

# NINA Board minutes

**Friday, March 15, 2013**

**Northern Star, Campus Life Building, NIU-DeKalb**

Present: (10) Larry Lough, John Etheredge, John Puterbaugh, Shelley Hendricks, Sharon Boehlefeld, Randy Swikle, Kathy Gresey, Jim Killam, Penny Wiegert, Jason Akst

Absent: (7) Jeff Wissner, Dirk Johnson, Lonny Cain, Jim Slonoff, Roger Ruthhart, Jason Schaumburg, Wally Haas

Lough called the meeting to order at 10:01 a.m.

Jan. 18, 2013, minutes were approved unanimously. (Gresey motion / Boehlefeld second)

**Treasurer's Report:** None

**Executive Secretary's Report:** None.

## **President's Report**

Lough thanked the members of the four committees – executive, outreach, training, education – for their work and involvement.

**Executive Committee Report:** None.

**Outreach Committee Report:** Difficulties with updating the website have revealed a security breach. Hendricks said she would talk to her husband, Jeramie Hendricks, about helping build a new website.

Puterbaugh said training and resources need to be available for members. Example: A weekly Q & A with someone who's covering a timely story. Boehlefeld and Wiegert will do the first one on the pope. Puterbaugh and Hendricks can serve as editors.

Puterbaugh also said NINA could do a version of Al's Morning Meeting. Ask for three to five evergreen stories to launch it and then post weekly. Killam suggested three- to five ideas that are quick hits or stories that you can do in a day. Gresey said that Kate Schott is already doing this and that Gresey can send this to John.

Killam asked if the Q&A was feasible. Maybe two or three communications a week on social media is a good idea. Gresey suggested not doing the Q&A once a week.

Puterbaugh said he's interested in knowing the analytics of the new site. Gresey said she'd like to see more photos. She likes seeing other newsrooms.

Lough said collaboration among committees is important.

**Training Committee Report:** Gresey passed out notes. Several items can be tackled with the Outreach Committee. Areas of focus: onsite training, critiques, job shadowing.

Lough said a gradual approach is a good start. Set up a calendar with dates to launch specific goals. Critiques, shadowing, training will be valuable along with social media.

Hendricks said she would do a Tip of the Day.

Lough said the challenge is spreading the word about what we're doing.

**Education Committee Report:** Wiegert said the group hasn't met, but that Cain provided excellent ideas including consultation offered to high schools. We go onsite and help them apply pro journalism techniques. Internship fairs and contests are other ideas. Use ideas from other committees and put them in an education context.

Gresey suggested a list of high schools, colleges and potential newspapers. Killam said NINA the mailing list for the scholarships. Swikle said IHSA can be a launching pad. We ought to reach out to middle schools/junior highs as well.

### **Old Business**

Hendricks shared the PDF for the Media Conspiracy event. She said she would put it on social media, mail it out and put it on the website.

Judging for scholarship recipients will be 9:30 a.m. April 4 at the Northern Star.

### **New Business**

Swikle shared the plight of Stan Zoller, a professional journalist who is the adviser to the student paper at Rolling Meadows High School. Zoller has won numerous including Distinguished Adviser at the national level by Dow Jones. His paper just won a Pacemaker. Zoller's been told he's doing a good job but he's not coming back due to "enrollment fluctuations." Swikle asked about NINA's role and other professional journalists in situations like this.

**Adjourn:** 11:41 a.m.