

# Minutes for Kansas Collegiate Media

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General Business Meeting \* Drury Plaza Hotel Broadview, Wichita \* Monday, April 10, 2017

## Call to Order

A general membership meeting of the Kansas Collegiate Media was held on Monday, April 10, 2017 at the Drury Plaza Hotel Broadview, 400 W. Douglas Ave., Wichita. The meeting began at 7:41 a.m. and was presided over by Meg Smith, Cowley College, with Amy Chastain, Butler Community College, as secretary.

## Attendees

Voting members in attendance included President Meg Smith, Cowley College; 1<sup>st</sup> and 2<sup>nd</sup> Vice President Kevin Page, Benedictine College; Treasurer Corbin Crable, Johnson County Community College; Secretary Amy Chastain, Butler Community College; Chelsea Weaver, Kansas Wesleyan; David Silverman, Kansas Wesleyan; Dave Bostwick, Baker University; Max McCoy, Emporia State; Kristy Dekat, Emporia State; Elaine Bieberly, Benedictine College; Regina Cassell, Washburn University; Amy DeVault, Wichita State; Denise Neil, Newman University; Sue Sprinkle, Seward County Community College.

Member not in attendance include Michael Swan, Butler Community College; Alan Montgomery, Hutchinson Community College; Stephen Wolgast, Kansas State; Amber Brawner, Hutchinson Community College; Daniel Reyes, Garden City Community College; Christine Crouse-Dick, Bethel College; Pamela O'Neal, Friends University; Gerri Berendzen, University of Kansas; Kelly Glassock, Kansas State University; Adam Pracht, McPherson College; Alfredo Anaya, Seward Co. Community College; Stacy Sparks, Southwestern College; Matt Ehresman, Sterling College.

## Approval of Minutes

A motion to approve the minutes of the Sept. 24, 2016 meeting was made by Dave Bostwick and seconded by Corbin Crable. Motion approved.

## Officers' Reports

**Treasurer's Report was presented by Corbin Crable.** Crable distributed the treasurer's report {Appendix [↓](#)}. There are membership dues that are outstanding, and Crable explained that he will send out emails. There was an increase in contest fees, and the hotel and caterers have been paid. The organization's ending balance is \$18,823.74.

One question posed was how the organization made money if registration was down, but there was an addition. The University of Kansas who has been largely absent, submitted entries. Sterling College was one of the Kansas schools that attended last year, but was missing this year.

The overall entry form was raised from \$10 to \$15.

**1<sup>st</sup> & 2<sup>nd</sup> Vice President-Conference Report was presented by Kevin Page.** Page distributed the vice president's report {Appendix 2}. There were issues with registration, but they were small and consistent. Advisers had to remind the hotel that they were with the organization, and this is something that will be addressed with the sales representative.

The number of registrants is down from 152 to 139. A total of 16 colleges registered for the conference. In the two-year newspaper category, entries were down quite a bit; however, the number for four-year private entries is up. Page did not receive the entries for four-year public newspapers.

The tentative date for the 2018 Spring Conference is April 8-9 at the Drury Plaza Hotel Broadview. The incoming first vice presidents, which will be co-chaired by Alan Montgomery and Amber Brawner, both of Hutchinson Community College, will need to contact Kristen Truman with the Drury for details.

Crable thanked Page for taking on the work of two people.

## **Old Business**

Electronic judging was revisited particularly Submittable. The cost will range from \$34 to \$144 a month for what the organization is looking for. The wide range of cost will depend on how many we enlist as judges. What may be helpful is having a small number of advisers sitting in on a demo, and an electronic vote can then take place. Amy Chastain, Butler Community College, can sit in on a demo. It was explained that the KSPA (Kansas Scholastic Press Association) has switched over to using an electronic submission. Another option for electronic judging includes Better B&C, which focuses only on newspaper contests. Crable explained that the only problem may be if publications have not moved over to the web, but publications could send in PDFs. The electronic submission offers advantages in terms of being cost effective and if mailing goes missing.

## **New Business**

*Fall Retreat:* The organization has not set a date for the 2018 Fall Retreat. In order to increase attendance, consider rescheduling or arranging the retreat earlier in September or August prior

to school starting. Another option is electronic communication on the day of the retreat using apps like Zoom or Skype.

*Conference:* Discussion was posed about changing the venue for the 2018 spring conference. Hutch has asked the organization to return—two hotels in particular. There is also a new Hilton opening in Salina within six months, and this may be a central location. The first vice-president Montgomery and Brawner can look into Hutch and Salina as possible sites for the conference.

*Copy Editing / Conference:* In order to avoid any issues with technology, it is recommended that advisers and/or their staff bring AP Stylebooks.

*Conference / Fall Retreat:* At the Fall Retreat, the organization should consider making contest changes. There was a complete overhaul three or four years ago. These changes should reflect (and be relevant to) today's newsroom. For instance, there is no category for social media for coverage of good breaking news. This can also be tied to social media as self-promotion. It was recommended that the organization survey their staffs regarding social media use, self-promotion and what they are going into. A focus group was recommended, made up of Crable and student representatives. The Missouri College Media Association has a category (or categories) that reflect social media and multimedia changes.

*Communication:* To improve on communication and year-round activities, we need to better use social media, the website and email list. As of now, the organization is not communicating well. There are issues with email and those advisers who don't use social media. One suggestion is to contact journalism advisers through mail explaining the organization's presence and inquiring how they prefer to communicate with KCM. Another suggestion is using Google Drive or for group communication using Slack, which Crable recommended. Users get information instantly and it does not take a lot of data. Whoever is in charge of organizing the Fall Retreat should communicate presently through social media, email and the website. If an adviser is a board member, then he or she is in charge of communication. Crable can give the advisers, who are board members, privileges to the website. Smith explained that if advisers are on Facebook to let her know, so she can add you to the group page, which is a closed group.

*Recruiting:* There are some folks who have returned to the organization, but there is a need for other advisers to help with the contest. Smith will begin recruiting, and she would like to reach out to other advisers especially those who the organization has lost. One question was posed: What can aid in this? Why return to the organization? One adviser recommended a welcome back that entails one free overall entry. Another existing incentive is the first year of membership, which is free. Bethel College has expressed interest in participating, but there has been no follow-up. Smith inquired about what is going on at Fort Hays State. It seems the college has moved to strategic communications rather than journalism.

Bieberly thanked Page, the 1<sup>st</sup> and 2<sup>nd</sup> vice-president, for everything arranging the contest and conference, essentially doing the job of two people, and asked a favor that advisers thank him.

Crable spoke on behalf of the Kansas City chapter of SPJ (Society of Professional Journalists). A statement from the body is being made regarding the current administration's suppression of the freedom of the press. The president's first 100 days is coming to an end, and Crable inquired if the organization would also like to release a similar statement, which Max McCoy, Emporia State, would help with. This was agreed upon by the advisers at the meeting.

David Silverman, Kansas Wesleyan, expressed concern regarding the number of issues a publication must publish to be considered a newspaper. This can be contributed to budget issues, and a contest overall may be able to address these concerns. Bieberly explained that her publication is down to one a month. The same conversation has come up when comparing dailies to weeklies. Crable explained that Johnson County Community College publishes one newspaper a month, but publish to the site consistently. Silverman explained that the overall entry does not take into account current issues such as ads, cartoons and infographs, so it is difficult to remain consistent. Smith asked that advisers look at the criteria, mark it up and bring it to the Fall Retreat.

## **Adjournment**

Smith moved that the meeting be adjourned, Crable seconded. The meeting was adjourned at 8:34 a.m.

Respectfully submitted by Amy Chastain, April 13, 2017

## Kansas Collegiate Media (KCM) Contest Report 2017

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### Contest Totals 2017

Division	Overall	Individual
2 year newspaper	5	239
4 year private	4	275
4 year public	5	375
Online	6	47
Yearbook	4	353
Magazine	5	

**Totals** **1289**

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### Contest Totals 2016

Division	Overall	Individual
2 year newspaper	5	385
4 year private	5	239
4 year public	5	358
Online	4	48
Yearbook	4	357
Magazine	5	

**Totals** **1387**

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### JOY Competition

2 year colleges	<b>6</b>
4 year colleges	<b>13</b>

**Totals** **19**

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Kansas Collegiate Media \* Treasurer's report \* 4/10/17

Please note: All revenue and expenditures reported herein are current as of April 10, 2017; the current account balance does not include income or payments that are pending from this account (for instance, registration payments received on site, which will be deposited this weekend).

Our closing balance at this time last year was \$18,823.74. A breakdown of revenue generated between the close of last year's conference and today appears below:

- 2016-17 membership dues: \$1,150 (\$1,375 last year)
- 2017 contest entry fees: \$4,503 (\$4,082 last year)
- 2017 conference registration: \$2,253 (\$1,200 last year)
  - **TOTAL: \$7,906 (\$6,607 last year)**

A breakdown of payments and expenses incurred between the close of last year's conference and today appears below:

- April 5 payment to Drury Plaza Hotel Broadview (meeting space): \$1,100
- April 5 payment to Corporate Caterers: \$6,581.19
- Payments to 2016 contest judges: \$1,461.67
  - **TOTAL: \$9,142.86 (\$9,906.82 last year)**

**After this activity, our account's current balance stands at \$17,586.88.**

Pending payments:

- Checks #1251-1256 -- 2017 JOY awards: \$800
- Check #1257 – Jackie Engel Award: \$250
- Checks #1258 – Keynote speaker honorarium: \$100

Pending reimbursements:

- None

Pending deposits

- Registration payments made on site: \$4,260

Respectfully submitted,

Corbin Crable

Treasurer, Kansas Collegiate Media





**KCM 2017****1st and 2nd VP Reports****1st Vice President Report (Conference)**

Total of 139 registrants (down from 152 the previous year). from 16 colleges registered for the conference.

A big thanks to Stacy Sparks for arranging several of the speakers. Also thanks to the following KCM advisers for sponsoring breakout sessions: Sue Sprengle, Dave Bostwick, Max McCoy (2) and Denise Neil.

There appears to be a small but consistent problem with hotel registration. The online link provided by the sales rep was basically non-functional. A few colleges who called the hotel were quoted a higher price than what was stated in the contract. For future reference, it's important to tell the person taking the order that you're registering under a group block and then give the price provided by the conference coordinator.

The tentative date for the 2018 KCM Spring Conference is April 8-9, 2018 at the Drury Plaza Hotel Broadview, Wichita, Kan. The incoming 1st VP will need to contact Kristen Truman at Drury to finalize the details.

**2nd Vice President Report (Contest)**

A big thanks to division coordinators: Dave Bostwick (online), Denise Neil (4-year public), Regina Cassell (2-year) and Corbin Crable (4-year private, magazine/yearbook).

Also, thanks to Max McCoy for coordinating the Journalist of the Year competition and Mike Swan for the Jackie Engel award.

I didn't received contest totals for the 4-year public division, but the rest of the divisions show a downward trend in the total number of overall entries:

Contest Totals 2017			Individual Entries 2016	Individual Difference from 2016
Division	Overall	Individual		
2-Year Newspaper	5	239	385	-146
4-Year Private	4	275	239	+36
4-Year Public	5	375	358	+17
Online	6	47	48	-1
Yearbook	4	353	357	-4
magazine	3			
Totals		1289	1387	-98

Journalist of the Year 2017	
Division	Overall
2-Year	6
4-Year	13
Total Entries:	19

Contest Totals 2015		
Division	Overall	Individual
2-Year Newspaper	6	398
4-Year Private	4	340
4-Year Public	4	276
Online	7	40
Yearbook	4	298
Magazine	4	
Totals		1352

Unless otherwise changed by next year's executive committee, the cut off for KCM entries in 2018 will be Wednesday, Feb. 14 (second Wednesday in February).

There were some minor glitches in this year's contest, but overall everything appeared to run smoothly.

Submitted by Kevin Page