

KEMPA Board Meeting Minutes
UW-Whitewater
Nov. 3, 2012

Present: Sandy Jacoby, Audrey Kemp, Jamie Born, Jeff Willauer, Tom Juran, Linda Barrington, Hank Koshollek, Joe Koshollek

Absent: Chris Lazarski, Patrick Johnson, Jill Cook, Rachel Rauch, Paul Cook, Kathleen Burke

As Acting President, Sandy Jacoby called the meeting to order at 9:55 a.m. She welcomed new board member Jamie Born and everyone introduced themselves.

Minutes

The minutes of the annual meeting were reviewed with one change: 850 students attended Fall Conference. The minutes of the Sept. 8 meeting were corrected to show that Jill did not agree to present the newspaper adviser award at the annual meeting. Also typos were fixed. Hank moved and Jeff seconded acceptance of the minutes as corrected. The minutes were approved.

Treasurer's Report

Jeff said we have just over \$9,000 in the checking account. Hank moved and Audrey seconded the approval of the report. Report was approved. Jeff then presented a reimbursement procedure and expense reimbursement request form. It will be sent to all board members. Hank commended Jeff for his color-coded reporting that made the statement easier to understand.

Membership Update

We looked through the boxes Stan sent via Jamie to gather membership forms and publications still needing critique. Checks for memberships that arrived since Kim's resignation in September will be turned over to the new membership vice-president for processing. It looks like there are 13 additional members since mid-September.

President's Report

Some membership checks were sent to Jeff earlier. The missing yearbook from Grayslake was sent to Continuing Education. We'll need to pursue payment from Josten's from last year's Winter Seminar (Keri Lange). Jeff will follow through on this as Keri is his rep.

Executive Director's Report

Linda shared what she had done since the last meeting, including a new Winter Seminar mailing list of 300 advisers who've attended KEMPA events (or sent students to KEMPA events) in the last five years. After Linda went over story ideas for the next KEMPA Update, Tom suggested adding a section of the KEMPA website with pdfs of pages of All-KEMPA Award winners. Linda will contact those advisers to ask them to send selected pages for posting.

Linda then shared her accomplishments and challenges of the past year, along with objectives for next year and a request to be rehired. Following up on one of her challenges, the board discussed the recruitment of new board members and then clarified the by-laws. New board members can be added during the year according to Article 4, Section 8, up to a total of 20 board members.

The board adjourned to executive session to discuss rehiring Linda. Upon reconvening, Sandy announced Linda will be rehired. She will receive \$3,000 stipend and an allowance of \$1,000 for JEA/NSPA or comparable conventions. The board commended Linda for her work.

Election of Officers

The following were elected unanimously: *President*: Sandy Jacoby; *Vice-President*: Joe Koshollek ; *Vice-President of Membership*: Tom Juran; *Secretary*: Audrey Kemp; *Treasurer*: Jeff Willauer.

Out of concern for time and the need for new chairpersons, the board agreed to table the following discussions to the February meeting: membership, summer, social media and workshops.

Calendar for 2013

- Feb. 9 – all board meetings at UW-Whitewater
- Winter Seminar – March 1-2
- April 20 – board meeting
- June 29 – board meeting
- Summer Workshop – July 21-24
- Sept. 14 – board meeting
- Fall Conference - Oct. 11
- Nov. 2 – board meeting

Proposed Budget

Tom moved and Audrey seconded that we accept Jeff's proposed budget, which is the same as last year's. Motion passed.

Committee Selections/Appointments

- Summer Workshop Director – Patrick Johnson with Jamie Born's help (with Linda's mentorship)
- Day Workshops Director – Patrick Johnson
- Fall Conference Director – Sandy Jacoby with Tom's help (awards part)
- Winter Advisers Seminar Director – Jill Cook with Linda's help
- Webmaster – Mark Thompson with someone's help, maybe Paul Cook
- Scholarship – Audrey Kemp with Linda's help (form and email to member advisers)

Fall Conference

Sandy reported that it is too soon to know financial information about Fall Conference last month. This year 26 presenters donated their services to KEMPA, saving \$2,080. Only 108 people turned in evaluations. We had 47 presenters. Presenter ribbons were added this year to nametags along with the person's affiliation; on the back of the name badges were a login and password for Internet access on campus. Sandy will send an email to all of Tom's students thanking them for the plaque; we'll get them pizza next week; and a photo of Tom's students will go up on the KEMPA website.

Board members whose publications were critiqued share their dissatisfaction with their critiques—lack of supercritique, lack of helpful comments, etc. We think that comments might be improved if the judge's form was electronic. Linda will find out how to do this. Meanwhile, Tom will send a survey to all schools that got a critique to learn what they thought of their critique.

Jeff suggested that award-winning staffs who are not in attendance at the opening session of Fall Conference would be announced after the presentation to staffs who are in attendance. To move the lunch meeting along, we could seat all the award winners at the front and move them to the front of the buffet line. Next year we should also take advantage of the projector in the luncheon room.

Linda will send a thank you gift basket to Continuing Education for their service to us this past year.

Winter Advisers Seminar

In Jill's absence, Linda solicited suggestions for breakout sessions and reminders to be included in the brochure. Linda will do a session on Common Core and Journalism; Joe will do two photography sessions; Jamie will do a Lit Mag session. Tom will do a yearbook and InDesign session. We'll ask Evelyn Lauer to do an online publication session and we'll ask Patrick to do two sessions, social media and digital storytelling. Jill or Linda will contact Scott Angus about the after-dinner presentation on Friday evening. Stan has already spoken to him and Scott said he would do this.

Jeff will check with his yearbook rep about the unpaid amount toward last year's Seminar. Linda presented a list of suggested improvements for the 2013 Seminar, including awarding of certificates of appreciation to yearbook reps who underwrite portions of the Seminar. She will contact the main speaker, Steve Matson, about the details of his presentation. She reminded board members about finding good Silent Auction items for the Seminar. Finally, through Mount Mary College, we will be able to offer one graduate credit to those who attend the Seminar and do a follow-up assignment (to be determined).

Day Workshops

Patrick provided a report in advance showing three completed workshops this year, with a profit of \$1,050. Discussion was tabled to the next meeting.

New Business

- Linda said online newspaper critiques should be back in another week.
- Jeff has old files from Nancy, including her presentation and teaching. How do we store all this?
- What about file-sharing for members, like a digital library? Maybe a password-protected part of our website? We'll talk about this more at the next meeting. Bring ideas.
- Jeff repeated a past concern about having a KEMPA historian. Sandy said we should wait until another meeting to ask for a volunteer.
- Jeff suggested having KEMPA apparel for board members. It would be nice to wear when we are at schools or events representing KEMPA. He will check out companies and prices. Perhaps we could offer them to members for purchase.
- Jamie will develop our Lit mag critique with Linda's help.

Old Business

We decided the present scholarship application will work for lit mag applicants, with their entry being judged on design. Joe and Sandy each know someone with broadcast expertise in case we get an applicant in this area.

Audrey moved for adjournment; Jamie seconded. The meeting adjourned at 3:28 p.m.

Respectfully submitted,
Linda Barrington
Acting secretary

The next meeting will be on Saturday, Feb. 9, at 9:30 a.m. at UW-Whitewater.

KEMPA Board Meeting Minutes

UW – Whitewater

Feb. 9, 2013

Present: Joe Koshollek, Tom Juran, Linda Barrington, Jeff Willauer, Sandy Jacoby, Patrick Johnson, Jill Cook, Rachel Rauch, Jamie Born, Chris Lazarski

Absent: Paul Cook, Kathleen Burke, Hank Koshollek

Minutes

Motion made by Patrick to accept the minutes of the November 2012 meeting as written and read by the board. Seconded by Jill. Approved unanimously.

Other side notes – Linda made an apology to Jamie who had offered to do a lit mag session at Winter Retreat, but ran out of time in the schedule.

(Ask Tom about pizza)

Linda – KEMPA has been incorporated for 30 years and sent a gift basket to Continuing Ed. She bought 30 different kinds of items as 30 thank you's Continuing Education. Only cost \$11, Linda baked items as well. Continuing Ed. loved it. Sandy lauded her efforts to make the connection with Continuing Ed.

Treasurer's Report

Jeff- \$9,364.41 most current balance

Paid out three scholarships - \$800 (Daniel Brount), \$500 (Kelly Wang), \$300 (Amy Ausdenmore) - the 2012 recipients.

Jeff has also been in the process of scanning and downsizing records from previous years. All past paper records have been shredded. All records are now stored electronically. Records scanned and stored dating back to 2005.

Tom would like to see us look into storage into Google / Google Drive. It would be set up to share with board members. Must have a gmail account to use / access it; Sandy has already set up a gmail account for KEMPA. Need to set up a Google Share Folder. Must be a Google doc to edit it. Excel file wouldn't be able to be edited, but it can be saved as a word document. The board will address this more at the next meeting.

Expense report sheets – Jeff can e-mail them out so everyone has them. Linda made it into a form. She will e-mail it to Jeff so he can get it out to everyone.

Received \$500 from Jostens due from the last Winter Retreat three days after Jeff notified Keri Lange. Jostens lined up to sponsor the next Winter Retreat.

Patrick - Budgeting at \$700 per day workshop, but that's high. \$700 is a gross number. (not 4 at \$700) Next year 4 day workshop \$300. Sandy entertained a motion to modify the budget.

Tom moved to amend the proposed budget. Seconded by Joe. Approved.

If you need to contact Jeff about KEMPA business, use this email address: jeff.willauer@gmail.com

Approval of general treasurer's report - Motion made by Jill, seconded by Jamie. Approved.

Executive Director's Report –

The National Round up section – Linda submitted KEMPA information to Dow Jones. Also looking

for people to write adviser and scholastic profiles.

Linda represented KEMPA at SPA convention at the round table discussion. (See executive director's report.) Numerous organizations are struggling to maintain members; with over 100 members, KEMPA is larger than many.

Tom suggested we collect e-mails for principals to contact them after Fall Conference. Send a letter about presenters, awards. Linda will get the e-mails off the Internet.

Patrick suggested updating the KEMPA brand. Sandy wondered if we need to set up a committee for rebranding KEMPA. Idea of rebranding will be tabled until later – until after Winter Seminar. Rebranding will be discussed at the April meeting.

JEA put out a proposal to have a new university house it instead of Kansas State. The Executive Director is an employee of the university.

Jill wondered if KEMPA might help member advisers by presenting non-fiction reading sessions (due to Common Core). Jamie teaches media literacy. Sandy said sessions could be part of fall conference. Jamie said media lit could be a day workshop. Sandy suggested Patrick put a brochure together to send out to principals and department chairs. Linda suggested getting support from DPI.

Tom raised the question of how board members would get released to go do the presentations. Other ideas generated: How could KEMPA help pay for the sub, etc.? When would the sessions be offered: At night? A weekend? Linda – we could come up with a curriculum and anyone from the board would be able to present it. Trial run this summer – to get feedback?? - during KEMPA workshop? Jamie said it has to be aligned with the Common Core and be able to give them a document.

Linda – JEA has a service they subscribe to for teleconferencing. KEMPA could use that for a teleconference call to help facilitate it. Sandy suggested Jamie head up the committee. Jamie said they could try to trial run it this summer and depending on how it goes, do it during fall conference. Linda volunteered to be part of the committee to help with tasks. Jamie will be the chair, Jill and Patrick will also be on the committee. Tom will assist Jill. Patrick will be part of the committee as well.

Mentor program – Separate document given regarding the mentor program.

Scholarship – Justin Loewen was invited to reapply this year since he did not get to use the scholarship due to his brother's death. Linda will be sending out information for scholarships.

Membership mailing – slated for late Feb. / early March.

Seminar was scaled back and sent to 300; 2800 sent for fall conference. List of 300 had been generated from publications that came to fall conference, summer workshop, etc. in the last five years.

Summer workshop mailing going out to 300.

Tom – if we don't mail to 2,800, how do they find out about us? (1,400 schools)

Chris – send out a postcard? (Can't be sent out bulk.)

Cost of 2,800 bulk mailing - \$476 for mailing, then printing is additional. (could be a total of \$1,000)

Electronic file - How get e-mail addresses?

Keep fall conference at 2,800. More can be included.

Contact NEWSPA to get their list. Include NEWSPA list with the 300. Rachel is teaching a dual credit through UW-Oshkosh. We would be willing to promote their events, if they would promote ours. Linda Will contact them.

WTEA – Jeff will forward our event information to their listserv.
Sandy suggested having a standardized script.
Tom will put together a form email for contacting people about our events.
We will target the 300 on all member mailings, except Fall Conference.

Let Linda know ideas for the KEMPA Update – end of March.
Tinker Tour – looking for a group of students to do a website chronicling the Tinker tour. Let Linda know of any students interested in working on the website.

Linda will check on cost to get Tinker Tour speaker for summer workshop.

Membership – Tom

110 current members; 8 more mentees for a total of 118 - 3 of which will end at the end of 2013. Pretty much in line with last year. Membership and critique form has been sent out – get corrections to Tom. JEA prices need to be updated. New membership form will be sent out. KEMPA prices will remain the same. Literary magazines for critiques – magazines due June 15.
Yearly invoice – take off form – will be doing it automatically. Will send a membership form and an invoice to publications that use to be members - check boxes with selections and leave the total box empty.

Winter Retreat

All three yearbook companies committing \$300. One already paid. Budget submitted. Numbers look good at this point – so far 21 people registered so far. Presenters are expected to pay. Board members can get for discounted price to get more board members there.

Screen and projector – need three of everything (Linda and Jill bringing projector and screens, Chris is a maybe on projector). Linda will check to see if she can get a second screen. Most of door prizes are purchased, folders ready, name tags ready. Need silent auction items. Schedule provided for review. Descriptions of sessions on the schedule given for review. Jeff suggested 30 percent of original cost for minimum bid for silent auction items.

Grad credits arranged.

Going back to paper evaluation.

Motion made to split the proceeds between KEMPA scholarships and SPLC – Tom motion, seconded by Jill. Approved unanimously.

Next year's Speaker – Carrie Faust – Patrick made the motion to select Carrie, seconded by Joe. Amended to have Kim Green present if Carrie is unavailable. Approved unanimously.

Summer Workshop – done with core planning process. Brochures printed and here, website up. Budget is completed, marketing is completed. JEA has our posting, ASNE, Dow Jones. Core scheduling completed. Bryce is teaching all technology on the first day. Days will be broken up more with games with team competitions. Introduce a jamboree – air band competition, lip synch, awards that night instead of last day. Final meeting – show off student work and invite advisers and parents. Twitter and Facebook. College students with majors in journalism or communications are going to serve as unpaid interns. They will also serve as camp counselors and get room and board. Need male interns because of camp counselor positions. Interns will be writing profiles of instructors beginning March 1 and will be

profiling campers as well. First mailing will go out this week. Another brochure will go with membership mailing. Patrick and Jamie will be sending out personal emails to all member advisers. Jamie is working out lit mag. Also looking for broadcast student advisers. Linda teaching an advisers class for new and returning. Four new classes being offered this year. Want 60 students, real go is 100. Housing – getting moved to Wellers – will be remodeled – close to classes and dining hall.

Will still offer adviser day with Sandy as teacher – Sandy will if she and Patrick coordinate it. Would like it if Jamie didn't have to teach, especially if numbers are up.

Have to get speakers. July 22 and July 23 needed.
Students checking in 7:00 to 8:30. Interns will be there to meet kids.

Had one day workshop - Wheeling High School

Fall conference – 815 members, 83 advisers, 154 non-members. 4327.99 profit – check report. Thank you to Tom for reduction in award prices \$397 only spent on awards. Equally beautiful.

A few questions to still ask about postage.

Rest tabled until next time.

Scholarships – Editing and design of lit mag. Sandy said she can get Steve Brown to judge broadcast if we get any applicants.

Jim Dushane – to judge broadcast. (Joe's contact)

Photo journalism scholarship – proposed – discussion tabled. Photography contest? See scholarship application. Photojournalism is already included.

Spring contest- Rachel offered to help with it but not for this spring. Jeff offered to do poster size prints of photography winners. Discussion tabled until next meeting.

Web page

Mark is retiring at the end of the year as web master. Requirements – need a host server. Chris offered to do something with the website. Will talk to Mark. (Chris) Word press for themes? Chris will contact Mark about the website. Goal is fall conference.

Message has been sent out to All-KEMPA winners to post pages. Only Wausau West responded. Linda will recontact people again.

Old Business. Meeting dates.

April 20 – despite Badger spring game, date will remain the same.

New business – lit magazine critic – Linda and Jamie are going to meet.

Scholarship – covered.

KEMPA historian – need one. Sandy asked for a volunteer. Website might serve as historian. Tabled until April.

Motion to adjourn – made by Audrey seconded by Patrick and Tom simultaneously

KEMPA Board Meeting
April 20, 2013, 9:30 a.m.
UW – Whitewater, Roseman 2007

MINUTES

Call to order at 9:45 a.m. Present: Sandy Jacoby, Joe Koshollek, Jill Cook, Jamie Born, Patrick Johnson, Hank Koshollek, Chris Lazarski, Jeff Willauer, Rachel Rauch, Linda Barrington Absent: Kathleen Burke, Paul Cook, Tom Juran and Audrey Kemp

Agenda: Additions to New Business: KEMPA historian, role of board member

Corrections to Minutes:

- Page 1 near bottom, treasurer’s report-- change “Need to...” to “If you need to contact Jeff about KEMPA business, use this email address: jeff.willauer@gmail.com”
- Page 2 near top executive director’s report—change end of last sentence in second paragraph to “KEMPA is larger than many.”
- Page 2 middle executive director’s report 6th paragraph—change beginning of first sentence to “Jill wondered if KEMPA might help member advisers by presenting...”
- Next sentence should begin “Sandy said sessions could be...”
- Lower on same page under scholarship—Justin’s last name is spelled Loewen.
- Next paragraph, eliminate the second and third sentences -- “Separate mailing...list from the state.”
- Three lines down, add “mailing” after Summer Workshop.
- Top of next page last sentence in NEWSPA item: change to “We would be willing to promote their events, if they would promote ours. Linda will contact them.”
- Next item at Wisconsin Technology Educators Assoc.: “Jeff will forward our event information to their listserv.”
- Next item: “Tom will put together a form email for contacting people about our events.”
- Next item: “We will target the 300 people on all member mailings except Fall Conference.”
- Summer Workshop report, 7th line should read: “They will also serve as camp counselors and get room and board.”
- Last sentence under Scholarships should read: Photojournalism is already included.

Koshollek moved and Jill Cook seconded approval of corrected Feb. 9, 2013 minutes. Minutes approved.

Treasurer's Report/Approval – Jeff reminded people to use the KEMPA debit card when making large KEMPA purchases. He also has created a letter to verify the KEMPA Board or Ex. Director as a person allowed to present the debit number for payment. For the Day Workshop he presented, Bryce Ulmer was paid.

Executive Director's Report – Linda said she’ll send via email to advisers the announcements for Gebhardt Award, Administrator of the Year and reminder of deadline for publication critiques. The announcement for Adviser of the Year will go via US mail to advisers, principals and editors. Linda will send frequent reminders via email before the deadlines.

COMMITTEE REPORTS

Membership – Tom Juran had submitted a report and has the membership posted on a Google doc for the board to have access. Sandy will contact Tom to determine if he has set up viewer rights for the Board with edit rights for executive officers. Invoices are being finalized and should be mailed this week.

Winter Adviser Seminar – The event was over budget by \$1,105, mostly because mentees have their fee waived. Sandy pointed out that supporting this adviser learning experience is basic to KEMPA’s mission. Jill moved and Joe seconded a motion to have mentees pay \$35 for Seminar instead of the full

fee. Discussion centered on the desire to continue to encourage mentees to attend at a greatly reduced cost but to cover the dinner meal cost of each dinner. Motion passed. Jamie Born moved, and Patrick Johnson seconded a motion to pay breakout presenters the same fee as presenters at Fall Conference (currently \$40 per session) with the option to donate their fees back to KEMPA. Motion passed. The two state breakdown on attendance, 11 from Illinois and 16 from Wisconsin, continues to reflect our service to both.

Silent Auction disbursement for scholarships: \$270 for KEMPA scholarships and \$270 for Student Press Law; Sandy noted an outstanding effort from Linda and Jill for both KEMPA and SPLC as compared to last year. Jill and Linda will get bids from Grand Geneva Resort, Lake Lawn Lodge, Kalahari Resort, Great Wolf Lodge, Wilderness Lodge and Chula Vista for next year, March 7-8, 2014. They will present summary comparisons to the board via email and then the board will vote on this via email. The keynote presenter next year will be Carrie Faust. Sandy commended Jill and Linda for the fine job they did with the planning and organization of the seminar.

Summer Workshop – Patrick said one of the large group sessions will be on digital media instead of press law, which Linda will be covering in the Adviser Class. Rick Wood has presented for so many years that board members felt we were taking advantage of him. Patrick and Jamie are looking for another photojournalist to be the other large group presenter. Meg Theno or Mike Garcia are possible photojournalists to enlist from the Chicago Tribune. Bryce has been updating content on the Summer Workshop website, which is averaging 45 views a day and 72 on the day after Patrick sent out an email. He's using Twitter postings regularly. Instructor profiles are on the websites. We're linked on the JEA Digital Media workshop website.

They've added KEMPA Kamps—Harry Potter-like houses will compete for the KEMPA Kup. This will put them in groups that aren't just people from their own school. KEMPA Palooza will be the lip-sync dance competition. T-shirts are designed and color-coded by houses. Patrick has six interns, who have interviewed the instructors and written profiles of them. Chris Lazarski said he'll promote the Broadcast Class on the RTNDF listserv. The Milwaukee Film Festival has a high school piece for students, and they might know where some broadcast programs are in the area, so we can contact them about the workshop.

Day Workshops – Patrick Johnson said Bloom High School still wants a workshop. Adviser Cindy Renaud, a former JEA mentee at Kenosha Harborside Academy, wants a yearbook day workshop in the summer. Both are still in the planning stages.

Fall Conference – Sandy referred to her printed report. Profit is \$3,753.30, counting added postage costs and judging fees for Kathy Craighead. A bulk order of folders and a redesign of the folders will be made this year .

Social Media/Technology Workshops – Rather than a specific workshop promoted as a new thing, this can be one of many kinds of workshops that are offered as Day Workshops.

Media Literacy & Common Core – Jamie Born said she'd like to offer a session at Fall Conference on this topic. The committee still needs to develop Day Workshops on this topic, hopefully with a trial run session during Summer Journalism Workshop. When we offer this, journalism teachers in schools should bring an additional staff person to the workshop. This is to promote common core teaching. By next summer we should be able to hold a specific class at Summer Workshop on common core standards and media literacy.

Scholarship – Fourteen students applied for a scholarship. Audrey Kemp now has them, so we should have the results soon. Linda will send out letters and emails to the winners and those who did not win. The committee has \$2,070 (including money from the Silent Auction) to divide among the winners.

Website updates - Chris Lazarski asked about new website decision-making: Word Press theme, hosting, logo, and other initial content decisions. Who makes those decisions? Chris will pick some themes and send five to the board by April 30 for feedback by May 15. By Aug. 16 he wants the website up and running. Chris has downloaded 80 percent of the files from Mark already. There are other folders with older material that he needs to get via Patrick. We need to let Chris know what kind of functionality is needed. Patrick said we should have tabs for our main events: Summer Workshop, Fall Conference, Winter Seminar and Day Workshops. Patrick, Sandy, Joe, Jeff and Linda volunteered to help Chris make decisions about the site as a committee chaired by Chris.

OLD BUSINESS

Branding – Patrick said we have to start with external things — what do we look like and how are we viewed. We need to coordinate formatting, logo and structure. We need a color, he said, and discussion was animated with Sandy, Joe and Hank supporting the use of red plus black and white. But a facelift is needed. Joe and Sandy emphasized the need to select two colors like the red and black to reduce printing costs for print materials like KEMPA folders used at most events and activities. Sandy wants people to submit logo designs using black and red to Chris by May 31. The design needs to be more horizontal than vertical.

NEW BUSINESS

Photo contest at KEMPAonline.com –Rachel is making a flyer for Fall Conference folders. Photos for the contest must have been published between Sept. 1, 2013 and March 31, 2014. Submission should include a pdf of the page or publication, print or online, on which the photo appeared. They have to come up with categories. Tom Juran will make plaques for winners. There will have to be criteria to decide who the winners are. Chris suggested a Fall Conference session in 2014 of photojournalists critiquing the submitted photos.

Non-attendance by a board member – Sandy said there is nothing in the by-laws about removing a board member who does not attend meetings. Sandy will send a courtesy email reminding our absent board member of remaining meetings and if he prefers not to attend, we will remove him from the slate of candidates for next year.

KEMPA historian– Linda volunteered to be the historian and will get ideas from other executive directors about what historians should do and what kinds of materials they should keep.

Commendation – Linda commended Sandy for writing an endorsement of the JEA Resolution about First Amendment and Censorship Authority on the 25th anniversary of the Hazelwood decision and the resolution of support for Stan Zoller after his district notified him that his contract would not be renewed.

Adjournment

Patrick moved and Jeff seconded a motion to adjourn. The meeting adjourned at 12:47 p.m.

The next meeting is on June 29 at UW-Whitewater at 9:30 a.m.

Respectfully submitted,

Linda Barrington, acting secretary

KEMPA Board Meeting – June 29, 2013

UW-Whitewater

Present – Sandy Jacoby, Patrick Johnson, Tom Juran, Jill Cook, Hank Koshollek, Joe Koshollek, Audrey Kemp, Linda Barrington, and Rachel Rauch.

Absent – Jamie Born, Chris Lazarski, Kathleen Burke, Paul Cook, Jeff Willauer.

Secretary's Report of April 20 minutes – Joe moved to accept the minutes, seconded by Jill as submitted. Approved. Motion passes.

Treasurer's Report – Jeff submitted a treasurer's report. The report indicated four deposits from membership fees were made, totaling \$4,245. He indicated in the report he was preparing to send out a check to JEA for those memberships this week. The current balance should be \$12,027.74, not including the amount on the invoice just sent to UW-Whitewater Continuing Education and the check he will write to JEA for memberships. The ledger looked almost identical to what was shown last time except for a couple of transactions. .

If an updated version of the ledger is sent, Sandy will send it along to the rest of the board members. The board will wait to officially accept treasurer's report. Joe suggested having June's report submitted at the next meeting along with the new one.

Membership Committee Report – Tom

78 members as of Saturday, still coming in even though after the June 15 deadline.

14 publications in the mentee program.

Critiques – 51 requests including:

29 newspaper (21 regular, 8 super)

20 Yearbook (10 regular, 10 super, with Summer and Fall books will still be coming in)

1 Online (regular)

1 Literary Magazine (regular)

Current Google Doc membership available online at

<https://docs.google.com/a/elmbrookschools.org/spreadsheet/ccc?key=0AgpkhhMHOSStXdDIHanBnUy10Z3Y2WXN4U2tVUWYtamc&usp=sharing>

Tom will be doing follow up emails in July and Linda is going to make personal phone calls to those she knows have been members in the past but are not on the list.

Joe needs to be listed as an individual member, serving as a board member.

Sandy had sent an email to Paul Cook, board member who has not attended meetings since his election to the board in November. He has asked to have his name removed from the next election. He will still be a member of KEMPA, but due to family medical, he cannot attend meetings.

Tom asked if we have a complete list of mentees. Linda said some have completed the program, others will be added. Tom asked mentees to be encouraged to fill out a form with contact information.

Credit card payment added to the site? Tom will check with Chris and Jeff (Audrey brought up additional fees if credit card payments are accepted.)

Executive Director's Report – Linda

Gebhardt award nominations – 7. Sent to Susan Tantillo – she will have them back by the end of August.

Adviser of the Year – 11 – highest number we've received. (Deadline was June 15.)

Deadline discussion – hard or soft deadline? If many, hold over to the next year? If held over, must still be actively advising at the same school?

Motion – A nomination for adviser of the year may be held over for one year, with the provision the nominee is still actively advising the publication at the same school. Motion made by Patrick, seconded by Tom. Vote – approved, 1 opposed, abstain – none.

Deadline of nominations -

Motion made by Audrey - Adviser of the year and administrator of the year will be a hard deadline of June 15. If there are no nominations that year and no active pool nominees, then no award will be given that year. Seconded Patrick. Vote – unanimously approved.

Patrick, Audrey, Joe, and Jamie will be on the committee. (Sandy will be the tie breaker if necessary.) Linda will scan them in and e-mail them to the committee members.

One nomination for administrator of the year. Form will be sent to the committee to be reviewed.

Mark Thompson was nominated for the JEA Lifetime Achievement Award by Linda.

JEA affiliate membership – raised to \$100 from \$60.

JEA Board members approved a conflict of interest policy and signed an annual disclosure form.

KEMPA adopted a policy when we applied for a tax exemption as a non-profit. Linda suggested we revise it for clarity and include an annual disclosure form. Policies and form were included for the board's review. Linda suggests each board member signs it at the November board meeting each year. Agenda for September meeting – if any changes need to be made to our form (comparing it to JEA's) and have it ready to sign at the November meeting.

Mentor program – mentors provided summaries because KEMPA funded mentors. 3 Wisconsin and 2 Illinois mentors will not get support (\$12,500) from JEA due to slashed budget. Linda applied for a NEA learning and leadership and wrote a grant (see letter c of agenda items). KEMPA's funding could go to Illinois mentors. Don't have the money to hold training this year. Sandy said they will look at funding the mentor program at the November meeting.

SPA Historian - A copy of all minutes, photos, fliers from events should be saved. Linda will be contacting past KEMPA people to see if they have any items.

Rachel will be submitting a profile to Dow Jones.

Linda's Executive Director travel allowance will be held over to next year because she did not use it this year.

KEMPA Update – to include for the fall:

- Fall conference promotion stuff – Sandy will write article
- Summer workshop – article by Patrick
- Summer workshop photos
- Message from president
- Board member profile - Sandy
- Patrick – article about attending JEA Institute in Vegas
- And other items

Linda got an e-mail from Stan. Wants to stay a KEMPA member as a professional member. He is willing to put feelers out to people in the Chicago area as speakers for the fall conference.

Committee Reports

Summer Workshop – Patrick

Goal of 51 students met, 3 more need to be processed. May be more stragglers after Monday.

Designed each participant's individual calendar – special interest sessions, classes

Ran 8 of 10 classes (not sports class, but created special interest track), video did not run

Capped classes at 10. Linda's and Joe's classes each have 4. Most other classes have 8.

Lit mag class is running modified – students placed in second choices, but they'll have special pull out

sessions with Jamie.

Up 3,000 hits (4,200 total hits) on the website since April meeting.

All set and ready to go for camp.

Staff getting new t-shirts this year. Not using the polo, getting baseball t's. Students will receive camp t-shirt on the first day. Shirt color will correspond with the "kamp." Shirts will be ordered July 2. T-shirts will be \$5 a shirt.

Technology workshops – Photoshop and indesign are the first two workshops everyone is required to take. Large group – not hands on. Lots of materials to give out.

Interns are in charge of all "extra" time. Three guest speakers (one more than last year). Digital media, photography, covering the Stanley Cup, entertainment coverage and critical writing, and multi-media.

Adviser day – Linda, and Patrick and Jamie on media literacy and common core standards are part of round table on Tuesday. Also will have a session on law and ethics. Third session also offered.

Wednesday – last day – final projects. Parents and guardians are invited to attend. Presentations of final projects. Students from classes will present, individual awards will be presented. Certificates of completion.

Evelyn Lauer's class will be creating a website to put all student work on it.

Day workshops – substantial amount of work will come in August. Patrick would like to step down from day workshop due to his new job (as organizer). He is willing to co-chair them with someone. There are no workshops scheduled right now. Currently, Patrick organizes and sets up a teacher for the workshop.

Linda suggested we reach out to KEMPA members who might be interested in helping with day workshops.

Patrick asked that we do not include day workshops as expected money budgeted. (Currently 3.)

A form will be included in the fall conference folder for day workshop director and instructors. Ad will be put in KEMPA Update as well.

Fall Conference – Sandy

Review of financial information from Continuing Ed show the 2012 Fall Scholastic Journalism Conference as highly successful with an adjusted profit of \$3,660.80. Jeff invoiced a UW-W Scholastic Journalism Conference account for 43,460 for KEMPA administrative fees. The remaining \$200.60 will cover upcoming expenses.

UW is no longer absorbing money. All accounts move into the fiscal year.

Seeking bids for 3,000 and 6,000 folders respectively for enough folders to handle Fall SJC at lowest cost.

Seeking bids currently for 3,000 to 6,000 folders.

Sandy submitted two crests and three versions of folder designs. Rachel submitted a logo design by a student.

Tinker Tour – Mary Bet Tinker not available on October 11. Could reschedule fall conference for Oct. 18. We need confirmation from Eric if Oct. 18 is available. Sandy and Eric will speak on Monday, July 1.

Critiques – On site critiques at fall conference? Linda and Rachel volunteered to do some. Advanced sign up. Jill and Patrick willing to work with it as well.

Electronic critiques – NSPA does it. Eliminates math errors by judges. Could ask NSPA how to do it.

Tom will look into it this week. Linda will send an electronic form to Tom (Newspaper and yearbook critique forms).

Updating critique form on September meeting.

Judges – will contact judges from last year if they are willing to judge all of the publications. If not, we will seek out other qualified judges.

Folder design options will be sent to board members to vote on the design. Sandy will be sending the folder designs and expect an answer by July 15. Other designs can be submitted by email no later than July 9. Worst case scenario, adults will get Whitewater folders at fall conference.

Winter Seminar – Jill

A facility comparison had been sent for board review including Wisconsin Dells. One facility was not available, others priced themselves out (\$50 room increase). Grand Geneva – has been cold and the food “sucked” – Jill’s wording.

Lake Lawn – food much better. Also includes complimentary social hour at no charge, seafood buffet is an option (includes vegetarian and meat options).

Linda and Jill’s pick – Lake Lawn Lodge. Date – March 7 and 8, 2014.

Motion – Linda and Jill recommend the Winter Advisers’ Seminar to be held March 7 and 8, 2014 at Lake Lawn Lodge Resort. Seconded by Joe.

Vote – approved unanimously.

Suggested Focus for seminar – Writing, research, and technology aligned with Common Core Standards. (Not just focused on Core Standards because it might scare people away.) Give ideas of breakout sessions to Linda and Jill – either ideas or volunteering. They want to have the program firmed up by September meeting, ready to go by fall conference.

Yearbook companies will be asked to sponsor again. Mini presentation.

Website design –

Website ownership – answer will come from Sandy. She will get it and give it to Chris.

Updating social media and website – One section of the website could include a blog. Patrick currently takes care of Twitter. Linda suggested the KEMPA Update could become part of the website. All board members would have access to update the website. Rachel and Patrick will work with Chris on social media, Linda will also be involved (blog part). Sandy will be involved in any way she can.

Chris is still investigating themes for the website.

Common Core State Standards will be included on the website. Link to the Common Core State Standards.

Tom – KEMPA emails. There is a Kettle Moraine Press Association gmail account.

The board reviewed Chris’s report and will provide responses to his questions including blogging for board and members, e-mail accounts, potential links such as Common Core State Standards.

Scholarships – Audrey

Letters were sent to the winners and to the principals at the schools. Here are the winners:

Megan Jones - Wheeling High School - \$500

Rachel Tripp - Belvidere High School - \$500

Emily Jo Pahl - Grayslake North High School - \$400

Stephanie Drucker - Niles North High School - \$400

Students must submit transcripts and an essay after first semester to get a lump sum check.

Old Business –

Photo competition – Rachel

“Point. Shoot. Enter.” Submission in jpeg. Deadline submission April 15, 2014. Photos may be submitted by a staff member of yearbook, newspaper, lit mag.

No more than 3 per category, no more than 6 per student.

Categories: News, Feature, Sports

Winner will be selected in each category. Winners will be announced in early May.

Best of Show – will be made into poster size. Prizes - \$100 Best of Show, \$50 for first place in each category. Plaques for winners? Tom's group would make them.
See if Chris can make a special e-mail account for photo submissions. All submissions will be posted to the website. Maybe like a slide show?
Joe will get specifics to Rachel on definitions of the categories and necessary information to be included. Rachel will check out other photo competitions by yearbook companies.
Photography flier will be put in the fall conference folder.
Poster will be displayed at fall conference, then given to the publication.
Motion – Patrick made the motion to allocate \$300 to the competition (includes money for plaques and poster) Seconded by Tom. Vote – approved unanimously.
Literary Magazine Critique booklet – Columbian Scholastic Press Association and NSPA combination of critique books. Still needs to fine tune the booklet. Parts: Organization (200 points), Content (400 points), and Design, graphics, and photography (400 points) and Bonus points (20). Jamie did the layout and the leg work to get booklet together.
New Membership for KEMPA:
Do we join SPLA or just give a donation. In the past we have given a donation.
Center for Investigative Journalism – UWM – Should KEMPA (Sandy) make a statement to Governor Walker to keep it housed at UW-Madison? – yes. Sandy will send an e-mail.
Linda was trying to contact Jeff to have him make a payment to renew KEMPA's JEA membership before it goes up in cost. Linda was not able to reach Jeff during the meeting.

Adjournment – Motion made by Patrick, seconded by Tom. Adjourned at 2:50.

September 14, 2013 minutes are missing.

Kettle Moraine Press Association
Friday, Oct. 18, 2013
University Center Room 275 – Old Main Ballroom
UW-Whitewater
Annual Meeting Minutes

1. Call to order – Sandy Jacoby, KEMPA President
2. Introduction of new advisers and special guests – Mary Beth Tinker, SPLC lawyer Mike Hiestand & Knight Chair for Scholastic Journalism Center / Kent State Mark Goodman, and Dr. Steve Brown, former professor specializing in educational law at Northeastern Illinois University and co-host of “Education Matters.”
3. State of KEMPA – Linda Barrington, executive director, said that last year’s election of new, young advisers to the KEMPA board has brought an infusion of energy and exciting ideas this year. She cited six benefits of KEMPA membership and announced the creation of a new KEMPA logo and branding along with a new KEMPA website at KEMPAjournalism.org. KEMPA Update will be discontinued in print format and news will be updated at the website in a more timely fashion.
4. Awards –
 - *Gebhardt* Award: Ivana Kosir, Niles West High School, with adviser Evelyn Lauer accepting.
 - Administrator of the Year: Jeff Eben, J.I. Case High School, was not able to attend.
 - Media Award: Wisconsin Newspaper Association Foundation, accepted by Bonnie Fechtner
 - Friend of KEMPA: Kellie Doyle, Lake Forest College
 - *Nancy Becker* Newspaper Adviser of the Year: Charles Pratt, Niles North High School
 - *Jan Kohls* Yearbook Adviser of the Year: Tom Juran, Brookfield Central High school
 - KEMPA Hall of Fame: Mike Doyle and Kregg Jacoby
5. Approval of minutes for 2012 Annual Meeting at Fall SJC
Motion made and seconded to approve the minutes. Approved – unanimously.
6. Financial Report – Jeff Willauer, Treasurer
 - (Contacted Jeff for report, otherwise I will use the numbers presented at the Sept.meeting.)
7. Business
 - **Workshop Reports** – Summer and Day Workshops – Patrick Johnson
 - Day Workshop** – Libertyville High School hosted a workshop September 20, with Linda Barrington as instructor. KEMPA is looking for someone to fill the role as Day Workshop director.
 - Summer Workshop 2013** – The theme was “Telling Stories, Making History. “ Camp was a huge success with 62 campers. New for camp was KEMPA Kamps, the KEMPA Kup, and KEMPAalooza. These were a big hit with campers, rating it one of their favorite things in the four days. The use of interns at camp was beneficial to instructors and campers.
 - Winter Advisers’ Seminar** – Linda Barrington
“Point Your Publication in the Right Direction” – theme for the Winter Advisers’ Seminar, March 7-8, 2014 at Lake Lawn Resort in Delavan, WI. Carrie Faust, presenter, was named the JEA 2009 National Distinguished Yearbook Adviser, a 2008 JEA Rising Star and the 2011 Colorado High School Press Association’s Teacher of the Year.
 - **KEMPA Board of Directors Elections:** the following slate of board members was approved unanimously:
 - o Kathleen Burke, Regina Dominican High School
 - o Jamie Born, Lakes Community High School
 - o Jill Cook, Homestead High School
 - o Sandy Jacoby, JEA mentor, Salem, WI
 - o Patrick Johnson, Antioch Community High School
 - o Tom Juran, Brookfield Central High School

- Audrey Kemp, D.C. Everest High School
 - Hank Koshollek, Photographer, Madison, WI
 - Joe Koshollek, Photographer, Milwaukee, WI
 - Chris Lazarski, Wauwatosa West High School
 - Rachel Rauch, Homestead High School
 - April van Buren, La Follette High School
 - Jeff Willauer, Waunakee High School
- **Journalism Education Association** – Stan Zoller, Ill. State Director, and Sandy Jacoby, Wis. State Director, offered benefits of dual membership and noted the JEA calendar for National High School Convention in San Diego and deadlines for Journalist of the Year and scholarship programs.
 - **JEA Mentor Program** – JEA / Illinois mentor – Babs Erickson encouraged new advisers to elect the Mentor service provided by retired, highly successful journalism advisers free to mentee school districts.
8. **Fall Conference Directors** – Sandy Jacoby and Tom Juran thanked 81 advisers and 47 presenters for carving time from busy schedules to attend the Scholastic Journalism Conference to inform 908 students that day.
 9. Adjournment – Sandy Jacoby, KEMPA President - meeting adjourned.