

KEMPA BOARD MEETING MINUTES

Nov. 6, 2021 / 9:30 a.m.

[ZOOM Virtual Meeting LINK](#)

AGENDA

Board Members: Dean Bradshaw, Michelle Corbett, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Keith Zukas, Exec. Director Linda Barrington.

In Attendance: **Dean Bradshaw, Michelle Corbett, Bob Kay, Beth Marshall, Danielle Olejniczak, April van Buren, Patrick Touhey, Laura Streyle, Newly-Elected Executive Director Keith Zukas**

1. Call to order & Amend Agenda / Attendance

Meeting called to order at 9:32 am

2. Approval - [Sept. 18, 2020 Minutes](#) – **K Zukas**

Dean moved to approve. Bob seconded. Unanimously approved.

Review of Oct. 16 Annual Meeting Agenda – **D Olejniczak**

3. [Treasurer's Report](#) – **D Bradshaw**

A. Balance

Need to check with Amanda on what funds remain in the UWW account so we can move if needed.

B. Expenses & Income

Ideas to improve income:

Raise individual contest costs to \$5 per

Raise membership costs - just raised \$5 a couple of years ago because of JEA

Increase fall conference attendance next year (might be low)

Donations from a press organization or a grant?

Increase membership

Donations at winter's seminar

Ideas to reduce costs:

Changed to UWW for Winter Adviser's Seminar this year

Keep summer camp costs low like last year

April moved to approve. Bob seconded. Unanimously approved.

4. [Membership Chairman Report](#) – **B Kay**

Numbers down. People may be out of the habit of getting critiques. Will need to get them back.

May need to scale back based on how engaged advisers and students can be (overwhelmed)

Bob will draft a letter discussing the benefits. Should we do individual reaching out? Should Bob make phone calls?

We will continue to work on increasing membership over the next couple of meetings

Dean moved to approve. April seconded. Unanimously approved.

5. [Director's Report](#) – **L Barrington- State of KEMPA**

Bob moved to approve. April seconded. Unanimously approved.

6. Executive Session for Executive Director accept new applicant ([job description](#)) [Keith's application](#)

Dean moved to hire Keith Zukas as the next Executive Director of KEMPA as noted in the job description attached. Bob seconded. Unanimously approved.

Dr. Keith Zukas accepted the job offer

7. Election of 2021-2022 officers

President - Beth

Vice President - Michelle Corbett

Vice President for Membership - Bob Kay

Treasurer - Dean Bradshaw

Secretary - Dani Olejniczak

April moved to elect the above officers. Bob seconded. Unanimously approved.

8. Schedule of 2022 Meetings & Events – Proposed Dates based on 2021 schedule/Saturdays

A. Jan 22

B. February 4-5, Winter Advisers' Retreat

B. April 30 (JEA April 7-9)

C. June 11

E. July 17-21 Summer Journalism Workshop

F. September 10

G. October 14, 2022 is the Fall Scholastic Journalism Conference/Annual Meeting

H. November 5, (JEA Nov. 10-13)

9. Proposed 2022 Budget –**D Bradshaw**

Suggested breaking up judging costs into 2 separate categories for judging and online critiques

Suggested adding in travel costs for new Exec Director to travel to next fall's JEA meeting

Suggested holding off on paying \$300 to SPLC until January

Laura moved to approve. April seconded. Unanimously approved.

10. Director/ Committee / Chair Appointments

A. Summer Journalism Workshop Director(s) : Keith Zukas

B. Fall Scholastic Journalism Conference Director(s): Beth Marshall and Dani Olejniczak

C. Winter Advisers' Seminar Director: April vanBuren and Laura Streyle

D. Webmaster: Laura Streyle

E. Social Media Committee: Laura Streyle, Michelle Corbett and Beth Marshall

F. Individual Contests Committee: Michelle Corbett

G. Scholarship Chair: Bob Kay

Committee - Dean, Patrick

H. Awards Chair: Bob Kay

Committee - Dean, Patrick

I. Ambassador Committee: --

12. Reports

A. Summer Journalism Workshop Plans – **K Zukas**

Made \$1000. 12 students

UWW wrote it down for the third week of July this coming year

We combined tracks because of the lower attendance this year. Students liked variety.

Beth moved to approve. Michelle seconded. Unanimously approved.

B. Asynchronous Fall Conference –**B Marshall**

1. Event

2. Critiques

a. Are judges paid through the UWW account?

b. Critiques have been completed

C. Winter Advisers' Seminar, March 6– **A van Buren, L Streyle**

1. Costs

a. \$100/members, \$120/nonmembers if in person

b. If virtual, will have to review this - was around \$55 last year

2. Airfare - get refundable flight, probably in December

3. Food - will be catered in from a restaurant

4. Brochure

5. Silent Auction

6. Sponsors (budget)

7. Discuss possible speakers for 2023, and possible topic(s) - discuss next time
- D. [Website](#) – **L Streyle**
 1. Request for blog topics/ schedule for the coming year
 2. Request for feedback
 3. Website Report
- E. [Individual Contests](#) – **M Corbett**
 - Consider raising costs to \$5/entry
 - For online category for individual contests
 - Fewer participants. Everything is back except for 1 judge
 - Will rework some contest categories
13. Old Business
 - A. [Conflict of Interest statement](#) for 2022 Board
 - B. New password for KEMPAjournalism@gmail.com
14. New business
15. Commendations
16. Adjournment
 - Bob moved to adjourn at 12:12 pm. Michelle seconded.

Upcoming events:

November 1, 2021 to Jan. 15, 2022: JEA/NSPA Conference, Virtual
Feb 4-5 2022: Winter Advisers' Seminar
April 7-9, 2022: JEA/ NSPA Conference, LA
July Summer Journalism Workshop

KEMPA BOARD MEETING *Minutes*
Feb. 6, 2021 / 9:30 a.m.
Virtual Meeting: [Zoom Meeting Link](#)

AGENDA

Board Members: Laura Bengs, Dean Bradshaw, David Gwizdala, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Keith Zukas, Exec. Director Linda Barrington.

1. Call to order & Amend Agenda / Attendance

2. Approval - Nov. 7, 2020 minutes – **D Olejniczak**

April moved to approve, Dean seconded; unanimously approved

3. Treasurer's Report – **D Bradshaw**

A. Balance

B. Expenses & Income

Question about scholarships. Discussion about how some money was added in from the previous year and from WAS.

Question about Fall Conference numbers being \$0. The money stays in the Whitewater account. See Fall Conference report for more details.

Bob moved to approve, Keith seconded; unanimously approved

4. Membership Vice-President's Report February 2021 KEMPA Membership Report.docx – **B Kay**

Discussion of whether stagnant/lower membership is funding issues or slipping through the cracks or email overload for advisers. Discussed how Quill and Scroll is struggling with membership, too.

Do we have a database of schools with student media programs in the area that we could reach out to over the summer? We have school publications, but maybe we could make a map that shows where people are. Discussed how WisJEA made a list. Could we send an email to Matt to see if we could have that list?

Dean moved to approve, Dave seconded; unanimously approved.

5. Director's Report – **L Barrington**

Were all yearbooks mailed back to people with critiques? Amanda at Whitewater has sent them out to people. Discussed timing of critiques with web and print. We could ask website advisers - when is this information most useful to you? Maybe a later date is more beneficial - especially for a yearlong class (December/Jan) to inform what you do for the coming semester. Maybe it'd be nice to give advisers the option of a fall or spring website critique. This might balance out nicely with critiques we get from other organizations, too. Linda shared that it wouldn't be hard to find judges.

Reminder: members can do the training to be judges, too.

Bob moved to approve, Keith seconded; unanimously approved

6. Reports

A. Summer Journalism Workshop Report – **K Zukas**

Counselors - could we hire people from The Royal Purple? Further commentary from the Board that there is a lot of interest in broadcast or social media (social media as a "minor")

thing?). This might be easy to then embed other skills within those tracks. More focused tracks might help kids make choices easier. Class tracks discussion: Sports media? Leadership?

Already lined up: Vincent Filak is in for writer's workshop. Joe K - photo journalist from Madison.

Another call to see who would like to be a leader at the camp. Some members are waiting on other camps they have worked at. April shared that it was really nice to have people who teach during the day and then counselors to supervise kids at night.

April moved to approve, Bob seconded; unanimously approved

B. Fall Conference 2020 Final Report (scroll down to PDF – **L Barrington**

In the past, Matt has had a place for deposits and expenses which helps us report the 1099 for counselors who are earning more than \$600. If Whitewater is taking in that money, will that alleviate what the Treasurer has to do on our end? By running the camp through Whitewater, we want to be aware of where that money is. Should Keith be connection to continuing ed? This way we don't have to pay for reserving rooms, etc. Board says 'sounds good!' Have decisions been made about in-person? No.

Keith moved to approve, April seconded; unanimously approved

C. Winter Advisers' Seminar report, March 6– **A van Buren & L Streyle**

i. Silent Auction:

Put PayPal information on the form

Separate question for just donating money

Would people who are sending have to pay for mailing? Yes - add this to the form. Encourage digital things to bid on.

ii. Planning for next year. People voiced that face to face would be great.

Brookfield? Whitewater? Lakelawn? Air bnb? Maybe start next year with a one day and see how that goes? Speakers for next year proposals clarifications.

iii. Cost: How much does it cost to register? \$55. Should it be free? Are we recording and sending it out later?

Vote to keep the cost the same or lower it? Keep the same.

Bob moved to accept the report. Patrick seconded. Unanimously approved.

D. Website – report **L Streyle**

Bob moved to accept the report. Patrick seconded. Unanimously approved.

E. Individual Contests report – **A van Buren**

Dani and April will work on awards certificates to send out.

Keith moved to accept the report. Dave seconded. Unanimously approved.

Question: Who's taking over in the future? Michelle.

F. Scholarship Committee February 6, 2021 Report.docx – **B Kay**

April moved to accept the report. Patrick seconded. Unanimously approved.

G. Awards Committee - **B Marshall**

Bob moved to accept the report. Keith seconded. Unanimously approved.

7. Old Business

A. Ambassador Committee - set up additional meeting

Maybe try Google maps with KEMPA journalism google account?

Feedback from group: looks great! Idea: use google form for publication sharing?

8. New business

None

9. Commendations

Linda! Awards presentation looks great!

10. Adjournment

April moved to accept the report. Bob seconded. Unanimously approved.

Upcoming events:

March 6, 2021: Winter Advisers' Seminar

March 15, 2021: JEA/NSPA Virtual Convention

April 17, 2021: Board Meeting Virtual

June 12, 2021: Board Meeting

July 18-21, 2021: Summer Journalism Workshop

Sept. 18, 2021: Board Meeting

Oct. 15, 2021: (tentative) Fall Scholastic Journalism Conference, UW-W

Nov. 6, 2021: Board Meeting

Nov. 11-14, 2021 JEA/NSPA Convention, Philadelphia

KEMPA BOARD MEETING
April 17, 2021 / 9:30 a.m.
Virtual Meeting - [link](#)
MINUTES

Board Members: Laura Bengs, Dean Bradshaw, Michelle Corbett, Kristin DiGiorgio-Kadich, David Gwizdala, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Keith Zukas, Exec. Director Linda Barrington.

1. Call to order & Amend Agenda / Attendance
2. Approval - [Feb. 06, 2021](#) minutes
3. [Treasurer's Report](#) – **D Bradshaw**
 - a. Balance
 - b. Expenses & Income
 - i. Winter Seminar is the most recent movement primarily, and it wasn't super negative
 - c. Laura S moved to approve. Michelle seconded. Unanimously approved.
4. [Membership Chairman Report](#) - **B Kay**
 - a. Not much movement. Some people want to send in early or late, which is generally fine with some communication
 - b. Need to request list from WisJEA in order to contact wider group of journalism teachers - Dani will ask Matt
 - c. Will update 21-22 form (update year) and will send it out this upcoming week
 - d. April moved to approve. Keith seconded. Unanimously approved.
5. [Director's Report](#) – **L Barrington**
 - a. Bob moved to approve. Laura S seconded. Unanimously approved.
6. Reports
 - A. [Summer Journalism Workshop Report](#)– **K Zukas**
 - a. UWW is sending out email lists for summer invitations and other lists
 - b. Did not recommend physical mailings this year but Snapchat online advertising (students) and Facebook (parents), 2 weeks over April and May recommended - \$500
 - c. Agreed to not pursue \$500 in advertising while COVID testing costs are unsure
 - d. April moved to approve. Patrick seconded. Unanimously approved.
 - B. [Winter Advisers' Seminar report and budget](#) – **A van Buren & L Streyle**
 - a. Topics seemed good
 - b. Should we reframe the seminar as a retreat?
 - c. Discussion of time frame - March is a bit late, but much earlier an we can run into more weather issues. Suggestion of first weekend in Feb, Feb 4 and 5 for right now.
 - d. Discussion of location - is Lake Lawn a good choice or just too expensive?
 - i. Alternatives: AirBnB in Whitewater and use Keith's offices or just stay at the AirBNB.

- ii. Keith will check around UWW and April will also check into bed and breakfasts or AirBnBs
 - e. Keith moved to approve. Bob seconded. Unanimously approved.
- C. [Website Report](#)– **L Streyle**
 - a. Awards will go on there soon. We will note as other reports come up what else we can add on there.
 - b. Bob suggested we could add more for membership. Bob will write an article.
 - c. Bob will also send in items on scholarships
 - d. Keith asked about summer camp going on social media. Patrick volunteered to help with posting that on the Facebook page.
 - e. April moved to approved. Dead seconded. Unanimously approved.
- D. [Individual Contests](#) – **M Corbett**
 - a. Materials have been updated and will be sent to the website
 - b. Some categories will need to be updated for next year but decided to leave it alone for this year. Will make plans this summer. Could look at CSPA categories, especially for yearbook, for the future.
 - c. April will help Michelle with list of judges in the next month; look at judges returning items by August 1 so we can get all items completed in August (not last minute). April will share judges list from previous years.
 - d. Dani can help Michelle as requested to try to streamline entry system
 - e. Laura S moved to approve. April seconded. Unanimously approved.
- E. [Scholarship Committee](#) – **B Kay**
 - a. Only 3 applied this year
 - b. Need to discuss who qualifies
 - c. Bob will share the application materials with the scholarship committee who will choose the scholarship recipients and notify them
 - d. April moved to approve. Michelle seconded. Unanimously approved.
- F. [Awards Committee](#) - **D Olejniczak**
 - a. Dean moved to approve. Bob seconded. Unanimously approved.
- G. [Fall Conference Update](#) – **D Olejniczak, B Marshall (L Barrington)**
 - a. Will send out survey soon to decide in person or virtual
 - i. Decided no need to send survey at this point
 - b. Avoid an all-together awards ceremony? Could we stream into their first session class? Discuss this with UWW>
 - c. Many advisers are unsure right now if they will even allow it
 - d. Money is tight at UWW; getting a refund would be difficult
 - e. Beth and Dani will check in with UWW to see the deadline for booking the UWW space.
 - f. Check with UWW on costs for WebEx for non-recorded
 - g. Will have to make sure most materials are available virtually
 - h. Dani and Beth will try to get presenters organize at this point but let them know that it will probably be in person but this could change

- i. Check with Amanda at UWW about which date - confirm Oct 15 is still good.
- j. Keep the costs the same for everyone, no matter how attending.

H. [Commendations](#)

April moved to adjourn at 11:45 am. Bob seconded. Meeting adjourned at 11:46 am.

Upcoming events:

June 12, 2021: Board Meeting

July 18-21, 2021: Summer Journalism Workshop

Sept. 18, 2021: Board Meeting

Oct. 15, 2021: (tentative) Fall Scholastic Journalism Conference, UW-W

Nov. 6, 2021: Board Meeting

Nov. 11-14, 2021 JEA/NSPA Convention, Philadelphia

KEMPA BOARD MEETING

June 12, 2021 / 9:30 a.m.

[Zoom Virtual Meeting](#)

Board Members: Laura Bengs, Dean Bradshaw, Michelle Corbett, Kristin DiGiorgio-Kadich, David Gwizdala, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Keith Zukas, Exec. Director Linda Barrington.

Present: Laura Bengs, Michelle Corbett, David Gwizdala, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, Patrick Touhey, Keith Zukas, Exec. Director Linda Barrington, Dean Bradshaw

Absent: April van Buren, Kristin DiGiorgio-Kadich

1. Call to order & Amend Agenda / Attendance
 - a. Meeting called to order at 9:31 am
2. Approval - [April 17, 2021 minutes](#) – **D Olejniczak**
 - a. Laura S moved to approve. Bob seconded. Unanimously approved.
3. [Treasurer's Report](#) – **D Bradshaw**
 - a. Balance
 - b. Expenses & Income
 - i. Mentor stipends should be budgeted in the future. Will fix in the future
 - ii. Will need to move plaque shipping into supplies section of the budget (currently shows \$0
 - iii. April will send additional invoices for outstanding WAS payments
 - iv. Deadline for individual conference is this Friday, so Michelle will send an update to the treasurer with updated numbers by 6/19
 - v. Keith moved to approve. Michelle seconded. Unanimously approved.
4. [Membership Chairman Report](#) – **B Kay**
 - a. Linda will get the link to the online form for this year
 - b. Will avoid charging late fees as many had to move publication dates back due to later sports, etc.
 - c. Bob may send materials directly to judges instead of UW Whitewater since we have so few physical entries at the moment; this will also save KEMPA money and KEMPA can reimburse Bob for the postage. The judges have the critique forms already.
 - d. Do we want to individually contact schools close to us to discuss benefits from KEMPA toward August?
 - e. Laura S moved to approve. Dave seconded. Unanimously approved.
5. [Director's Report](#) – **L Barrington**
 - a. If Tom Juran is stepping down from yearbook, Linda can talk to her mentee about creating the plaques
 - b. Bob moved to approve. Michelle seconded. Unanimously approved.
6. Reports
 - a. [Summer Journalism Workshop Report](#) - **K Zukas**
 - i. Tracks: Writing, photo, sports, broadcast

- ii. Numbers are low. Need to decide what to do
 - iii. If we do nothing and enrollees stay the same, will lose \$4,000
 - iv. Current plan: send out individual requests from personal emails. Use emails from individual contests, current KEMPA member advisers and schools that have sent students in the past. Deadline to sign up: July 1. Dean will set up a form email and list and send out to everyone for sign-ups on Monday with Bob's help.
 - v. Keith can reach out to instructors to see if they have openness to cutting days and/or pay. On July 2, 8 am we can meet for a quick check-in and decide what course to take based on numbers.
 - vi. Bob moved to approve. Dean seconded. Unanimously approved.
- b. [Fall Conference Update](#) – **D Olejniczak & B Marshall**
- i. In the past, 2 morning intro sessions because we had too many to fit in auditorium
 - ii. For COVID reasons in the fall, UWW may still be at 75% capacity.
 - iii. Could stream into first session or could limit the number of people receiving
 - iv. Find an overflow room where the awards are being projected in a neighboring building for advisers/students who are NOT picking up awards. Ask about center for arts building that might have some overflow rooms. But that is more expensive, so ask about a building with an auditorium and other rooms for overflow.
 - v. Look at the numbers and rules as we get closer
- c. [Website Report](#)– **L Streyle**
- d. [Individual Contests](#) – **M Corbett**
- i. Judging deadline will be mid-August.
 - ii. Goal to get everything done by the end of August, including certificates and powerpoint.
- e. [Scholarship Committee](#) - **B Kay**
- f. [Awards Committee](#) - **D Olejniczak**
- g. Winter Adviser's Retreat Update - **A van Buren**
- h. Ambassador Committee Update - **B Marshall**
7. New Business
8. [A Moment in History](#) – **L Barrington**
9. Commendations
10. Adjournment
- a. Bob moved to adjourn at 11:53 am. Keith seconded. Meeting adjourned.

Upcoming Events:

July 18-21, 2021: Summer Journalism Workshop

Sept. 18, 2021: Board Meeting

Oct. 15, 2021: (tentative) Fall Scholastic Journalism Conference, UW-W

Nov. 6, 2021: Board Meeting

Nov. 11-14, 2021 JEA/NSPA Convention, Philadelphia

KEMPA BOARD MEETING
September 18, 2021 9:30 am [Zoom Meeting](#)

Board Members: Dean Bradshaw, Kristin DiGiorgio-Kadich, Bob Kay, Beth Marshall, April van Buren, Patrick Touhey, Keith Zukas, Exec. Director Linda Barrington. ABSENT: Michelle Corbett, [Laura Streyle](#), David Gwizdala, Danielle Olejniczak

AGENDA

1. Call to order & Amend Agenda / Attendance
2. Approval - [June 12, 2021 Minutes](#) – **D Olejniczak**
3. [Treasurer's Report](#) – **D Bradshaw**
 - a. Balance
 - b. Expenses & Income
4. [Membership Chairman Report](#) – **B Kay**
5. [Director's Report](#) – **L Barrington**
6. Reports
 - a. Summer Journalism Kamp [Follow Up](#) - **Zukas**
 - b. Fall Conference/ [Mini Lessons](#) –**D Olejniczak & B Marshall**
 - c. Individual Contests – **M Corbett**
 - d. [Winter Seminar Report](#) – **A van Buren**
 - e. Website – **L Streyle**
 - f. Awards Committee - **D Olejniczak**
 - g. Scholarship Committee – **B Kay**
 - h. Ambassador Committee Update - **B Marshall**
7. Old Business
8. New business
 - a. [Executive Director Job Applicants](#)
 - b. Social Media Strategy
 - c. Membership Drive Ideas
9. Commendations
10. Adjournment

Upcoming events:

Cancelled - Oct. 15, 2021: Fall Scholastic Journalism Conference, UW-W
Nov. 6, 2020: KEMPA Board Meeting
Nov. 11-14, 2022 JEA/NSPA Convention, Philadelphia - cancelled
Feb. 4-5, 2022 KEMPA Winter Adviser Seminar (Retreat)