

## Minutes for Kansas Collegiate Media

Fall Retreat | Hilton Garden Inn, Wichita, Kan. | Saturday, Sept. 24, 2016

### Kansas Collegiate Media Fall Advisers Retreat

In attendance: Meg Smith, president, of Cowley College; Kevin Page, second vice president, of Benedictine College; Amy Chastain, secretary, of Butler Community College; Alan Montgomery, of Hutchinson Community College

President Meg Smith called the meeting to order at 9:09 a.m.

Meg advised attendees to review the minutes from the Sept. 12, 2016 and April 8, 2016. Kevin moved to accept the minutes from both meetings.

### Contests and conference/Report by Second Vice President—Kevin Page

Kevin delivered his report from the 2016 spring conference.

- 2016 total no. of entries—1,387 (were consistent with the 2015 spring conference)
- Some categories were combined
  - We combined four-year news and four-year magazine/yearbook.
    - Total no. of entries—6
    - 9 entries among two-year publications

Submissions must be postmarked by Feb. 8, 2017 for individual entry deadline for the 2017 conference. This date gives coordinators time to organize, send out entries to judges and judges then have a month to judge the entries. The cut-off date will be Feb. 11, 2016 through Feb. 11, 2017.

- Two-Year Newspaper – Regina Cassell
- Four-Year Private Newspaper – Corbin Crable
- Four-Year Public Newspaper - Denise Neil, Friends
- Online Submissions- Dave Bostwick
- Jackie Engel Award – Mike Swan
- Critiques – Amber Brawner
- Journalist of the Year - Max McCoy, Emporia
- Magazine/Yearbook – Anita can help if we need her; Susan (Emporia) – will ask if she can do it again (total no. of entries for 2016—357)
- Copy Editing – Kevin Page and Alan Montgomery

Meg explained that we need to reach out to others for assistance because the organization is at a critical level of active participation. There is not a person amongst us who is not busy. Meg proposed meeting during a week day or sometime in October. Another option was to have the fall retreat via Zoom, which may help with travel since more budgets are being cut.

- Alan explained that his department would not cover the stay overnight at the hotel. Meg recommended that we could hold the retreat in Winfield where her friend runs a B&B.
- To increase attendance, the fall retreat could also serve as a professional development option. We could reach out to individuals who can come and speak about various topics such as technology to increase attendance and participation in the organization.

Meg went through the members on the Facebook group, and the number was cut down to 19 people.

### **Treasurer's Report by Meg Smith**

Meg delivered the report for Corbin who had prior commitments for the day.

The current balance of KCM's checking account with Commerce Bank is \$21,258.79.

### **Old Business**

Kevin is willing to design an app for the 2017 spring conference, which will cut down on printing programs. We should continue to push the app. The obstacle is getting the information far enough in advance that it can be coded by hand. The cost to design the app for the 2016 spring conference was \$250.00, and Benedictine paid for it.

One attendee revisited Max McCoy's idea of handing out Honorable Mentions on Sunday night. We began to do this for the 2016 spring conference, but the organization did not follow through with it. Max's reasoning was to evenly distribute the awards, but one attendee is concerned that this may stigmatize the Honorable Mentions, so we will stick with what we have traditionally done.

We will stick with the changes we made in the contest and conference in respect to the Journalist of the Year (JOY) awards. A reminder will be sent out to include clips that are journalistic and can include work they have done for an internship.

There was a change in critique last year, which Amber Brawner was (and is) in charge of. A publication could not ask to have their paper, magazine or yearbook critiqued unless you were going to have your critiqued by someone else. Advisers should volunteer to critique publications. One attendee asked if we should have a standard critique form. Questions can range from: What are you most concerned about? What do you think are your weaknesses? Students would receive the form, they would fill it out and bring it to the critique for advisers to look at. Amy and Meg will work together on possibly putting together a standard critique form.

Meg, in place of Corbin, inquired if the organization should have one bank account, preferably PayPal. We did not have one for the 2016 spring conference. Corbin will research it and have it as an option if workable.

There has been no progress with KAB and KCM, so we moved to remove it from the table.

One attendee inquired about a college wire service. So far, Cowley, under the leadership of Meg Smith, is working with other colleges using social media and sharing photos. Other colleges may retweet or share photos. The organization should continue to consider moving forward with a college wire service. Butler Community College will work with Cowley on this matter.

Kevin reminded us that early bird registration is Dec. 1, 2016. Lower rate is \$50 and \$75 for two publications (i.e. membership dues).

## **New Business**

Kevin asked about electronic submission; one option is Submittable. Kevin has said that he will contact and send out an announcement regarding this form of submitting individual entries. This would make the contest easier, and we can look to Oklahoma and Nebraska as models.

- Dave, the contest coordinator for the Online Submissions, may have used it.
- Alan's concern is that it may make it harder on judges. We could pilot a couple of categories such as ad design, headline writing, cut lines, etc. Alan said that we should ask if turning to electronic submission will be easier. This loses a part of the effect of traditional readership and journalism.
- The electronic submission has been tabled for now.

Meg recommended that we continue recruitment for the organization. We can make use of professional development, online and social media. A social media internship may be created in order to look for news, create collaborative discussion, keep track of new trends and continue traffic on our page. The problem currently is that the page is vacant until the spring conference. Amy will have her staff look at Kansas schools on social media to see has a growing, continuing web presence and then contact Meg.

Currently, membership is \$60 and \$3 per individual entry. Should we increase the overall cost to \$15? The reasoning behind such an increase is because the fees are associated with the app that Kevin will design and the online submission, Submittable.

- If Kevin were to retire, the organization will need someone to help with the coding. Attendees voted to increase the overall to \$15 to offset these costs.

The 2017 spring conference is scheduled for Sunday, April 9 and Monday, April 10 at the Drury Inn in Wichita. The set-up is the same as the 2016 spring conference, rates too. In the spring, the issue was with registration, which will not happen in 2017.

Consider moving the 2018 spring conference to other locations such as Hutchinson. In the past, we could not use facilities because of construction, but there has been an overhaul. The organization would need seven to eight break-out spaces. Consider what would be best for other schools.

The organization lost Max McCoy, who is moving into another position. In two years, those who hold positions will move up into succession. Stacey Sparks is now a chair at Southwestern and can help with finding judges, speakers and sessions. She can act as a mentor through phone and email consultation.

Meg will send an email out regarding officer changes; election committee.

### **Planning for the Spring Conference:**

We need to locate a keynote for the 2017 spring conference. At the 2015 ACP/CMA conference, a man spoke who had been exonerated from death row. If journalists hadn't done their job, he would be a dead man. The focus of the speech was on the importance of the role of journalism.

- Another individual, Saheed, Pakistani kid, 37 was convicted of killing his girlfriend, but he received a new trial. An NPR journalist discovered new evidence, which wasn't even entered in at trial.
- There is a young graduate of Kevin's working with NPR in the Wichita area. Kevin will ask if she can commit to speaking on Sunday night.

*Breakout sessions may include:*

- Happenings in Charleston, N.C. and Ferguson, Mo.
- Another session can examine body camera and dash camera footage, exploring how a story develops, what officers uses such as scenario training. This can be interactive for conference goers.
- One focusing on campus carry legislation
- Roundtable discussion with diferent areas such as investigative reporting (i.e. Kelsey and Max McCoy of Emporia)
- Covering controversy—a student led roundtable involving Hutchinson regarding the Open Records Act, which Alan of Hutchinson could lead).
- Story developing on carjacking (i.e. *The Wichita Eagle*)
- Photography
- Kelsey Ryan – how data tells compelling stories
- Student reporter and adviser roundtable involving how to handle controversy (i.e. may overlap with Alan's roundtable)
- Social media
- Interactive session with InDesign (i.e. bring in laptops—make involve more than one session)

- Using our cell phones for breaking news (i.e. what is the easiest way to download and get it on the system—exploit cell phone use)
- Connection (i.e. specifically wireless service—Collegiate Wire Service). Use of social media to connect with other campuses.
- Portfolio session (i.e. What goes in your portfolio? Employers and a panel could lead the session)

An attendee recommended asking our staff what they would like to hear about at the 2017 spring conference. From this list, we can expand our session list.

An attendee recommended the use of a generic hashtag

Meg inquired about the use of the slideshow. Would we want to continue to use the slideshow to include best of show, stupid headlines, staff, etc.), This is something that is easy to put together and doesn't take a lot of time. We could have a student put together best examples. David Silverman of Kansas Wesleyan organized the slideshow last year.

We need to also plan on an event on Sunday evening. In the past, we have organized a scavenger hunt, a game night, mock tails, jeopardy and trivia.

Meeting adjourned at 12:01 p.m.

Respectfully submitted,

Amy Chastain, KCM secretary