Journalism Alumni Society Board of Directors Meeting  
Saturday, January 12, 2008  
Alumni Center Board Room  
Minutes

Present: Tom Gayda, Jim Grim, Brian Hayes, Julie Johnson, Bob Jonason, Sam Keyes, David Knott, Juli Metzger, Gene Policinski, Deb Robinson, Jennifer Ross, Emily Schilling, Charlotte Shepperd, Sarah Swan, Dan Waechter, Greg Weaver, and Marilyn Weaver.

The meeting was called to order by President Brian Hayes at 9:40 a.m. New board members Sam Keyes, Emily Schilling, and Greg Weaver were introduced and welcomed. Hayes announced that other new member, Savanna Tate, was unable to attend. He asked all board members to introduce themselves.

Minutes

Referring to the minutes of the October 6, 2007 meeting, Hayes asked for corrections or additions. There being none, Jim Grim moved to accept the minutes as presented, Deb Robinson seconded, and they were passed by voice vote.

Business

Awards: An awards committee meeting was conducted Wednesday, January 9. Hayes led discussion on the nominees of the annual Journalism awards nominations. He explained that there were more than 40 nominations for the three categories: Hall of Fame, Outstanding Journalism Alumnus Award, and Outstanding Young Alumnus Award. Nominees remain in active files for three years. Marilyn Weaver stated the Hall of Fame pool of nominees was small and encouraged more nominations in that category. Juli Metzger reported on the recommendations made from the committee. The board discussed the process and candidates. Gene Policinski moved to accept the Hall of Fame nominee, Deb Robinson seconded, and it was approved by voice vote. David Knott moved to accept the recommendation for Outstanding Journalism Alumnus. Bob Jonason seconded, and the motion was approved by voice vote. Tom Gayda moved to accept the nominees for Outstanding Young Alumnus awards. The motion was seconded by Gene Policinski and approved by voice vote. All recommendations will be presented to the faculty for acceptance. The awards will be presented during the Journalism Awards Luncheon, Wednesday, April 2, at the Alumni Center.

Reunion: The reunion is scheduled for Saturday, June 21. There is a Block Party theme for the event. Tom Gayda has designed the logo and a save-the-date postcard. Publicity for the reunion will be through the Web, E-mail, Phoenix, and the Alumnus. A save-the-date postcard and a reservation flier will be sent to Alumni. Charlotte Shepperd reported that a block of rooms has been reserved at the Holiday Inn Express. Jennifer Ross suggested that memorabilia be set out for alumni to view. Hayes asked for entertainment suggestions. A reunion committee meeting is scheduled for Wednesday, January 23.

Department Update

Referring to a handout, Weaver highlighted the spring semester Professional-in-Residence programs. Eight programs are currently scheduled, the first of which will be Thursday, January 17, “Newsrooms in Transition—Making the Move to Multimedia.” Another of particular interest is “International Scholars Look at Media,” set for Thursday, February 28. For that program, the department will utilize three current international students, from Afghanistan, Ukraine, and Iraq. One is a Fulbright student whose film production on emerging conditions on Iraq is scheduled to be aired on HBO. Weaver noted that all P-in-Rs are taped, catalogued, and available for review. The department is in the process of updating and relaunching its Web site. Journalism will be the second relaunch at the university, following TCOM, which has already launched.

The department has three new named scholarships, one for Fred and Charlene Blevens; the Black-Chaney Scholarship, established through funding from Amy Black and named to honor former faculty member Jerry
Chaney; and a scholarship honoring former adjunct faculty member John Robinson, the DRG John Robinson Memorial Scholarship.

Regarding faculty, Weaver reported that the department was saddened with the death of longtime faculty member, Fred Woodress. He died Christmas Day. Mark Popovich will retire at the end of this academic year. A search to fill Popovich’s position will begin within the next few weeks.

Jeff Newton has been hired for the Indianapolis program. Newton will teach both on campus and in Indianapolis. The department has been approved by the Indiana Higher Education Commission to offer courses in Indianapolis and Fishers.

**Alumni Council Update**
Shepperd reported that Tom Farris is the 2008 Alumni Association president. She said the Alumni Association organized five charter buses that took more than 250 alumni to the International Bowl in Toronto, Canada in January. The pre-game event was successful with more than 500 in attendance. Plans for the Capital Campaign are underway, but there has been no announcement yet to publicly kickoff the campaign. Shepperd reminded the board that each member should consider a gift to the university, designated to journalism or to any program of their choice. Matt Momper has replaced board of trustee member Greg Fehribach, whose term ended December 31, 2007.

The next meeting of the Alumni Council will be Friday and Saturday, February 1-2, 2008.

**Other Business/Future Dates**
Reunion Committee meeting—Wednesday, January 23, 2008
Next Board meeting—Wednesday, April 2, 2008, following the Awards Luncheon
Journalism Reunion—Saturday, June 21, 2008

There being no further business, the meeting adjourned at 11:25 a.m.

Respectfully submitted,
Charlotte Shepperd, Secretary
Journalism Alumni Liaison

Julie Johnson
Alumni Staff Assistant
Journalism Alumni Society Board of Directors Meeting  
Wednesday, April 2, 2008  
Alumni Center Board Room  
Minutes

Present: Tom Gayda, Brian Hayes, Julie Johnson, Bob Jonason, Sam Keyes, David Knott, Juli Metzger, Charlotte Shepperd, Dan Waechter, and Marilyn Weaver.

The meeting was called to order by President Brian Hayes at 2:06 p.m.

Minutes  
Referring to the minutes of the January 12, 2008 meeting, Hayes asked for corrections or additions. There being none, Juli Metzger moved to accept the minutes as presented, Marilyn Weaver seconded, and they were passed by voice vote.

Business  
Awards: The Journalism Awards Luncheon 2008 was held today at the Alumni Center in Assembly Hall prior to the boarding meeting. The board agreed that all went well and it was enjoyable hosting it at the Alumni Center. There was discussion about adjusting the date and/or time for next year due to some recipients, who are involved in sports careers that the NCAA always coincides with the awards luncheon making them unable to attend. The board is leaning toward keeping it as a luncheon. David Knott spoke about the power and inspiration among the recipients in the room and how to involve more students so they can be a part of that and have a better understanding of what their future can hold. Sam Keyes suggested taking video taped portions of the alumni recipients receiving their awards and posting it on the Journalism Department Website so that students may view.

The board reviewed a roster of active and inactive nominees. Charlotte Shepperd suggested creating a pre-screening procedure to help the committee with time during nomination process. Juli Metzger suggested recreating the nomination letter to seek out better responses. By voice vote, it was decided to keep everyone on the active and inactive roster at this time, with the exception of one nominee who requested to not be considered and placed inactive.

Reunion: The reunion date is approaching and is scheduled for Saturday, June 21. The theme will be: Block Party. Hayes contacted Justin Gilbert, 2008 Journalism Alumni Award recipient, for entertainment during the reunion. Justin is a stand-up comedian. A D.J. was ruled out and the board felt background music with possible dance music toward the end of the evening would be better as well as cut costs. Equipment will need to be requested, as will any other items to be used for the reunion. The charge of $35 per person was approved. Any costs above and beyond that will be underwritten by both the BSUAA and Journalism Departments. It was agreed that the charge for shirts will be $5 for those attending the reunion and $10 for those who do not attend the event.

Department Update  
Dan Waechter reported that the department would be busy throughout April with a host of awards programs. He said that budget cutbacks continue to create challenges for the department. A very positive opportunity will come through Newslink Indiana. Beginning in the summer, the Department of Journalism will take the lead with Newslink Indiana and Waechter noted that the program is a great example of an immersion learning experience. The department continues to work with the TCOM department to explore meshing print and broadcast opportunities.

Marilyn Weaver noted that the public relations and advertising sequences have been meeting to evaluate their curricula. Regarding staffing, Weaver stated that Vince Filak and Scott Rinardi are both leaving the university,
so searches will be underway for those positions, though Rinardi’s vacancy may not be filled until a year from now. The search for Mark Popovich’s replacement has been extended.

**Alumni Council Update**
Charlotte Shepperd reported that the Alumni Council met February 2 on campus. She noted that the university will begin the public phase of the Capital Campaign this fall. The goal will be $200 million.

Shepperd reviewed the significance of the Alumni Involvement Index. A way to measure participation in alumni programs, events, and activities, the index continues to increase in percentage of participation. Shepperd said that for 2007, there were 58,977 alumni involved in one or more Alumni Association-related activity. As of April this year, more than 46,000 alumni have an e-mail contact included in their alumni records.

The Ball State Alumnus magazine is in the midst of a redesign. The new-look magazine is expected to debut in the fall.

Shepperd stated that Sarah Maisto continues to represent the Journalism Alumni Society very well on the Alumni Council.

The next meeting of the Alumni Council will be Saturday, April 26, 2008.

**Other Business/Future Dates**
Next Board meeting—TBA
Journalism Reunion—Saturday, June 21, 2008

There being no further business, the meeting adjourned at 3:42 p.m.

Respectfully submitted,
Charlotte Shepperd, Secretary
Journalism Alumni Liaison

Julie Johnson
Alumni Staff Assistant
Journalism Alumni Society Board of Directors Meeting  
Saturday, September 13, 2008  
Alumni Center Board Room  
Minutes

Present: Tom Gayda, Jim Grim, Brian Hayes, Julie Johnson, Sam Keyes, David Knott, Sarah Maisto, Juli Metzger, Emily Schilling, Sarah Swan, Shavonne Tate (via phone), Dan Waechter, Greg Weaver, and Marilyn Weaver.

Call to Order  
The meeting was called to order by President Brian Hayes 9:39 a.m.

Welcome and Introductions  
Shavonne Tate was introduced since this was her first meeting as a board member.

Minutes  
After corrections/additions were made, Dan Waechter moved to accept the minutes of April 2, 2008, as presented, Sarah Swan seconded, and they were passed by voice vote.

Business:  
Reunion: Julie Johnson reported on the June 21 Alumni Reunion. There were 101 reservations taken and 96 in attendance. Income for this event was $4,050.00; expenses $6,637.89. After some discussion the board agreed it was a great event. Campus tours went very well and need to be offered again at the next reunion. Mark Massé emceed the Mark Popovich farewell. Dave Knott suggested returning to Homecoming weekend for the reunion. Sam Keyes suggested using the reunion as a networking venue. Brian Hayes suggested doing away with the reunion idea and move to an annual event at homecoming time.

Weaver asked the board to be aware that they should act as hosts for board sponsored events. Discussion was held regarding introductions being made to make everyone feel apart of the event. For example, possible recognition of the oldest alum, youngest alum, who drove the farthest to attend, etc. Be more focused on the alumni who attend and put less focus on the department.

Awards: Discussion was held on how to improve the nomination process. In some categories the pool is too small. We have 6,000 graduates and too few nominees for awards. The board is constantly looking for ways to get more nominations and to stay in better contact with those who have already been nominated. More effective ways are needed to encourage recipients to keep their files updated. Perhaps have the nominator play a greater role and provide the supporting materials. Dan Waechter provided a draft of an updated nomination form. Jim Grim moved for the board to accept the new form and Sarah Maisto seconded. By voice vote, the motion was approved. Another idea discussed was when sending out the nomination forms; include a letter of explanation on how to send in supporting materials. Weaver requested a board member build the content for a letter and to have Steve Fulton send out in a push e-mail in a timely manner.

Position Openings: The following positions will be open at the end of December: President, Vice President and Alumni Council Representative. Discussion was held on nominations. Brian Hayes has been president for four years. He is interested in the Alumni Council Representative position. Jim Grim nominated Juli Metzger to be president, Sarah Maisto seconded. Grim also nominated Sam Keyes as Vice President, Tom Gayda seconded. Hayes agreed to serve as the Alumni Council Representative as has been the tradition. The board accepted all motions by voice vote and that the officers will serve two-year terms. Sarah Maisto and Shavonne Tate agreed to remain on the board for a second term as did Gene Policinski.
**Future Alumni Events:** The board discussed piggy-backing with other alumni events such as the Chicago Indians baseball outing, wine tasting or a watch party event. The board discussed the need to consider next years Homecoming or a Journalism alumni event.

**Department Update:** The Professionals in Residence has a good list in place and will be reviewing the spring list. Also coming up is the Schranz lecture. John Strauss is a new faculty adviser to the Daily News. Dave Kitchell is a one-year faculty appointment. There will be four faculty positions advertised this year. ACEJMC accreditation will be coming up in 2010. The department won’t know the 2008 enrollment for another 1-2 weeks. The department is currently under a major curriculum review in the area of news as it relates across platforms. Advertising and public relations are also examining ways they can develop more synergies between the two majors.

**Alumni Council Update:** Maisto reported the Alumni Council met on September 5 and 6 in conjunction with the Capital Campaign kick-off and the BSU football game. The goal for this campaign is $200 million. The Executive Committee is continuing to work on developing priorities for the council including continuing with a CEO evaluation survey. The council had voted at its April meeting to enhance the salaries of the top four salaried BSUAA staff but the move was rejected by the university. Long standing board member Hollis Hughes was re-elected for another term. The university enrollment for the 08-09 academic year is 20,000. Sixty percent of the freshmen have academic honors and the freshman-to-sophomore retention is at 80%. Homecoming will take place on September 27 with the theme being Red, White + U. Alumni being honored with awards during dinner on Friday, September 26 are Brenda Cox, David Land, Mark Popovich and Charlotte Shepperd, who will receive Benny Awards. Receiving the Distinguished Alumni Award will be Myra Borshoff Cook, Aaron B. Floyd and Michael McDaniel. The Alumnus magazine will be re-launched with the November issue. University Marketing and Communications has not determined who will do the printing of future issues.

**Future Dates:**
Next Board meeting - January 24, 2009
Awards Committee meeting - TBA

There being no further business, the meeting adjourned at 11:36 a.m.

Respectfully submitted,
Julie Johnson
Alumni Staff Assistant