room 55, Arches office  
Minutes

### 1. Call to order & Attendance

Present: Linda B., Tom Juran, Jill Cook, Mike Doyle, Nancy Becker, Henry Koshollek, Stan Zoller, Exec. Director Jan Kohls. Special guest: Patrick Johnson, student teacher at Brookfield Central (Cook, Juran)

Absent: Joe Koshollek (congratulations on new daughter!), Bill Murphy, Kellie Doyle, Audrey Kemp, Jeff Willauer, Kathleen Burke

### 2. Secretary's Report/Approval of Feb. 5, 2011 minutes:

Minutes: Corrections from Linda Barrington

- Secretary's report: "Becker asked" to *Becker was asked*.
- Treasurer's report: third bullet item. WNA will not support a *second* stipend.
- P. 2: people who were suggested for winter adviser speaker –correct it to *Matson*.

Agenda items added:

- IJEA request, Leroy Butler Foundation

### 3. Treasurer's Report

- General report: Balance - \$9,050.86
- No check yet from Josten's, Herff-Jones for Winter Seminar.
- Winter Seminar fee waiver for mentees: \$560
- KEMPA likely needs to file taxes now that we are non-profit. Cook suggested that since we're doing this for the first Nancy should be able to get advice from a professional. Board approved.
- Grand Geneva asked for our state tax exempt #. (Illinois does same thing). They waived sales tax with proof of application. Linda filled out and faxed in Tax Exempt application to Wis.

### 4. President's Report - Linda

- Scholarship Committee: Jill Cook, Tom Juran, Audrey Kemp. Linda explained selection process.
  - Time frame: Results to Jan before May 1<sup>st</sup>. Audrey is last one to receive materials.
  - Jan asked for amount. Last year it was \$600 – nice amount. Has been as low as \$225.
  - Budget allows \$1,800 for scholarship, \$100 for Gebhardt. Becker noted that funds from silent auction. \$348 – goes to scholarship fund, not specific for whom (advisers or students). Feeling was scholarship fund is open ended, not toward anyone specific.
  - So we have about \$2,100 for scholarships. Committee to decide number and amount based on rubric. This follows standing practice.
  - 2011 budget: Linda noted that we set aside \$1,000 for mentee support, offsetting \$560 fee waiver from Winter Seminar
  - Nancy will send a copy of 2011 budget to Board via email.
- Web page update: scholarship info now available, not just applications, but instructions as well; resources (journalism links) are there as well.

- Calendar of events to be updated.
- Patrick Johnson suggested we include a bio or story about a publication – member news / feature. Put them on pedestal.
- Members could also submit to Mark Thompson (Front pages, etc. – like Newseum).
- Tom suggested a “gallery of excellence” and Patrick said to do it at end of year, like a book.
- We discussed who can post to the Facebook page and who was going to monitor it.
- Ensuing discussion addressed how students could use Facebook. There was concern about access from school and school’s policies about interacting with students on social media.
- Discussions: So far, only two – posted by Bill Murphy.

## 5. Membership Chairman Report - Tom

- Membership report: 110 – only difference from last meeting, complimentary members added.
- Up from 92 last year – Tom said mostly from the addition of mentees. 47 ybks. 57 newspaper.
- Linda thanked Tom for his work on membership.

## 6. Executive Director's Report - Jan

- Membership mailing: Application/critique form, summer workshop flyer and letter from Jan.
  - Sent to UWW – with database of schools in Wisconsin and Northern Illinois.
  - Problem – Used to send one mailing to all yearbook advisers and to newspaper advisers. About 2,600. Last year we scaled back and sent 1,300; this year 2,600 again, so we had to reprint more summer workshop flyers
  - Don’t send to Board members, just to KEMPA members and to “--- adviser”
  - Stan said we should look at what schools in Illinois are getting our mailings. It does not make sense to have schools by the Mississippi River getting our stuff, but not schools in the far south suburbs. We just need to look at the ZIP code batch.
  - Linda suggesting looking at cost of having UWW print vs. outside source.
  - If UWW does mailing, need to use UWW envelopes?
- Scholarships – deadline was March 15 – postmarked. One glitch on 3/22 – another application – weird postmark – no date – just line through stamps. When all was said and done, there was no issue with the submission.

## 7. Committee Reports

- Summer workshop – ads in C:JET
  - Adviser’s Update: Linda send in summer workshop information and photos.
  - Rick Wood and Jim Peterson confirmed as guest speakers for summer
- 2011 Day Camps Report – Linda
  - No camps are scheduled.
- Technology workshops
  - Chicago – Discussion: city or suburban site. Zoller to look at Loyola’s downtown campus.
  - Milwaukee? Mount Mary fell through, so Linda will contact Dean Lori Bergen at Marquette.
- Fall Conference Update - Sandy
  - Survey – include #14: ask for volunteers or suggest a speaker? Sandy has emails of presenters – will send to Zoller ASAP.

- Fall financials – nothing new.
- Finally resolved first-place certificate. Printed and sent to Waunakee.
- Winter Advisers' Seminar - Nancy
  - Requests to Abbey and Grand Geneva. Heard from Abbey – Needs to get back to them.
  - Heard from Grand Geneva on 3/25, did not get name. Will call her on Monday.
  - Other facilities – Geneva Inn – smaller facility. College in Lake Geneva area
  - General comments:
    - Meeting room disappointing
    - Need for elevator / ADA access
    - Food was good.
    - Staff was cooperative
    - Grand Geneva should have been aware of music in next room.
  - Survey
    - More time for speakers
    - Round table “least popular” and the Board thought it should be dropped for next year
  - 2012 Presenter – Mark Newton: Linda to discuss topics with Mark.

## 6. Facebook page: discussed earlier in President's report

## 7. Old Business

- Gebhardt award – same as last year
- WIAA – nothing new
- Press rights – legislation. No official sponsor. Linda contacting her new legislator. Put off for few months – early summer to see if he is going to be on board. Dale Kooyenga (new rep.)  
Linda: “He hasn't told me to go away” 😊
- Executive director – tabled discussion to June meeting when we should have more time

## 8. New Business

- Online publication.
  - critique clarification: for newspaper members that are also online
  - Basic consensus: Each membership is allowed one critique. Additional critique (for on-line publication) would be \$20.
  - Rubric would be combination of materials submitted by Aaron Manfull and NSPA.
  - Who would judge? To be decided later
  - Board members said that football season was a good time to do updates online, so Oct.-Nov. would be a good time to do judging– awards to be sent later.
  - Patrick suggested the judge for online be given \$20 per publication.
  - No Super critique for online
  - Patrick Johnson will work with Linda to look at judging criteria, including rich media, etc.
  - Linda will send the membership an email to discuss and explain Online critique. Explain one critique included – extra critique will cost \$20 and will include what will be covered in critique
- IJEA Request to include IJEA membership on KEMPA membership form.

- Nancy receives membership checks from Tom and sends money to JEA which then sends KEMPA \$5 rebate per membership. Has no objection to adding IJEA membership.
- Does IJEA include JEA on form? (*Post meeting note – JEA membership and renewal is on IJEA membership form.*)
- Further discussion at next meeting. If it is added, it would start in 2012-2013 as 2011-2012 forms are printed.
- Leroy Butler Foundation.
  - Zoller reported meeting executive director at MSOE event and is interested in talking with them further, not as KEMPA vice president, but for unassociated purposes. Would like to cite KEMPA as resource.

## **9. Adjournment**

The meeting was adjourned at 12:35 p.m.

*The next meeting will be held Saturday, June 25, 9:30 a.m., at UW-Whitewater, Roseman Hall, room 2007.*

**KEMPA meeting  
June 25, 20100  
University of Wisconsin at Whitewater**

Present: Audrey Kemp, Nancy Becker, Tom Juan, Jill Cook, Joe Koshollek, Sandy Jacoby, Linda Barrington, Kathy Burke, Jan Kohls (Executive Director)

Absent: Hank Koshollek, Kellie Doyle, Mike Doyle, Bill Murphy, Jeff Willauer

- Meeting called: at 9:45 a.m. Barrington asked Zoller to take minutes in light of K. Doyle's absence
- Minutes of the March, 2011 meeting were approved as presented.
- Treasurer's Report:
  - Checks received from Jostens and Herff-Jones
  - Noted increase in dual memberships.
  - Discrepancy of \$1.36.
  - From year ago – last year around \$9,000, this year at \$11,936.72
  - Not sure why.
  - Nancy detailed tax-filing process and excessive waiting with IRS.
  - Every board member has copy of (IRS letter)
  - Employee/employer number not right.
  - IRS tax exempt handed out.
  - State tax exempt number handed out.
- Scholarship award winners announced: Alexandria Johnson from Rolling Meadows High School and two students from DeKalb (names)
- **President's report:**
  - Linda met with congressman about press rights legislation. Interested, said number of bills may keep from introduction. State Rep. Dale Kooyenga
  - A job for Linda – find examples when students have faced prior review or restraint. Wants examples.
  - SZ suggested contacting Wisconsin KEMPA members for ideas.
  - Linda asked about photos for the Web site – waiting for pictures. Joe plans to do this during summer workshop.
  - Letter to WIAA – Update on photographers. JS to use student photographers.
  - FYI -- New program: Exceptional High School Journalism. Program open to high school students. Create a game/program, mostly photographers and writers – interning but writing about things in home area (students do this) like virtual internship. KEMPA connection?
- **Membership**
  - Distributed. Up to 92 plus 2 mentees. Up 10 from last year.
  - Critiques up slightly
  - Scholarship donations – a couple. (See report)
  - Doyle -- \$15 late fee unneeded. Scholarship donation?
  - Mentee payment discussed. Since McCormick Foundation is funding Illinois mentor stipends, KEMPA's donation of \$1,500 will go entirely to the stipends of the Wisconsin mentors.

- **Executive Director's Report**

- Jan did what she could given her hospitalization. She is scheduled to undergo back surgery July 12. Recovery six months.
- During her 17-day hospitalization, Nancy picked up slack, especially with the mailing of letters to publication editors regarding Adviser of the Year, administrator of the year, etc.
- Adviser of the Year applications – came in strong. There are about 10.
- The deadline used to be early September, but Nancy made it June 15 to encourage early returns. A discussion was held as to whether it should remain in June or September. Consensus seemed to be to establish a June deadline, but late entries will continue to be accepted.
- Jan got a gift certificate for the American Players Theatre as our thank you to John Culbertson.
- Some discussion about scholarship mailing and handled by whom? Nancy asked Mara Lee to check KEMPA mail box.

### **Committee Reports**

- **Summer workshop**

- 30 people – way behind. Not much since Memorial Day.
- Need 25 people to sign up in two weeks. Individual calls.
- Will not cancel.
- Look at class enrollment. Combine classes.
- Gebardt Award – Susan Tantillo judging. Due at end of summer.

- **Tech workshops** – Not this summer. Some sites in Chicago area under consideration by Zoller.

- **Fall workshop** –

- Sandy handed out slip from last year matching speakers to topics.
- Speakers: contact Sandy.

- **Winter Conference**

- Cochair Needed – contacting speakers. Setting up extra sessions. **Zoller** to work with Nancy.
- Work on Saturday morning a bit. Bring attendance up. Staying a bit longer.
- SZ to get samples – see what's being sent out and programming.
- Nancy – short survey at fall conference. Do one online. More open ended questions via survey?

- **Critique**

- Reviewed critique form for online publications. Linda worked with MU student Patrick Johnson. Blended NSPA, St. Louis form in development.
- Links to online sites via KEMPA website.
- Have critique forms on web site so people know expectations.
- Let know guidelines.
- TJ makes motion to post, SJ seconds. – Passed. No opposition.

- **Old Business**

- **IJEA on KEMPA** membership form – us on theirs? How does it work? Reciprocity? Zoller said IJEA Executive Board meets in August at which time he will discuss it with them.
- **Role of Exec. Director** – talk to more people who have job (Linda checked) Found most have university-based person. University person has university resources. Colorado loan exception? SZ suggested an “executive committee” made-up of the officers (Barrington, Zoller, K. Doyle, T. Juran and N. Becker) meet to discuss Executive Director’s position. A status report will be presented at the Sept. 17 meeting with a recommendation for further discussion scheduled for annual planning meeting (Dec. 3).
- **Additional discussion highlights**
  - ✓ Discussion about working with UWW. Sandy expressed concern about dip in Fall conference enrollment, time needed.
  - ✓ Nancy cited pieces of Exec. Director – things needed. Linda cited Membership effort (Tom)
  - ✓ Nancy trying to look at it from a financial point of view. We can afford (Exec. Director). Assortment of things that are done. Continue to worry about getting new people who will stay on board.
  - ✓ Jan – Cited some of the things before Exec. Director – became director of summer workshop, yearbook workshop director, whole summer workshop and teach. All unpaid. Done with one event move on to the next. Assistant to Dick Nelson – unpaid.
  - ✓ \$500 a month to be director (who).
  - ✓ At this point, Jan said “she’s done” Two reasons, if a need for big change, then I must not be doing something right. That’s one thing. Feel insulted. Still believe in KEMPA. Feel I must be screwing up that a change is needed.
  - ✓ Secondly, surgery – in hospital for five days and then extensive physical therapy. Last one day of fall conference..that’s when I should feel better. Then feel much better in six months.
  - ✓ Linda – concerned she feels insulted – discussion was about the position not the individual.
  - ✓ Jan – does job description. Not sure if it is or was read. End up circular file.
  - ✓ Contract runs through Dec. 3 – no need to pay for second half of year.
  - ✓ Paid \$1,500 plus expenses in November. Second half comes at Fall Conference.
  - ✓ Not in fall conference budget.
  - ✓ Sandy to look at budget options for Fall Conference budget. KEMPA administration fee.
  - ✓ Allocate it – gets absorbed in University budget.

**Last item ..**

- Professional memberships for KEMPA.
  - SPLC
  - JEA
  - NSPA
  - CSPA
  - SPJ (?)

Do they offer organizational membership? Needs to be checked.

- **Next meeting: Sept. 17.**
- **Meeting adjourned at 12:20**



## KEMPA BOARD MEETING

September 17, 2011

UW-Whitewater

Roseman 2007

Present: Audrey Kemp, Tom Juran, Hank Koshollek, Stan Zoller, Kellie Doyle, Jeff Willauer, Kathy Burke, Sandy Jacoby, Jill Cook

Absent: Linda Barrington, Mike Doyle, Joe Koshollek, Bill Murphy

1. Call to order at 9:30 a.m.
2. Minutes of June 25, 2011 were approved
  - Add the names of the two scholarship winners from DeKalb: Sita Asma and Adam Pope
3. Financial Report (from Barrington, presented by Jacoby)
  - Jacoby met with Nancy Becker's daughter to obtain Nancy's KEMPA materials, including treasurer's information, the checkbook, etc.
  - Zoller indicated that the financial report is in limbo until we get everything sorted; Barrington will update us via email when possible.
  - Juran noted that we should make sure that the last membership deposit he sent went through to the checking account; Jacoby will check on it. Jacoby also said mentees were refunded.
4. Membership Chairman Report (presented by Juran)
  - We have 105 members; last year at this time we were at 92
  - We have four new members: two from ASNE, Waukesha West High School's *The Paw*, and Black River Falls High School's *Paw Print*.
  - Julie Tiedens of Black River Falls has 10 years of experience and would like to be involved with KEMPA but is concerned about the distance; could she participate virtually? [Julie later said she could Skype in bad weather.]
  - Jonathan Rogers from Iowa is the online critique judge; we have 3 online critique requests.
  - We have 5 new critiques: 4 yearbooks and 1 newspaper
  - We have Hinsdale Central High School's yearbook but no payment. Juran has made multiple contacts; Zoller will contact the adviser, too.
  - Juran said the membership is about balanced between Illinois and Wisconsin; Zoller said we need to try to recruit more schools from northeastern Illinois.
  - Jacoby moved to invoice everyone automatically each March 1 from now on to make them aware of the benefits of KEMPA membership. Juran seconded. Motion passed.
    - Zoller suggested that we discuss at the December meeting how to update the invoice form to reflect this change. In the past, we have offered an "invoice annually?" box, which will be removed since we now automatically will be invoicing.
    - Additionally, we have invoiced in May in the past, which is too late for some schools who need to make final payments by April; we now will invoice in March.
    - Zoller asked all members to begin collecting membership brochures from other professional organizations; we might want to develop a brochure and would like to see examples.

5. President's Report (from Barrington, presented by Zoller)
  - a. Gebhardt Award: Krystyna Keema, Lake Zurich HS
  - b. Awards (looking for additional nominees)
    - Administrator – There is one nomination: Dr. Matt Gibson, Elmbrook Schools superintendent
    - Friend of KEMPA – Zoller nominated Randy Swikle, Jacoby nominated Susan Hathaway Tantillo. Randy Swikle won the vote 5-2.
    - Media – Juran nominated Rick Wood. Zoller moved, Koshollek seconded, motion passed.
    - Yearbook Adviser of the Year – Jacoby, Willauer, and Kemp will be on the committee [Karen Frank of Stillman Valley was selected.]
    - Newspaper Adviser of the Year – Zoller and Doyle will be on the committee [Jill Cook of Brookfield Central was selected.]
    - Hall of Fame – Koshollek nominated David Wallner; Jacoby nominated Mike Gordy; Kemp nominated Kathy Burke; Jacoby nominated Audrey Kemp. Juran moved to accept the "Class of 2011," Willauer seconded, motion passed.
  - c. Remembering Nancy Becker – Based on email exchanges, the consensus is to rename the Adviser of the Year Awards after Nancy. Zoller and Jacoby also suggested the idea of naming the mentor scholarship after Nancy. Motion from Willauer: To rename the Yearbook Adviser of the Year after Jan Kohls and the Newspaper Adviser of the Year after Nancy G. Becker. Koshollek seconded. Motion passed. Motion from Jacoby: In addition to the motion that just passed, use the KEMPA financial support of the JEA mentor program to create a scholarship for mentors in the name of Nancy Becker. Doyle seconded. Motion passed.
  - d. Finalize annual meeting agenda
  - e. Board nominees – Tell Linda if you want your name on the ballot by Oct. 1.
  - f. Chair people – Be thinking if you want to retain your position. Zoller encouraged others to step in, too.
  
6. Committee Reports
  - a. Summer Workshop Follow-up (from Barrington presented by Doyle)
    - 41 attendees – we had a lot of fun!
    - We are in the black
    - We took some suggestions from students on how to better market Summer Workshop and came up with some ideas:
      - We will stop our mass mailing and instead send multiple brochures to our member schools; this is because most students indicated that they learn about Workshop from their adviser.
      - We also will change the curriculum for the photography class to include Photoshop.
      - In the brochure, we will offer suggestions to advisers on how to offer partial scholarships.
      - We will promote Workshop at Fall Conference
      - KEMPA representatives will visit schools to promote Workshop
      - We might add a Photoshop class from 9-noon on the first day of Workshop for an additional fee.

- Zoller mentioned that he would like to see another newspaper track – beginning newspaper, advanced newspaper. This will allow for more differentiation among skill levels.
  - Willauer said he would have liked to spend more time with his students during Adviser Day. Perhaps during lunch? Or extending the workshop to allow for collaborative opportunities (Juran’s suggestion).
- b. Fall Conference Update (from Jacoby)
- The mailing of the brochure was delayed about a week to finish up certain items, but the arrival time still seemed to work well for everyone.
  - There is a typo in the brochure about Winter Seminar dates
  - There are 51 presenters; there already have been 3 cancellations that Sandy is trying to replace with other speakers
  - At luncheon, rather than leave stacks of sheets on the tables, stuff the adviser folders with those documents. Also, they will list all of the publication awards on a handout (All-KEMPA, etc) to be included in a folder. Also, there will be a flyer promoting Summer Workshop and Winter Advisers Seminar.
  - We will put a flyer about Summer Workshop in student folders.
  - We will loop video of student comments about Summer Workshop during the opening ceremony.
  - There will be “enter only” and “exit only” signs in the lecture hall for opening ceremony to try to control the flow of people better.
- c. Winter Advisers Seminar (from Zoller)
- Mark Newton is the headline speaker; Zoller will be in touch with him
  - Rick Wood will be a Saturday speaker; Zoller also suggested a speaker on Friday – perhaps a school board member he knows who is a proponent of student freedoms.
  - Zoller suggested Julie Dodd as a potential speaker for 2013
  - It will be held at the Grand Geneva; we will not be by the Irish dancers. Zoller and Jacoby will take the tour when the time comes.
  - Be thinking about silent auction and raffle items.
7. Old Business
- a. Jonathan Rogers of Iowa will be paid \$30/critique for online critiques to be paid out of the Fall Conference budget. Zoller motioned, Kemp seconded, motion passed.
  - b. WIAA – Barrington needs help with this issue. Jacoby (on behalf of Barrington) suggested that Willauer become more involved. Willauer says he’s already been so highly involved in the debate and has been getting the runaround from WIAA. He does not feel comfortable. Perhaps J. Koshollek can help?
  - c. No Wisconsin Student Press Rights legislation for now.
  - d. Technology Workshop – Zoller is in touch with a new instructor at Loyola University in Chicago who seems enthusiastic about allowing KEMPA to use their facilities. We will discuss this more at the annual meeting.
  - e. Annual Meeting Agenda – Juran will present Administrator of the Year; Koshollek will present Media Award; Burke will present Newspaper Adviser of the Year; Kemp will present Yearbook Adviser of the Year; Zoller will present Friend of KEMPA; Barrington or Zoller will present Hall of Fame; Doyle will present secretary’s report; respective chair people will present on their events.
8. New Business
- a. Honoring Jan Kohls at Fall Conference

- Jan will receive a recognition plaque and a bouquet of roses (Audrey offered to chip in for the flowers) during Fall Conference. [Anyone else want to contribute to the cost of the flowers?]
  - The Kohls will be invited to attend, too.
  - Motion from Kemp: To rename the KEMPA student scholarships in honor of Jan Kohls. Seconded by Jacoby. Motion passed.
  - Motion from Kemp: The board will buy Jan a \$300 Fireside gift card in recognition of her service to KEMPA. Seconded by Jacoby. Motion passed.
  - The Kosholleks will look for photos of Jan. We also will ask Mark Thompson. Photos should be emailed to Jacoby by Oct. 1.
- b. Job description and advertising for executive director
- Board reviewed the proposed job description
  - Jacoby suggested adding under Communication a line that specifies that the applicants be skilled in Word processing and publication design programs.
  - The job description will be emailed out on various listservs.
- c. Request to be on the board: Marquette student. He can join KEMPA and the board.

Adjournment at 1:30 p.m.

## **ANNUAL MEETING**

October 14, 2011

UW-Whitewater

### **Minutes**

The meeting was called to order at 12:02 p.m.

President Linda Barrington welcomed new advisers, advisers new to KEMPA, family members of award winners, Bill Kohls (Jan Kohls's husband), Nancy Becker's family members, and the members of the Media Impact panel.

Barrington delivered the State of KEMPA address:

- KEMPA is financially healthy and dedicated to its scholastic endeavors, including the Fall Conference (with more than 1,000 in attendance this year), Summer Workshop, critiques, Winter Advisers Seminar, and Day Workshops.
- We soon will be in search of an Executive Director for KEMPA. The job description is being redefined, and we hope to hire someone for the position within the next couple of months.
- We are working on implementing Technology Workshops.
- Barrington encouraged attendees to let the KEMPA Board know additional ways we can assist their programs.

The Secretary's Report (minutes from last year's Annual Meeting) was approved.

The Financial Report was approved. Barrington also explained the new budget item: KEMPA's support of the JEA Mentor Program.

Remembering Nancy Becker

- Nancy died six weeks ago, after 20+ years as an award-winning newspaper and yearbook adviser.
- She was a JEA mentor, served on the KEMPA Board of Directors, and made many other contributions to scholastic journalism.
- Her son and daughter were presented with a memory book, and the Adviser of the Year awards will be named in Nancy's honor.

Honoring Jan Kohls

- Jan served KEMPA for two decades as the Executive Director and recently resigned.
- She helped to found KEMPA and in her years of service directed summer workshop and the Winter Advisers Seminar, among other contributions.
- Jan received a memory book, flowers, and gift certificate from KEMPA; additionally, the student scholarships will be named in Jan's honor.

Awards were presented:

- Krystyna Keema of Lake Zurich High School received the Gebhardt Award.
- Dr. Matt Gibson of Elmbrook School District received the Administrator of the Year Award.

- Rick Wood of the Milwaukee Journal Sentinel received the Media Award.
- Jill Cook of Brookfield Central High School received the Newspaper Adviser of the Year Award.
- Karen Frank of Stillman Valley High School received the Yearbook Adviser of the Year Award.
- Randy Swikle received the Friend of KEMPA Award.
- Kathleen Burke, Mike Gordy, Audrey Kemp, and Dave Wallner were named to the KEMPA Hall of Fame.

Barrington and Kellie Doyle reported that 41 students attended a successful Summer Workshop in July. New methods will be used to promote the workshop in hopes of reaching even more students. This year's workshop will take place July 22-25 at UW-Whitewater.

Stan Zoller previewed the Winter Advisers Seminar, scheduled for March 2-3 at the Grand Geneva Resort in Lake Geneva, Wisconsin.

The following individuals were elected to the KEMPA Board of Directors for the upcoming year:

Linda Barrington	Audrey Kemp
Kathleen Burke	Hank Koshollek
Jill Cook	Joe Koshollek
Kellie Doyle	Julie Tiedens
Sandy Jacoby	Jeff Willauer
Patrick Johnson	Stan Zoller
Tom Juran	

Sandy Jacoby invited attendees to become members and participants of JEA and also highlighted important upcoming JEA events.

Jacoby reported that 938 students were present for Fall Conference as well as 73 advisers and 51 presenters. She also commented on the large number of Illinois schools present.

The meeting adjourned at 12:54 p.m.