

Minutes of the 2010-11 Journalism Advisory Committee Thursday May 12, 2011

The IHSA Journalism Advisory Committee meeting was held at the IHSA Office in Bloomington on Thursday, May 12, 2011 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 – Matt Thomas, Minooka; Division 4 – Linda Howard, Galena; Division 5 – Tim Lee, Activities Director, Fithian (Oakwood); Division 6 – Stephen Steele, Taylorville and Division 7 – Laurie Bielong, Belleville (West). Division 2 – Dr. Tina Cantrell, Principal, Arlington Heights (Hersey), was unable to attend. IHSA Asst. Executive Director Susie Knoblauch conducted the meeting.

TERMS AND CONDITIONS RECOMMENDATIONS

1. Item VIII-A – 2 – Broadcast News Writing

Recommendation: Students will provide their own equipment to create an audio MP3 clip of a 90 second news broadcast with a minimum of two sound bites using live and written information received at a press conference. Students shall be judged on news value, news judgment and convergence.

Rationale: Advisers and judges concurred that the 2 minute news clip was too long. Changing the time to 90 seconds would mirror what they would encounter if they were working in the field. Also, this time adjustment would expedite the judging process.

Approved by consent

ITEMS OF DISCUSSION:

1. The committee reviewed and updated current competition categories, prompts and ranking sheets.
2. Discussed the process to increase participation in the Journalism state series.
3. Reviewed the sectional host sites. Discussed the need to clarify to the sectional managers and advisers the procedure for substitutions.
4. Discussed the need to change the prompts to clarify the instructions for both Mac and PC in the Newspaper Design category, Yearbook Layout: Double Page Spread category and Headline Writing category.
5. Discussed replacing Info Graphics with Yearbook Sports Layout in order to add more yearbook categories.
6. Discussed putting Advertising in the computer lab using InDesign or Photoshop.
7. Discussed concerns regarding the number of computers needed at contest if all applicable categories were to utilize the computer labs.
8. Reviewed the Copy Editing prompt.
9. Reviewed the Broadcast News Writing prompt.
10. Discussed that the Yearbook Layout & Design dimensions will be 11' x 17".
11. Discussed having an editor's roundtable at sectionals and state for students to share ideas.

12. Discussed having a sectional manager's meeting at the IHSA office to assist with some consistency concerns. This meeting will assist the host sites in finalizing details sooner for sectional level competition and help trouble-shoot some of the inconsistencies at the sectional contests. A manual for managers with a checklist will also be reviewed and updated for host managers. Sectional managers will be reminded to communicate such items as technology issues and what platforms will be available at their site.
13. Discussed securing two more colleges to serve as sectional host sites. Recommended having an area high school co-host with the college site.
14. Discussed balancing the number of yearbook and news writing categories.
15. Reviewed the categories in Block A and Block B. No moves in the categories were recommended at this time.
16. Discussed making clarifications on the Broadcast News Writing rating sheet.
17. Recommended providing jump drives to students in the Broadcasting category.
18. Discussed having the Newspaper Sports Writing category utilize a press conference along with data/stats sheets. The Sports Writing category will continue to be fine tuned.
19. Reviewed that a state final needs 350 schools entered before the IHSA Board of Directions considers adding classes. Currently approximately 95 schools entered the state series.
20. Discussed IJEA putting acknowledgments in the IHSA State Final program.
21. Discussed providing advertising opportunities for yearbook and printing companies in the IHSA State Final program.
22. Reviewed the state final awards ceremony. The awards were held in the larger concert hall. The awards incorporated mini sessions. Suggestions were made to have awards in Buzzard Hall for convenience. The awards ceremony will continue to be improved with added photos, music and video.
23. Suggested offering workshops throughout the competition in Buzzard Hall.
24. Reviewed the IJEA brunch at the state final and recommended continuing the event for advisers.
25. Recommended that the IHSA and EIU coordinate with area hotels for a block rate for the IHSA Journalism State Final.
26. Discussed adding the McCormick Foundation and the Illinois First Amendment Center as vendors.
27. Recommended to continue building on the swap shop at the state finals.
28. Reviewed that the state final will go back to its standardized calendar date for the 2011-12 school year. The dates will be: April 21 for Sectionals and Friday April 27th for State.
29. Suggested having an online exit survey to solicit suggestions for improvement.
30. Recommended adding more to the state final qualifiers information regarding food, parking and housing etc...
31. Discussed ways to celebrate the 10th anniversary of the IHSA Journalism State Final in 2015!
32. Acknowledged and commended Eastern Illinois University for being such a wonderful IHSA Journalism State Final Host. State final managers Sally Renaud and James Tidwell have done an outstanding job implementing the contest for its 6th year!