

## **Minutes of the 2009-10 Journalism Advisory Committee Thursday May 13, 2010**

The IHSA Journalism Advisory Committee was held at the IHSA Office in Bloomington on Thursday, May 13, 2010 beginning at 10:00 a.m. Committee members present were: State final managers - Sally Turner and James Tidwell - EIU; Advisory committee members, Division 1 - Frances Tenbroeck, (Chicago) Maria HS; Division 3 - Linda Kane, Naperville (Central); Division 4 – Linda Howard, Galena; Division 5 - David Porecca, Urbana (University); Division 6 - Principal Thomas Campbell, Taylorville and Division 7 - Herman Albers, Coulterville. Division 2 - Amanda Urban, Franklin Park-Northlake (Leyden) was unable to attend. IHSA Asst. Executive Director Susie Knoblauch conducted the meeting.

### **TERMS AND CONDITIONS RECOMMENDATIONS**

#### **1. Item II-A - Dates and Sites**

**Recommendation:** Dates for contest are: Sectional - Saturday of IHSA Week 43 – April 30, 2011; State Final Friday of IHSA Week 44 – May 6, 2011.

**Rationale:** Easter weekend is April 22-24, 2011, which would place the sectional on the Saturday of Easter weekend. This **one year** date change to the standardized calendar would move the tournament back one week to accommodate for this conflict.

Approved

#### **2. Item VI- D-3 - Time Schedule**

**Recommendation:** To implement the following block schedule change:

##### **Block A**

Advertising  
Broadcasting (Block A & B event)  
Copy Editing  
\*Feature Photography (Block A & B event)  
\*Info Graphics  
\*Newspaper Design  
News Writing  
Review Writing  
Sports Writing  
Yearbook Theme Development (single - duo)

##### **Block B**

Broadcasting (continued from block A)  
Editorial Cartooning

Editorial Writing  
\*Feature Photography (continued from block A)  
Feature Writing  
\*Headline Writing  
Yearbook Copy Writing  
\*Yearbook Layout: Double Page Spread

**Rationale:** These changes will better accommodate the judges' needs for more time to rank some of the writing categories. The schedule will also reflect dual blocked categories and the addition of the new broadcasting category.

Approved

### 3. **Item VIII-A-9 - Categories - Broadcasting**

**Recommendation:** Students will provide their own equipment to create an audio MP3 clip of a two (2) minute news broadcast using live and written information received at a mock press conference. Students shall be judged on news value, news judgment, and convergence.

**Rationale:** The committee piloted a successful broadcasting category this year. There was interest from competing schools. The committee reviewed the piloted format and recommends a competition plan of implementing the broadcasting event that would not require the sectional site to provide more technology. The need for some more room space would be the only requirement. Students will sit in on the news writing live press conference to gather information for their broadcast. Electronic recorders may be used for this category.

Approved

### **ITEMS OF DISCUSSION:**

The committee heard an update of the **5<sup>th</sup> annual IHSA Journalism State Final** from State Final Managers Sally Turner and James Tidwell. Items of discussion were: *Save typed entries so they can be downloaded, Find additional rooms for workshops, Talk with yearbook reps about providing some educational programming, Book a room at the union NOW for breakfast for advisers, Set up a Swap Shop, Word count: if on a computer, print it out, In school packets, put a list of labels with their names and school codes that teachers can hand out to competing students during registration so they won't forget their numbers as they compete, Copy Editing moves back to Block A, Broadcasting and Feature Photography are both blocks, Alphabetize the list of events, Recognize and honor First-year advisers, Develop programs to fill that time when students are waiting for awards, Feature the Photo of the Year, Recognize and Congratulate All-State Team, IJOY, etc. Show Sectional photos. Designate a person to coordinate pre-awards format.*

The committee **reviewed the comments from the state final advisers meeting** and the sectional advisers meetings. Items of discussion were: *Leveling playing field, Earlier start time for Friday state tournament, Starting earlier at sectionals, Conflicts, Dates for prom, Spring break, etc. Change to any standardized dates are reflected on the IHSA calendar for the next five years, Address continued problems with software, Ask yearbook reps to assist schools with securing software, During downtime at the sectionals and state finals have educational mini session-workshops conducted by Advisers, Consider division by school size (note: 300+ schools entered is needed for this consideration, Consider three divisions for sweepstake points: print, yearbook, broadcast, Sports writing should be separated into two categories, Adviser meeting should be broken into groups, Photos: can we print out? Captions?, Rubrics: More details, Quality of judging. Remind judges to comment, Advisers need to know about changes ASAP-posted and with e-mails, +Tournament adds energy and recognition to journalism and yearbook.*

The advisers meeting at the sectionals continue to be a positive contribution to the improvement of the contest. Some sites have also utilized the advisers meeting as a way to share publications, ideas and network. **Sectional manager notes** included: *Alert sectional managers sooner regarding changes – preferably by Jan. and update them on how to use the tournament entry and scoring program, Collaborate a list of more potential judges, Clarify how a school can change/substitute a competitors, Word count: if on a computer-print it out, Practice labs?, WiFi for teachers?, Coordinate some kind of sessions for advisers while waiting at sectionals?, Have the lead advisers plan something, and provide a guide for judging high school journalism.*

The committee reviewed the dates for the 2010-11 Journalism State Final and made a recommendation regarding the dates conflicting with Easter weekend in 2011. The future **standardized dates** of competition are listed below so schools and host sites can make long range plans. This calendar is also posted on the journalism menu page at IHSA.org. The committee reviewed the **sites and dates** of the journalism state series. They supported to continue with the sectionals on Saturday and the state final on Friday. Schools need to reinforce that when students enter to compete at sectionals that it is a two week commitment if they advance. The substitution process of advancing the next qualifying student from sectional to state was reviewed.

<b>Journalism</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>
<b>List of Participants Due On-Line (Mon.)</b>	Mar. 29	Mar. 28	Mar. 26	Mar. 25
<b>Sectionals (Sat.)</b>	Apr. 24	<del>*Apr. 23</del> Apr. 30	Apr. 21	Apr. 20
<b>State Final (Fri.)</b>	Apr. 30	<del>*Apr. 29</del> May 6	Apr. 27	Apr. 26

The journalism **competition format and structure** was reviewed. The committee supported continuing with the scope of the contest and feels that more momentum for growth in certain areas of the state needs to continue. Conferences can promote the competition at a local level to generate interest in the Journalism State Final. The committee recommended efforts to improve

communication regarding the contest as well as promotion of the contest by Yearbook Companies.

The committee **reviewed the sectional host sites**. Two high school venues were used and they were great hosts. However, the committee felt that a college campus for sectionals creates a neutral site and allows students to compete in a venue that features post secondary journalism programs. In addition to the five (5) campus sites that currently host and do a fine job, the IHSA will work early to secure two more campus competition sites. Moraine Valley and Northwestern were considered as potential host sites.

Sally Turner recommended having the **sectional/state final managers meeting earlier (mid January)**. It was also suggested to have a live meeting at the IHSA office to assist with some consistency concerns. This meeting will assist the host sites in finalizing details sooner for the sectional competition and help trouble-shoot some of the inconsistencies of the sectional contests. A manual for managers with a checklist will also be updated and reviewed for hosts. At this meeting and in the manual, managers will be reminded of items such as communicating technology issues and what platforms will be available at their site. Managers will also review a backup plan regarding any technology failures.

All **writing events should be done in a computer lab** if availability allows at competition sites. Students can word process their stories if sites can accommodate the needs for extra computers. Word counts should be noted on all word processed entries. This will also assist the judges in ranking contestants.

**Printing concerns** were discussed. At some sectionals printing is problematic and work is ranked on the computer screen. Attempts will be made to assist the sectionals in their printing needs. Photography, Yearbook Layout and Info Graphics were discussed regarding judging on the computer (*use of color, grey scale, etc...*) and printing in color.

Advisers are also reminded to continue to emphasize with their students that **contest numbers** must be displayed on all submitted work.

The IHSA will continue to work with Ben Stewart to provide the *Journalism wire* tournament scheduling and scoring program. This web based program was successful this year. The committee discussed listing the school codes in the programs so students could easily refer to their competition code. The result will be streamed live for the 2020-11 state final so fans can watch the results in real time.

The committee **reviewed the current competition categories, prompts and ranking sheets and updated any editorial revisions**. The layout of the prompts will be a bit different in 2010-11 to avoid contradictory and redundant directions. The side rail will be omitted and conflicting directions will be omitted on the prompts for next year.

The committee was pleased with the new changes to **headline writing** and supported keeping the current format.

IJEa will be working on a plan to honor the **photo of the day** at the state final.

The committee discussed the use of **yearbook internet based programs**. These types of programs currently are not allowed to be used during the competition.

The consistency of the **live press conference in news and feature writing** at sectionals was reviewed. It is the host sites responsibility to secure the live talent and prepare the new brief fact sheet. The live portion can be done by one of the judges in the category. The judges will observe the press conference for news facts presented in the story. Electronic recording devices may be used in the categories where there is a press conference being held.

An online point of emphasis video will be linked to the journalism menu page for advisers to review.

The committee reviewed the **judging** of the contest. It was suggested to begin generating a pool of judges that could be used.

The committee reviewed and added additional criteria to some **ranking sheets**.

The committee reviewed ways to expedite the judging and presentation of awards. Sectionals can opt to do awards by blocks or all together.

The state final **awards ceremony** was reviewed. The awards were held in the new fine arts facility and next year a request will be made to hold the awards in one of the larger auditoriums to assure that everyone has space. Future plans will include incorporating mini sessions, photos, music and video to run before awards.

**Eastern Illinois University** was commended for being such a wonderful state final host. State final managers Sally Turner and James Tidwell have done an outstanding job implementing the contest!

**Thomas Campbell, Linda Kane, Dave Porecca and Herman Albers were recognized** for their service to the IHSA Journalism Advisory Committee. Advisers interested in serving on the IHSA journalism advisory committee can express via their school administration and online through the schools center at IHSA.org.