

**VIRGINIA HIGH SCHOOL LEAGUE
Scholastic Publications Advisory Committee
Tuesday, May 13, 2008**

MINUTES

Present: Sharon Leigg, Elizabeth Milne, Valerie Penton, Chad Rummel, Cindy Wilkins, Rebekah Woodie and Lisa Giles (VHSL Ex Officio)

Absent: None

The meeting was called to order at 10 a.m., introductions were made and the minutes from April 26, 2007 were reviewed and accepted.

COMMITTEE APPOINTMENTS

Giles requested an extension of service obligations from July to December so that committee members would be in place for the start of the next school year. There were no objections.

Three committee members are needed to serve 2009-2011 and the following were recommended: Jennifer Osborne, Battle (D); Merry Jennings, Abingdon (IV); Pam Necessary, Abingdon (IV); Shannon Dalton, Carroll County (IV) and Beth Hoer, Bethel (Eastern). Jackie Newman, Lord Botetourt (III) and Allison Seifert, William Byrd (III) were also recommended.

MEDIA MEETINGS/RULES CLINICS

The 2008 draft schedule and attendance policy were reviewed

VHSL-JOSTENS REGIONAL JOURNALISM WORKSHOPS

The tentative program was discussed, which includes the following dates and locations: September 15 – Westin, 4535 Commerce St., Virginia Beach; September 16 – Convention Center, 403 N. 3rd St., Richmond; September 17 – Hotel Roanoke, 110 Shenandoah Avenue, Roanoke and September 18 – Holiday Inn, 45425 Holiday Drive, Dulles. Speakers include Sarah Nichols (leadership), Shannon Williams (InDesign and PhotoShop) and H.L. Hall (writing and style). Registration fee will increase from \$20/\$30 to \$30/\$40 and the fee for VCU graduate credit will also increase from \$99 to \$125.

VHSL SPORTS FEATURE WRITING CONTEST

The inaugural sports feature writing contest was discussed with low submissions being the major focus of the discussion. Committee recommended removing the recommended story length, making the entry form interactive, requiring photos to be an "original digital image with at least 300 dpi," adding a blank for local newspaper contact and e-mail address (for notification of winners), allowing adviser (or principal) to sign off on submission and minimizing the VHSL physical address. Deadlines for 2008-09 are: October 15 – Volleyball, November 6 – Football and February 10 – Basketball.

VHSL COLONEL CHARLES SAVEDGE SCHOLARSHIP

The press release for this year's winner, who does not plan to become a journalist, was reviewed. Committee did not recommend mandating journalism as a future career for applicants. Committee recommended stressing JOY is open to yearbook and literary magazine students as well as newspaper/newsmagazine and promoting the opportunity with administrators as is done with the Achievement Award and Citizenship Award.

WRITING/PHOTO/DESIGN CONTEST

Committee recommended adding the following categories:

1. Infographics/Secondary Packaging: Charted information, lists, timelines, graphs, quote boxes, maps, diagrams etc. that add to a package on a page. Infographics should acknowledge how information was gathered and all design should be original.
2. Editorial cartooning: Submit cartoon (and caption if one was included) which will be judged on originality, appropriateness to subject matter, style and clarity. Attach any accompanying writing which would add understanding to the cartoon.

Item one is recommended for newspaper, literary magazine and yearbook while item two is recommended for newspaper and literary magazine.

Committee verified that a "spread" equals two facing pages and anything else submitted for a spread will be considered "improperly prepared" and disqualified.

Committee clarified that the following categories are to be read by judges:

Newspaper: 1, 2, 3, 4, 5, 6 and 11

Yearbook: 1 and 9

Literary Magazine: 1

All others will be reviewed for layout/design effectiveness/impact. Current wording in bold at bottom of page three of entry packet will be revised to reflect this.

Penton recommended establishing WPD Contest as a state championship and will present a proposal.

Committee recommended striking the words "and original print" from newspaper and yearbook items 7 and 8.

Committee recommended adding W/P/D winners to CJW program.

PUBLICATIONS EVALUATION SERVICES

Last year's tabled item on Evaluator's Summary was reviewed without 2006-07 data. Committee will review in electronic meeting after 2007-08 data is finalized in October.

Committee discussed plagiarism (particularly the use of quotes from commercial papers) and copyright infringement (particularly using photos without permission) and recommended strict enforcement of rule: "No publication will be rated nor will it receive an award if it uses obscene graphics or language (whether obvious, coded or disguised). No publication containing plagiarized or libelous material will be rated nor will it receive an award. Publications should indicate that permission was given for use of copyrighted material." Committee recommended said rule and "used with permission by..." guideline be added to entry forms and criteria booklets.

Committee recommended removing "candid" from literary magazine photography self analysis and "part of creative writing class curriculum" from the newspaper self analysis.

CHAMPIONSHIP JOURNALISM WORKSHOP

Details of the 2008 CJW were discussed including hotels with rates, sessions, speakers and sessions still needed. Committee recommended 5:30-7:30 p.m. dinner, 7:30-9:30 poetry slam and 9:30-11:30 karaoke party. Rummel recommended promoting karaoke by allowing students to rewrite lyrics to a song and making it a contest. Penton recommended donating one free CJW registration to winner.

Committee discussed increase in registration fee to reflect value of services and experience and recommended \$50 registration fee include cost of dinner. On entry form, allow space for designating if delegate does not plan to stay for dinner.

The need for a keynote was discussed. Committee recommended John "Survivor" Blake as poetry slam feature and emcee and Bradley Wilson as journalism keynote. Wilson has already agreed to take part and do sessions as well. Wilson's day rate does not include travel expenses. The keynote will be the first event on Saturday, followed by Session 1, lunch, four sessions, then the awards dinner and festivities.

BUSINESS FROM THE FLOOR

Giles discussed plans for VHSL website redesign and MVP 2.0 (password protected area) to facilitate communication and interactivity with and within League.

There being no further business, the meeting was adjourned at 1:30 p.m.