

# CHSPA TELECONFERENCE

*August 21, 2010*

**970-491-1207**

## **In Attendance**

Mimi Wahlfeldt, Steve Wahlfeldt, Elaine Grace, Jack Kennedy, Dianne Gum, Justin Daigle, Kathy Gustad, Carrie Faust, Jill Harrison, Anastasia Harrison, Sheila Jones, Katy Gray, Karen Wagner, Darcy Hall, Kristi Rathbun.

**Note: Various items are highlighted in RED for the following reasons:**

- **The item was discussed, but tabled for a future date**
- **Is an item that was voted on by the board and passed**
- **Is an item that puts forth a change in a particular operation, event, etc. on the board**

## **Order of Discussion & Minutes**

### **I. Call to Order**

### **II. Reading, corrections, and approval of the June 7 and 8 Board Retreat Minutes**

- A. Correction: Sheryl Fulton needs to be spelled correctly.
- B. **Carrie Faust moved to approve the minutes. Kathy Gustad seconded the vote. Motion passed!**

### **III. Officer Reports**

#### **A. Carrie Faust, President**

1. Nothing to report! 😊

#### **B. Karen Wagner, Vice-President**

1. Board Member Information Notebook – if anyone would like something to contribute to the information notebook, please send to Karen!
2. To email Karen on CHSPA matters, please use the following: [kwags4@gmail.com](mailto:kwags4@gmail.com)

#### **C. Kathy Gustad, Treasurer**

1. Jack found out we do not need to have any balance in the CSU budget. We are in the blue with nine thousand.
2. As an executive board, we agreed we could spend a few more dollars this year because of the regional conferences as well as contest developments.
3. We took out a thousand dollars for JEA conferences because Jack gets to attend JEA for free as President.
4. **Sweeps Judges and payment** – broadcast judge only received \$100. Elaine asked what should we do about this? It appears that our new judge, Mario (employee of Student Media) this year is judging quite a few more entries. Jack is going to go up to CSU to check on how many entries. **Kathy suggests we table this discussion for next year's budget.**
5. We need to add \$500 to Small Contest Recognition under dues and contests such as Maestro contests.
6. Expenditures for the year : \$42,440.
7. Expected income for the year: \$51,134.88

8. Jack pointed out that we budget conservatively
  - i. 120 members are paying in the fiscal year. We hope to push it to 160; and at the moment we have over 80.
  - ii. We are budgeting for 1,100 for JDAY, which is fewer than last year.
9. **Approval of Budget --- Carrie Faust moved that we approve 2010-2011 with the changes we made this morning. Karen seconds. Motion passes.**
10. CPA Update and Filing Taxes
  - i. We will know more about our non-profit status by the end of September. We plan on filing for the last three years, since we haven't filed in the last ten plus years.
  - ii. Our CPA believes we have lost our non-profit status already. We can still continue business as is, but we may receive a letter saying we have lost our non-profit status.
  - iii. After filing for three years of taxes, we will most likely have some fines from the IRS. This situation is not unheard of, but not the best situation. Kathy and Jack will meet with him on Tuesday.
  - iv. We need to own up for what we have done. Our taxes weren't filed for almost 17 years, so we need to take our punishment and move on.
  - v. We will pay a fee for this professional assistance too. Tuesday should be free, but anything after that, we will have to pay the CPA.
  - vi. Sheila asked, do we have a priority list of what we can change in our budget in case we have fees? Kathy said we have \$35,000 that we do not have earmarked for in the budget, so we should be able to leave our budget alone. Dianne asks if we do have a ballpark figure? But it is too soon to judge.... Maybe \$5,000-\$7,000. Mimi asked is this going to have negative consequences on businesses that have given donations? This should not, only CHSPA, since we dropped the ball.

#### **D. Jack Kennedy, Executive Director**

1. **New Initiatives: Legal** = work to find partners at CEA and AFT and in the legislature to begin work on an adviser protection statute (modeled on California or Kansas or both). Several board members support Jack moving forward with this groundwork.
2. **New Initiatives: Outreach** = work on partnering with Colorado schools (not limited to CU-Boulder and CSU, our only AEJMC-accredited journalism schools) on media scholarships and co-sponsoring of conferences (such as First Amendment Day, Conference on New Media, Conference on Journalism Teaching, Conference on Free Speech, etc.).
  - i. Sheila mentioned that in the past we did have UNC ties, but lost them when professors changed, so here's a chance to reconnect.
  - ii. Kristi said that Lori has been talking to her students at Metro about First Amendment rights, so we should talk to her as well. There are a lot of places we can reach out to in this process.
  - iii. The board encourages Jack to pursue this more.
  - iv. Darcy brought up that Mesa State has a spring conference and Jack added that we discussed at the retreat about sending some speakers there.
3. **New Initiatives: Bylaws** = study and eventually propose bylaw changes to be in effect beginning July 1, 2011 (PDF of several examples of other state bylaws were sent to board members).

#### 4. Change of Mailing Address

- i. Jack requested to transition the mailing address for most CHSPA business to his personal home address. Why? Example: Colorado Academy faxed a note that she needed 50 AP style folders. The note went to Student Media and into Jack's box, without any communication. We need to move faster in our communication.
  - a. Jack stated that we will not have the support at CSU like we did before.
  - b. Dianne brought up that a few years ago, we changed to one central address.
  - c. Jack stated that the support we currently have at CSU isn't there as it was prior to this year. Carrie also mentioned that this was extremely apparent at SAW this year with the room issues that we faced!
  - d. Steve said that this is a really big deal as we pull away from CSU, and it sends a message to them. All of the big (and good) journalism organizations do have a mailing address with a solid connection to a university.
  - e. Kristi brought up that they are not supporting us. We are doing them a service by continuing to use CSU for JDAY, SAW, etc. Steve stated that those ties will end too with an address change. Why hold JDAY or SAW at CSU if there is no ties there?
  - f. Dianne said that the Executive Director office is at CSU. Steve said we do have connections with CSU as our office, SAW, and JDAY is there.
  - g. Carrie said that Jack wasn't bringing this up because he doesn't want to make the trip up there, but about quicker communication. We are not in a good place with CSU.
  - h. Jack said he does stay in contact with Greg Luft, Larry Steward, and Kim regularly. We will have an office in the JTC building sometime soon. He also stated that he is not saying we should end our ties with CSU at all.
  - i. Steve mentioned that our membership ties us to CSU, so they will notice the mailing change and perceive that we are moving in a direction of cutting ties with CSU. Jack is willing to send an e-mail or whatever to membership and whoever to explain why we are changing the address.
  - j. Kristi Rathbun moved to put the mailing change for administrative reasons to a vote, Kathy seconded it. The motion passed.
  - k. A question arose that questioned the passing of the motion. Therefore, Carrie asked that everyone vote one at a time so we can document in the minutes who was for and against the motion. The following people voted YES: Carrie, Kathy, Karen, Kristi, Anastasia, Justin, and Elaine. The following people voted NO: Sheila, Steve, and Dianne. Jill was undecided.
  - l. Carrie added that, as an organization, part of this change will discuss what this means as a permanent address for the organization, but right now, this is just an operational address change.

- ii. The CSU address would still be used contests/judging, which will transition to the "new" Journalism School office address.

#### **IV. Committee Reports**

##### **A. Elaine Grace, Contest Coordinator**

1. Contest Control Management – What happens next? On Monday afternoon, Jack is going to Student Media to go through the mailing. He will send out what we do have: judges forms, books, etc. All sweeps coordinators will need to meet soon to get the CDs to put the slide show together.
2. There were a lot of problems with judges returning items and received a cost because of the mix-up. We need to reimburse some judges.

##### **B. Anastasia Harrison, Yearbook Sweepstakes Coordinator**

1. Setting up a time for contest people to meet to go over results... when? Jack will let you know when to come up to CSU.

##### **C. Mimi Wahlfeldt, JDAY Coordinator**

1. JDay – progress to date.
  - i. Schedule: 8:30 AM in the main ballroom for the opening. 9:30AM will be the first session. 10:30 AM second session will occur and then lunch. At Noon, the third session will begin. Finally, the awards will begin at 1PM. Everyone will leave at two o'clock.
  - ii. A nice line-up of people: All yearbook reps doing one session and even professors from UNC and UNL. CHSPA board members who will/can present: Jack, Carrie, Justin, Anastasia, and Mark. Mimi will ask others to teach as time progresses.
  - iii. Video media kids will meet Adam from 9 News. Jack found a rep from Adobe who is going to be a sponsor, and they are flying someone out with their expense to do a hands-on session in the theatre at CSU to present tips and tricks with Photoshop and Indesign. They will be pushing CS5...but Mimi is going to talk to them about using CS3. There is an additional fee for the theatre (\$170.00). Everyone agrees that we should pay and do this!
  - iv. Lori Oglesbee can't be here at the "night before" activities, but she will present for two sessions and even critique.
  - v. President of Denver Asian Journalism Association has friends in African American, Native American, and Asian American Journalism to come up and do a Q & A session where they will discuss how race is portrayed in media in print and broadcast.
2. Are we welcoming middle school students? There is concern that our focus is high school. We will allow them to come to the conference, but we will not market to middle schools. Dianne said, we should think about middle schools coming to regional conferences down the road.
3. Andrea Hauptert, Herff Jones, will present but the company is thinking of not sponsoring. Carrie explained to her that we are making decisions that best fit our organization. Jack is going to pursue maybe having some of the yearbook companies buy advertisements on the website and various other things to give the yearbook companies more for their buck.
4. Speakers and Vendors will go to CSU address... membership and registration goes to Jack.
5. Mimi needs to be reimbursed for charges to her. Kathy says she needs to fill out the forms and she can receive her money. Mimi wanted to see if she can

get a CHSPA credit card. She will meet with Jack soon so she can be added to the account.

6. JDay Program/Cover – Mimi sent it to the Executive Board for feedback and now asking for the rest of the board's feedback. The board supports the concept.
7. JDay Shirts – The board loves the shirts. Clarissa wanted Mimi to bring up the idea of leaving JDAY off the shirt so we can add it to the CHSPA store. Steve has offered to make the shirts on his t-shirt press. Steve and Mimi are going to look into this more.

#### **D. Steve Wahlfeldt, SAW**

1. Summary of SAW – we had 17 participants. \$4,200 made through registration fees.
2. The room situation was very frustrating. We got some good feedback from the participants, though.

#### **E. Dianne Gum, Outreach**

1. Dianne would like to spend time in the adviser meeting room and speaking with advisers to collect data. The board is fine with it.
2. Dianne really wants to speak with Jack about what they can do with outreach and membership.

### **V. Unfinished Business**

#### **A. NONE**

### **B. New Business**

#### **A. CSU-Pueblo Regional Retreat**

1. Pilot regional conference date schedule for Thursday, October 28. A few speakers lined up and local speakers. All we need to provide is sessions from Carrie, Jack, and Dianne.
2. Minimal costs (waters and cookie)... room is free.
3. Advisers can only bring a few members from each staff due to seats. Jack needs help identifying schools.
4. Mimi said we need to make sure that our marketing materials state exactly what will be there so people do not confuse it with CSU JDay.

#### **B. Membership Initiatives Idea**

1. Each paid member receives a "free membership" certificate to give to a non-member, followed by a half-price membership for 2011-12 for the new member.
2. PDF Files attached to explain process.

#### **C. Revamping Newspaper and Yearbook Sweepstakes**

1. Both Sweeps would go to a "mini-critique" with top publications earning "All-Colorado" status.
2. Individual contests would become electronic submission only (in March), with winners announced by early May. The previous Sweepstakes system would be ended.
3. Things to consider along the way:
  - i. Judging booklet for newspaper and yearbook... and who should write them?,

- ii. Individual categories for spring student contests,
  - iii. Judging rates for each spring judge (\$20 per category? All judging done electronically? Certificates mailed by late April? others?).
4. An email will go out to get the yearbook sweepstakes committee to finish up the critique form for yearbook so we can present it in September.

**D. Colorado CAP4K Standards**

- 1. How can CHSPA as an organization help schools/districts meet new Colorado CAP4K standards?
- 2. Form a committee/study group to get moving on this. Sheila has already volunteered for this.

**C. Adjourned ... 11:51AM**