

CSMA Board of Directors Meeting | June 1, 2017 | 9 a.m. | Agenda

9253 Sori Lane, Highlands Ranch, CO 80126

Attendance: Jack Kennedy, Annie Gorenstein-Falkenberg, Carrie Hendrix, Jess Hunziker, Tina Barber, Patrick Moring, Gina Claus, Sheila Jones, JEA Mentor

AGENDA

Meeting called to order

1. Welcome
2. Review of [March 2017](#) minutes-approved as posted
3. Officer Reports
 - a. Executive Director, Jack Kennedy
 - i. J-Day 2017
 1. October 19 at the Lory Student Center at CSU
 2. Jack always interested in ideas, send him an email
 3. Best of Show options
 - a. Video Options could be revisited--add a play by play category
 - b. Video submit broadcast & judge instructed to browse
 - ii. Updates on summer workshops (June 5-7) - line items in budget
 1. Rethink at 63 students enrolled
 2. Summer Adviser Workshop at 9
 - iii. Updates on student contests/awards (Best of Colorado, All-Colorado, xxx of the Year, and Scholarships) - line items in budget
 1. Best of Colorado-number of entries increased
 2. All Colorado - 30 yearbooks so far, 50ish expected, Deadline June 5
 3. Designer, Photographer, Reporter of year
 - a. \$250 to student & student's program, 1st year awarded money
 - b. Hoping entries will increase
 - i. Broadcast - 3 entries, up by one
 4. Scholarships - only 4 apply for Greer, no applications specifically for the Benson
 5. Fearless Contest--prize was a voucher to be used on staff development at a CSMA event
 - a. Rangeview will be using their award to attend Rethink
 - iv. Updates on our partnerships - line items in budget
 1. Can be found on website, in budget
 - a. Should we look at more affiliates, provides support?
 - v. Update on website and social media
 1. Free from School Newspapers Online (allowing their advertising)
 2. Not much feedback about website
 - a. Jack looking for suggestions to add/move information around
 - b. Could make board members contributors to website
 3. Social media accounts - not posted much
 - a. Highlight winners through social media
 4. Newsletter - good reminder for advisers with links to website, add publication email address to Wufoo form
 - vi. CSMA Budget
 1. Review [Current Budget](#) Information

- a. Note: there are 4 tabs across the bottom of the sheet
 - b. Record number of CSMA memberships this year
 - i. 225 Members
 - ii. 4 sister school donations
 - c. Phasing out CSMA store - people really don't use it
 - d. JDAY did well, more attended than expected
 - e. Record amount of sponsor \$ (CU Boulder, Walsworth, SNO)
 - f. Parking passes, prices up because of fewer parking spaces
 - g. Fewer attended SAW, Winter Thaw
 - i. Numbers for SAW are up for 2017
 - h. Contest total cost \$8366.90, over half of membership fees
 - i. CFOIC - need to get at JDAY, hold session about how to fill out FOIR
 - j. Scholarships - all stayed in state
 - k. When CO advisers win national awards, CSMA offers to help send them, no application
 - l. CO advisers professional growth, no application
 - m. Other investment opportunities (money market acct) with higher yield?
 - i. Self-sustaining interest would be used for grants, etc.
 - ii. Creates security for organization outside J-Day & memberships
 - iii. Tina looking into this
- b. President, Annie Gorenstein Falkenberg
- i. Review [CSMA constitution and bylaws](#)
 - 1. Change wording for board members to serve
 - a. Must be current adviser of CSMA member media
 - b. Motion to amend bylaws - Jess, Second - Gina. Vote & motion passed
 - 2. Jack retiring in 3ish years, need to consider how the by-laws support our ability to appoint committees
 - ii. Review [CSMA board of directors job descriptions](#)
 - 1. Board Meetings--3 in-person meetings per year
 - iii. CSMA 2017-2018 Calendar
 - 1. Constitution Day - Sept 17
 - 2. J-Day Best of Show entry deadline - Oct 13
 - 3. J-Day - Oct 19
 - 4. CSMA Board Meeting - Dec 2
 - 5. Fall Challenge Contest deadline - Dec 4
 - a. PSA on Freedom of the Press
 - b. Marketing plan
 - 6. Winter Thaw - Jan 26 or Feb 2
 - 7. Capitol Hill Press Conference - Feb 23 or 26
 - 8. CSMA Spring Board Meeting - TBA, maybe after Capitol Hill (Feb 26)
 - 9. Winter FUN contests deadline - March 1
 - 10. Best of Colorado contest deadline - April 10
 - 11. *** of the Year Deadline - April 15
 - 12. CSMA Summer Board Meeting - June 1
 - 13. All Colorado Critique deadline - June 4

Commented [1]: +jpkjournalism@gmail.com
Assigned to Jack Kennedy

Commented [2]: Revised bylaws posted 6-9-2017

- 14. SAW/Rethink - June 4-6
- 15. Adviser/Administrator of the Year Nomination Deadline - June 30
- iv. CJE, MJE--Push for Members
- v. CTE Certification
 - 1. With CJE, CTE requires two additional classes
 - 2. Ad hoc committee, Jed Palmer interested, Ben Reed good resource
- vi. All Colorado Hall of Fame
 - 1. 6 of 7 years (on
 - a. Yearbooks: 4 in, 7 close
 - b. Newspapers: 2 in, 1 close
 - c. Video: 1 only
 - d. Website: none in yet
 - e. 7 yes, possible 15
 - f. Individual plaque (should stand out from All Colorado award), Yearly Engraved plaque left at CSU (should be fairly big... 30-45)
 - g. Notify teachers, principals, press releases
- vii. Best of Colorado ([newspaper](#), [yearbook](#), [video](#))
 - 1. Yearbook Categories
 - a. Chronological - small change, still 3 spreads, but don't have to be consecutive, goal is that spreads show breadth and depth of chronological coverage
 - b. Umbrella coverage - how do we better include this type of coverage?
 - c. Suggest appointment of Justin Daigle to head committee to design and monitor contests and rubrics
 - d. Add into instructions: Please do not submit the same spread into multiple categories. It is fine to enter a sports spread and then a photo/caption from that spread in the photography category, but the same spread should not be submitted in multiple spread categories
 - e. We need to unveil any changes by J-Day
- c. Immediate Past President, Adam Dawkins
 - i. Press Law & Ethics course
 - 1. Getting more interest
 - a. Former participant shout-outs
 - b. Might go dominant for year, kick off after J-Day 2018
 - c. Reach out to former "students" how it's been useful (advertisement)
 - d. Package with the CJE exam--sell it as a prep class
 - ii. CSMA Staff Spotlight project
 - 1. How to get more interest
 - a. Make simpler, more fun, board use as outreach program
 - b. Care package for those who submit
 - i. August - Jess Hunziker
 - ii. September - Kristi Rathbun
 - iii. October - Annie Gorenstein Falkenberg
 - iv. November - Carrie Hendrix
 - v. December - Adam Dawkins
 - vi. January _ Tina Barber

Commented [3]: +cbarber5@cherrycreekschools.org
Assigned to Tina Barber

Commented [4]: +falkenberg_ann@svvdsd.org
Assigned to Ann Falkenberg

Commented [5]: +klrathbun@dcsdk12.org
Assigned to Kristi Rathbun

Commented [6]: Kristi - this will be a quick care package that you send to schools who submit something for the staff spotlight

Commented [7]: Jack will give you \$\$\$\$

- vii. February - Patrick Moring
- viii. March - Gina Claus
- ix. April - Karen Slusher
- x. May - Justin Daigle

d. Vice-President, Jess Hunziker

- i. [CSMA Shirts?](#)
- ii. [A different, but very similar idea](#)

- 1. Eastbay store? Get contact information to Jack for Eastbay Rep

Commented [8]: +jmhunziker@dcsdk12.org
Assigned to Jessica Hunziker

Commented [9]: Calendar invites sent. Jess will work with Adam to revise submission process by August.

Commented [10]: +falkenberg_ann@svvsd.org
Assigned to Ann Falkenberg

Commented [11]: Ryan Blahauvietz
rblahauvietz@eastbay.com 970-324-0021

4. Committee Reports

a. Digital Media Coordinator - Patrick Moring

- i. Video programs struggling in schools (time commitment, no adviser experience)
- ii. Need network of video advisers (share curriculum, hands-on training to visit schools)
- iii. Need workshop or some form of outreach between seasoned and newer programs, video strand for SAW (by next year), partner with national organization
- iv. Solicit experienced video advisers who can help / mentor new advisers
- v. Leveraging partnerships between yearbook and video programs

b. Education Coordinator - Tina Barber

- i. "Taking the Lede" curriculum development
 - 1. Based on JEA model
 - 2. On website soon
 - 3. Jack has stuff to share
- ii. Adviser professional development (need name)
- iii. Lessons to use immediately
- iv. Need for networking
- v. Subscribe to Seth Godin's website

c. Advocacy Coordinator - Kristi Rathbun

- i. JEA Contests and Awards
 - 1. JEA Rising Star - due June 15
 - 2. Towley
 - 3. JEA Medal of Merit
 - 4. Lifetime
 - 5. NSPA Pioneer
 - 6. Dow Jones and JEA advisers (Broadcast and YBK) of the year - due Oct 15
 - 7. CSMA Adviser of the Year
 - 8. CSMA Administrator of the Year
 - 9. CSMA Medal of Merit
 - 10. Friend of Scholastic Journalism
- ii. JEA Spring Report
 - 1. In doing NSPA Advisory Committee meetings, Mitch Eden talked about a monthly curriculum piece. They take turns between Board members. This could be attached to the CSMA newsletter. Let's organize this in June.

d. Middle School Coordinator - Gina Claus

5. New Business

- a. Renewal of "ad hoc" contest of some sort in the fall (perhaps a PSA or display ad about the First Amendment, or at least freedom of speech/press?)
- b. Possible new winter contests (using BNC) with some "fun" categories
 - i. Possible Ideas (Borrowed from FSPA): A quick turn-around yearbook or magazine spread -- or a two-minute video? or a day of social media coverage? -- about a single day on campus -- choosing one day from a particular week, and/or a marketing campaign requiring a print ad, a radio ad, and a TV ad for a product or service we pick, or a writing contest with a designated theme... or all of the above). A cooking video. A Pardon the Interruption package.
- c. Dottie Roberts Foundation
 - i. CSMA partnering for college scholarships for women majoring in journalism
- d. Final discussion and vote on 2017-18 CSMA budget
 - i. CSMA t-shirts - through CSMA store (only want to break even)
 - ii. CSMA pay for any JEA member & CSMA media member adviser to take CJE exam
 - iii. No money budgeted for FUN contest, Volunteer judges.
 - iv. Add \$2,000 for Hall of Fame plaques in #12 - Scholarships & Student/Adviser Awards
 - v. Motion to accept 2017-2018 budget as proposed. Second - Gina. Vote & motion passed.