

# **Minutes of the Annual Board of Directors of STN**

## **June 27, 2011**

The meeting was called to order by, Doug Green, President at 9:10 a.m. Present: Doug Green, Cheryl Weintraub, Dennis Kane, Jacki Romey, Jeb Brunt, Shonda Tindall, Rene Vela, Steve Stanley, Paul Kass, Paul Bancroft, Nancy Held Loucas, Merrill Peterson

Intro of new Board Members:

- Paul Bancroft, Hebron, CT.
- Steve Stanley, DOD school in Aviano, Italy.

Report from Nancy Held Loucas, Program Director:

- STN's three leading affiliate schools with most number of members:  
Florida 66; California 49; Texas 38

**Accomplishments of staff in the following areas:**

### **CONVENTION**

1726 paid attendees (teachers, chaperones, students)

134 schools

74 breakout sessions

Convention revenue \$109,000 (to be confirmed)

Contest Booth provided one spot for all onsite contest questions and turn in

10 full time interns (includes local students)

12 volunteers (includes Timber Creek parents)

Instituted Host School assignment to tap into local resources and volunteers

Had Poynter Institute lead training sessions and split income with them

Appointed full time breakout session volunteer (Jean Streicher) to oversee session needs and alleviate non-technical questions from Bill Gruber

Appointed full time judging volunteer (Diana Aaron) to work with Teresa

Opened new Chase bank account to deposit convention income daily

Added new vendors: Media Support Group, Marshall (Avid), Newtek (Encore), SchoolTube

Negotiated freight costs with local mover – saved \$4,000 over other quotes

Added raffle with donated prizes and made \$1,200.

Convention store grossed \$9,400

### **CONTESTS**

Improved online system for contest registration, upload and judging

Hired Contest Coordinator to handle contest descriptions, judging, and technical issues

Increased contest entries in all categories except Excellence

Completed RFK contest with new

### **WEBSITE**

Added to educational page culled from Listserv entries

Updated partner page with plan to offer advertising

Added product to STN Store including anchor desks and murals (\$800 profit to date)

Created donor page

### **ADMINISTRATION**

Began using Vertical Response for communication with groups:

Potential Donors

Potential Affiliates

Potential Vendors

Current Vendors

Colleges and Universities

## Current Members

Total 372 affiliates - added 49 first-time affiliates (14 are Florida due to convention sign up) `

Signed up for an E-Scrip account whereby anyone can sign up and donate

Filed a 2010 tax return

Met with attorney on legal issues

Obtained tax exempt status for Texas

## **After review of Accomplishments, meeting continued addressing the following topics:**

### **Discussion:**

- Legal issues: Continued discussions on trade marking STN. Liability insurance is in place
- Each Board Member needs to supply at least 10 new members. STN membership belongs to the individual school.
- Video Educators of America changed name from V.E. of New England for larger presence. This is for teachers not students.
- We need to produce a one minute video promo we can share with potential new members. Rene and Nancy will work on this video.
- We need to get more judges for contests judged online.
- We also need more judges for convention. Can some of the contests at convention be judged off site?
- We need to target middle schools and market to them.
- Membership fee increase to \$75 or \$100?
- Value of membership. Raise the perceived value of the membership. Online winning pieces will be added. More online education will be added.  
There is a live person as part of our rental agreement for answering calls  
Value of Listserv – teachers love it!
- Considered student membership for STN. By becoming a member they get a card. \$10 gets you discount in the store. Members only event. Cooler lanyard, etc. Honor roll? Tabled for now. Nancy will come up with a proposal on this.
- We need to reach out to new programs because they may feel they can't compete. Considered a new member contest?

### **Convention:**

- We need to deal with some behavior at the convention. Middle school members were booed at closing ceremony how do we handle that?
- We need to be more sensitive to perceptions of affiliates at convention
- More breakouts with hands-on experience.
- Middle school contests: they want to do what high schools do but since we have limited middle school attendance, we will have to limit contests.
- Middle school social needs to be brought back.
- We need more activities for the middle school kids.
- Considered professional development for teachers at convention/certified academy for FCP? Online etc.
- How do we reach out to the international schools? Steve stated that there is little communication between DOD schools since they are so far apart.

### **Bylaws:**

Bylaws were sent out before the meeting for review. They have not been formally approved.

Denny made a motion to accept the changes to Bylaws. The motion was seconded by Jeb and approved by the Board.

### **Advisory Board:**

Add Bruce Patch and Dave Cornelius to Advisory Board?

Jeb made a motion to appoint Bruce Patch to the Advisory Board. Denny seconded the motion. The Board approved Bruce Patch's appointment to the Advisory Board.

Paul Kass made a motion to appoint Dave Cornelius to the Advisory Board. Jeb seconded the motion. The Board approved Dave Cornelius' appointment to the Advisory Board

Advisory Board consists of the following:

Dave Davis, Les Rose, Jim Ellenberger, Irv Kass, Paul Folkemer, Bruce Patch and Dave Cornelius.

### **Communication and Website:**

We should print the newsletter twice a year. We need to get people to write articles. The Advisory Board would be good source for articles.

Website/graphics overhaul report from Nita Gilson, Gilson Graphics

- STN needs to use the communication the kids are using right now. The new website will be easier for the office to update the site. It will be more visual.
- Mobile download
- Google calendar will add to the site.
- New page--repository (vault). Login for members to share video.
- Facebook-- prominent on the website. Use it as a focus point on the monitor
- Jacki Romey will monitor postings on Facebook
- Considered using RSS updates that relate to broadcast
- Developed a logo for the academy online, mobile, convention, studio
- Developed a logo for convention.
- Education page
- Password protected content for members: homework assignments, videos with questions.
- We need to be "driving" people to the website.

**Financials:** Cindy Kasper, CPA

Presented this past year's profit/loss statement.

Denny made a motion to accept the financial statement. The motion was seconded by Cheryl. Motion was approved.

**Convention Recap:** Lisa Posard, Lisa DeGour, Bill Gruber (BizVid Productions)

- Registration: incentives to not make changes have been helpful. Registration earlier helped process people early. Lisa DeGour store, contest booth and registration should be closer together. Have a book available for questions, get the answer and then we can go back to find the person to give them the answer. Use walkie-talkie for the contest booth
- Justin was KEY to a lot of the input for registration. Hard worker. He needs to have an intern to relieve him.
- Having the Host School assist us was awesome. They worked so hard and helped us in a pinch. Need more parents involved. Lisa DeGour said she needed training this year.
- Suggestion: extra printer at the store and registration.
- Bill Gruber: Tech-- sessions went well hotel did a great job. Jean Streicher was appropriately stationed in the hallway, outside the session rooms. She was able to direct the speakers and students, answer questions, keep track of session times, and make attendance notes. We now have a tally to designate to speakers' attendance sizes.

- Problems with sessions were taken care of quickly. Interns Grant and Sean were terrific. However, setup and strike did not have enough intern help.
- Opening Ceremony need to change anything? Preview slideshow/speech before the show. Make it a Board policy?
- Opening video should be a different school each year. Schools will compete for the honor. They could do a pitch for a promo package. Winner of convention recap do a welcome video with parameters?

**Potential New Board Member:**

Beth Kennedy was Skyped in for interview for Board position.

**Tech Update:** Travis McGee

- We are going to develop the website for the office to change the website.
- Reorganize the website so everything can be current. Judging, submissions, etc will become more automatic with winners announced on the website, etc. as soon as a button is pushed once it is finalized. Activate then everything is there for schools to review.
- Website is mostly automated on the back side now we want to update the front side to make it cleaner.
- We want to have a password protected area separate from dashboard for education section
- We could have subset of logins for students.
- Vault would let teachers share video. Teachers need to teach the kids about codec and how to export and compress. Break-out session suggestions: Mpeg, streamclip, mp4 standard.
- Should maybe have a training video for uploading to website.

**Convention Judging:** Diana Aaron

- Idea: plastic bags with the flash drives so you don't have to label twice.
- Bins for every contest.
- Big whiteboard of master schedule as to when the contest is to be held.
- Post details/rules on wall and such things as: food/menu so individual judge may choose. We need to keep them on task and not leave if possible.
- Timing of the contests and the judging. Judges didn't start working right away, need to plan arrival accordingly. Need to have shorter contests so judging can end earlier and/or they can work in their sessions easier.
- Manpower at convention was not enough. Too much work - need more help in contest room.
- Shorten times of contests
- Onsite vs. offsite laptop journalist could be uploaded. Should try it out on one contest.
- All supervised edits? How will we do it? One big edit room? How many seats and electric drops? Hotel will charge more as drops are expensive.
- Cheating how do we stop it?
- Part of the opening ceremonies we should address the cheating. Compile an over the top video of all the ways of cheating to get the message across. Level the playing field.
- One big edit room with zones for contests is a consideration.
- NO cell phones put all cell phone in an envelope. DQ if breaking the rules during competition.
- Consider more specific prompts
- Someone could do a cheating PSA to play at opening ceremony.
- Require Sweet 16 teams to stay in the edit room. Sweet 16 will be 10 minutes or less.

On the issue of cheating: Les Rose (call in): "If it doesn't start with us where does it start? Where is the gray line drawn? Dan Rather got fired because he got the facts right but the documentation was wrong."

## **More on Contests**

- Contest cutting – consider cutting time. Put more popular contests on Thursday.
- Shoot the story edit on ipads, etc. Great idea for breakout session or training session
- Ethics: is it our fault that we don't emphasize ethics or is it the teachers? We are the only business protected by the First Amendment. Journalists should have the higher ground. Keynote who talks about fighting the good fight, integrity and doing the right thing.
- You know you are doing the right thing if no one is looking? Get the message out?
- Poynter- start a session: "What do you stand for as a journalist or a filmmaker?"
- "What do you stand for?" theme for a contest related to integrity?

**Ideas for Keynote.** Les Rose, Mo Rocca, Al Tompkins knows Bob Scheiffer. Dan Rather was at Poynter; both are from Texas. Bill Guiest. Virgin Galactic founder because NASA is in Houston

## **Contests at Convention:**

- Trophy costs are going up. Convention trophies range in price from \$40 to \$140. Total cost for convention trophies is about to \$7,000.
- Decision was made to keep the Excellence Award the same. Increase the cost for entries was discussed.

## Irv Kass and Bruce Patch joined the meeting.

- Discussion on contest categories. Live Reporting and Standup are very different. Best live reports are people who can speak extemporaneously. Standup is a different skill, need a two person team so one shoots video.
- Cheryl makes motion to eliminate Green and Blue Sweet 16 contests. No longer will the experience level of the school be part of the equation. Rene seconded the motion. The motion to eliminate the blue and green category passes.
- A tweet will be part of the Laptop Journalism. Print copy will be replaced with a tweet.
- Convention update: use social networking, encourage people to use technology to tell the story. They could provide information to the Student Bureau.
- We should consider having a social media challenge at convention.
- Convention Recap in real time?
- Documentary will be dropped at convention.

Meeting adjourned for dinner @ 7:30 p.m.

6/28/11 Meeting called to order @ 8 a.m.

## **Discussion of US Ed TV Agreement:**

US Ed TV and STN are negotiating for sponsorship whereby STN will help promote Us Ed TV service.

## **Skype call from US Ed TV:**

- They want to be able to continue to give the schools the service free by selling national ads.
- 110 hours of footage can be stored online.
- US Ed TV would be sponsor. Nancy will talk to the lawyer on legal issues and Travis on technology issues.

## **Convention:**

- The host school will be responsible for supplying volunteers, alumni, local people for workshops, cars, errands, printers, supplies, etc.
- Shonda offered her students and parents to help with Dallas convention.

- Thursday night event will be “Rodeo.”  
Mechanical bull \$700 for 3 hours they carry their own insurance Texasjumps.com  
Hay bales, sawdust, cow bells  
Line-dance  
Trick events, clowns, ropers, etc.  
Karaoke  
Texas trivia
- Flash mob deep in the heart of Texas (crowd control an issue?)
- Corp Cadets flags
- Can we get the Dallas Cowboys Cheerleaders??? Opening Ceremony
- Contact local press outlets: Fox, ABC/Dallas Daily News, NBC, CBS
- Check out the Visit Dallas iPhone app for events in Dallas
- Contact Southwest Airlines, Dallas Mavericks (Mark Cuban) for sponsorships
- Do more on sports journalism at convention since sports are so important to the area.  
Speakers, judges?
- Contact local colleges for booths and speakers
- Teacher lunch will be Thursday
- There will be a continental breakfast on Friday replacing teacher’s breakfast
- Host school will make a brochure of activities
- Set up a Reunion Tower dinner for Board Members after the convention.
- Breakouts ideas: email Nancy or Denny  
Session on creating video game apps  
Make the name of the breakouts very specific  
Feedback on Bootcamps were they very helpful?  
Some Bootcamps could be online videos

The decision was made to have 2013 convention in LA area.

**Contest report:** Jeb Brunt

Award of excellence ideas: submit multiple shows and randomly select

Daily entry does one week of show. Weekly would send in shows for a month. Jeb will work on details and send out proposal. Finding judges is very hard so we need to help Jeb with judges.

Discussion:

- We need to look at the cost associated with a contest
- Add a film challenge “a line of dialog”
- Get rid of middle school music at convention
- Board Members reach out to other schools
- Provide a middle school critique
- Reverse the marketing...everything is critiqued, and by the way, you will win prizes.
- Ranking of students in contest??
- Jeb is going to send out contest changes to all of us for comments
- Facebook page: push students to become familiar with STN’s, and then they can get information on the contests on the site.
- Combine animation/graphics contests.
- Change contest fee to \$15

- For Music Video we need both a rap song and a rock song
- Our first year sponsoring the RFK contest went well.
- What about the First Freedom award? Advertise it and encourage people to apply
- Student of the Year contest will stay the same
- Teacher of the Year?? Students could nominate

**Academies:**

We would like to start STN academies:

- Online, training online
- Mobile we come to you for training,
- Convention training, certifications
- Studio, training at the STN studio

Trophies will stay the same for convention and Film Festival

Cheryl made a motion to increase Affiliates dues \$75 with Associate at \$100. Dennis seconded the motion. Motion was approved by the Board.

The Board moved to a closed session to discuss personnel issues.

The meeting adjourned at 1 p.m.

Respectfully Submitted,

Jacki Romey  
Secretary