

## CSMA Board of Directors Meeting | December 3, 2015 | 1 p.m. | Agenda

### Regis Jesuit High School

**Attendance:** Jack Kennedy, Jeff Fleischman, Jessica Hunziker, Justin Daigle, Adam Dawkins, Jed Palmer, Annie Gorenstein Falkenberg, Kristi Rathbun, JEA Mentor Sheila Jones.

### AGENDA

Meeting called to order - 1:06 p.m.

1. Welcome
2. Reading, correction, and acceptance of [June 2016](#) minutes (approved and posted)
  - a. The minutes are approved as amended.
3. Officer Reports
  - a. Executive Director, Jack Kennedy
    - i. J-Day Summary & Successes
      1. Record number of schools - up 2 from previous record (78 this year, 76 previously, and 56 last year). This was the 3rd most attended J-Day.
      2. A continual difficulty is finding the right week to accommodate fall breaks.
      3. We had 50 sessions - this is also a record. Attendance in most sessions was good from what we perceived.
      4. Adviser hospitality - there are advisers who spend the entire time in the room. We've gone away from the lunch because we are the biggest event the Lory Student Center, and they can't handle us in just one session. If we have an adviser lunch, we could have just one lunch.
      5. We used to have a keynote address. Again, we went away from that to accommodate another learning session.
    - ii. Winter Thaw
      1. Wednesday, Jan. 25 - waiting for confirmation from speakers. The focus is on ethics. Jack is hoping to have Bob Steele (retired from Poynter), maybe Dennis Ryerson, and CU people. The big push will come this month and when we return from winter break.
      2. \$35 includes lunch and parking.
      3. As Board members, make it a goal to reach out to at least one colleague and encourage them to attend.
    - iii. Capitol Hill Press Conference
      1. Once speakers are coordinated, it pretty much runs itself. We need a connection with the governor (which we may have- Jeff) so we should try to get him again. Previously, we had him for just 20 minutes.
      2. Monday, Feb. 27
      3. Sometimes we don't have enough Republican representatives, so if Board members have any connections, we need to reach out.
      4. If you are bringing kids, the legislative sessions don't start until 10 a.m. on Mondays, and we don't start until 11 a.m. Most of the legislative business ends by noon.
      5. We'd love to see more participation. In the past, we've encouraged 2 students per medium, but we can waive that for schools if they ask us and if it makes sense.
    - iv. Financial Update (through November 30)
      1. See financial update from Jack.
      2. We budgeted for fewer students, adviser, and sponsorships from J-Day, so we are way over in our projections. Awesome!

3. Our sponsors are great - lead sponsors Walsworth, UNC, CU, and other yearbook publishing companies -- lots of good stuff happening.
  4. CSU sponsorship is a trade - they pay for the parking tags, many of which we give away to speakers, sponsors, etc. This would be in another budget report. The parking tags will be more expensive in the future.
  5. Income - we have more than we planned.
  6. Raw paid income from SNO workshops came to over \$3000, so we actually made money from that. Cool!
  7. We will probably see lower and lower credit card fees through Wells Fargo, but 3 percent goes to Stripe when paid through our wufoo site.
  8. We should cross-reference JEA members who pay through CSMA and those who go directly through JEA. (Kristi) We get a \$5 kickback from JEA for all JEA memberships through CSMA.
  9. We should continue to be in six figures for our balance. If you have an idea for how we should invest the money, go for it. It's Jack's job to maximize the money that we have and the Board's job to spend that money on the most important issues for our advisers and schools.
  10. Amendment to the budget to pay Adam be paid a stipend for his Press Law and Ethics course. (Kristi, Annie). Motion passed!
    - a. Adam coordinates the course, provides feedback, and we should pay the people who teach when we can. We budgeted for more expenses for Winter Thaw, which will be much lower, so this money is easily reallocated to compensate Adam for his hard work.
  11. We should pay our speakers when we can.
  12. If you have ideas for judges, send them to Jack.
- v. FEARless competition update
1. 5 entries as of this morning (9 total entries, by the due date).
  2. Our website has many resources, which we should continue to utilize for our advisers and schools. If any Board members have content they'd like to share and/or want edit privileges, Jack can provide this.
- b. President Adam Dawkins
- i. Press Law & Ethics course
    1. Four in-person sessions and a total of 15 hours for credit for Adams State. We want to keep this going, so if teachers or administrations want to take the course, we will offer it. Adam would be happy to meet with interested people to get them caught up.
  - ii. Social Media & Fake News (brainstorming discussion)
    1. This is an entry point for us. We can use this to help teach civics to students from journalism classes. How do we get this in? Jack is gathering stuff. We should develop some best practices. By the time we meet in March/June, we should bring our resources and share them.
  - iii. CSMA Staff Spotlight project
    1. We have a submission from Rangeview. Adam is going to publish it on Monday on the CSMA Facebook page. He would like to publish a piece each week. It's a quick form that takes 20 minutes to complete. Adam will share it on Facebook and will send an email to the principal of your school.
  - iv. Kent State New Voices First Amendment and Student Free Press Symposium
    1. Adam reported on the CSMA Press Law and Ethic course.
  - v. Play-by-Play Sports Broadcasting Contest

1. Adam and Patrick Moring's kids are asking if games can be submitted for competition. Is there a best of show for play-by-play? We can do this beginning in 2017. The only question is concerning total entries.
  - vi. Website and video Best of Colorado entries and suggested changes
    1. Cory and Adam have made changes, but none additional from last year. The website it still a challenge. Perhaps during the summer we can revisit, but right now, there's nothing about social media in the website contest.
  - c. Immediate Past President, Justin Daigle
    - i. Survey on yearbook critique form
      1. We changed some elements to make them more holistic. Feedback could be sent to Justin, but he only got one piece of feedback. Some judges were good at this and others were not. We will continue to recruit more judges. The problem continues to be that there is no "inter-judge" reliability.
      2. Jack is adding a page to the All-Colorado critiques (all contests) that includes a questionnaire for the school to fill out that can help judges.
    - ii. All-Colorado Hall of Fame (for individual student media)
      1. We talked about this in June. This is something we should pursue. We will have a lot of schools make the list right away, and then it will be more difficult. Let's start this next J-Day, rules to be developed.
    - iii. CSMA bylaws (What options do our bylaws provide for us? How can we take full advantage of the bylaws?)
      1. If you feel over-worked or want to do more, the bylaws provide this direction. Also, Board members can create standing committees for needs and special projects. This is a reminder. In March, we need to make some decisions about this.
    - iv. JEA elections - Kristi will send a reminder email.
  - d. Vice-President, Annie Gorenstein Falkenberg
    - i. Certified Journalism Advocate program - JEA
      1. Annie will talk to Carrie about this.
    - ii. Best of Colorado Yearbook submissions & changes
      1. Chronological spread. If we change the language for this to be a series of three consecutive spreads, then it solves the problem.
      2. We can also include a reminder that schools do not need to enter all categories.
4. Committee Reports
- a. Digital Media Coordinator - Cory Morlock
    - i. Survey to broadcast advisers re: individual contests
  - b. Education Coordinator - Jeff Fleischman
    - i. "Taking the Lede" curriculum development and strategies to produce this?
      1. Length? Jeff can develop a short (1-2 day, 1 week) and a long unit. Jeff can finalize this to send to the Board in January. Then, we can provide some feedback.
  - c. Advocacy Coordinator - Kristi Rathbun
    - i. Greer / JOY
      1. Greer deadline is Feb. 15. The process is the same and we don't need to make any changes. It's great to have the samples up. It helped that Jack sent a reminder at the beginning of the year. Remind your students and other colleagues. We had talked about expanding it for magazine/yearbook, as it caters to the student who does a little bit of everything. We continue to represent well in the national competition.
    - ii. Censorship Issues - how do we reach out and provide support for our members?

1. When Kristi sees something pop up online, she reaches out individually. JEA does have the panic button, but we haven't had huge issues recently.

5. New Business  
None raised.