

## 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 sponsors (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 \$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
  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
- 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

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.