

AEJMC General Business Meeting

Aug. 12, 1996

10:30 a.m. to Noon

Anaheim Hilton, Anaheim, California

Call to order — **Pamela J. Shoemaker**, Syracuse

Approval of Minutes from 1995 General Business Meeting (as published
in the Winter 1996 issue of *Journalism and Mass Communication Educator*)

Presentation of Awards:

Krieghbaum Under-40 Award to: **John Ferré**, Louisville

Baskett Mosse Award for Faculty Development to: **Sue Lafky**, Iowa

Nafziger-White Dissertation Award to: **Paul Voakes**, Indiana

Eleanor Blum Award to: **Frances G. Wilhoit**, Indiana

Paul J. Deutschmann Award to: **George Gerbner**, Pennsylvania

MAYS Award to: **Linda Steiner**, Rutgers

Outstanding Contribution to Journalism Education Award to: **Carol Reuss**, North Carolina

President's Report — **Pam Shoemaker**

President-elect's Report — **Alexis Tan**, Washington State

Report of the Elected Standing Committees:

Professional Freedom & Responsibility — **JoAnn Huff Albers**, Western Kentucky

Research — **Oscar Gandy**, Pennsylvania

Teaching Standards — **Sammye Johnson**, Trinity

Council of Divisions' Report — **Lee Wilkins**, Missouri

Publications Committee Report — **Stephen Lacy**, Michigan State

Commission on Status of Minorities Report — **Tim Gallimore**, Missouri

Commission on Status of Women Report — **Barbara S. Reed**, Rutgers

Other Reports

Moment of Silence for Deceased Members

Announcement of New Award — **Judy VanSlyke Turk**, South Carolina

Old Business

New Business:

1. Dues Increase Proposal — **Alexis Tan**, Washington State

2. Constitution/Bylaws Revision

Resolutions

Installation of 1996-97 AEJMC President: **Alexis Tan**, Washington State

Adjournment

Membership Dues Increase Proposal

The AEJMC Executive Committee, on a recommendation from the AEJMC Finance Committee, is proposing a \$15 dues increase for regular and associate members (from \$70 to \$85), and a \$10 increase for student (\$30 to \$40) and international members (from \$55 to \$65). AEJMC last had a dues increase in October 1989 when dues went from \$60 to \$70 for regular and associate members. International dues went from \$45 to \$55. Student member dues were not increased in 1989.

Why the increase is needed

AEJMC's Central Office has been housed on the University of South Carolina campus for 15 years. During this time the university has charged the association no rent, and has paid for electricity and water usage. (The association underwrites a \$5,000 graduate assistantship, and does pay for all its other operating expenses.) It has been an ideal situation for AEJMC, but as of April 30, 1997, the university will no longer be able to provide us with this type of support.

The Executive Committee is pursuing three options for housing the Central Office, which are listed later. There are pros and cons of each option, but the bottom line is that all three involve substantial amounts of money. Depending on the option, the costs could range from \$20,000 to \$35,000 a year.

Because all the options facing the association involve a need for on-going financial support, the membership will need to vote on a due increase at the Anaheim Convention. If approved, this will allow the Executive Committee to make a decision about a permanent home for the office, knowing that the money will be available.

At current rates these four membership categories bring in \$178,850 in operating income. If the increase is approved, these four categories should bring in \$210,325. This would provide an increase in revenue of about \$31,500. In addition, AEJMC would gain \$5,000 that is paid for a graduate assistantship that is part of the current contract with the University of South Carolina. That would give the association about \$36,000 each year that could be used for rent/mortgage payments, utilities, etc., depending on the option the Executive Committee decides to pursue.

Effective date

Since there has been little advance notice about the increase, the Executive Committee is proposing an **effective date for the dues increase of October 1, 1997**. This will allow ample time for members to budget for the increase before it is implemented. The association does have some money set aside (\$24,000) that can be used to cover costs that might be incurred from May to September 1997.

Central Office housing options

- Option 1: stay on-campus but pay rent for the space; the university has quoted an amount of \$15 per sq. ft. for its space, but has not been able to guarantee that any space will be available. The association is currently in discussion with the University of South Carolina to create a one-year contract to pay for the space the association just relocated to in LeConte College, but at a lower square footage rate.

This would allow the association additional time to plan for the move off-campus. The move into LeConte College was a temporary move since the university is planning to renovate that building in the summer of 1998, but the space should be available from May 1, 1997, to April 30, 1998.

- Option 2: rent/lease space off-campus in another part of Columbia, SC. The Executive Committee has priced rental space in several different areas of Columbia. It is ranging from \$10 to \$13 per sq. ft. (which includes utilities, janitorial and security). The range depends on the amount of space rented, but would likely be \$20,000 to \$30,000.

- Option 3: buy or build an office in the Columbia, SC, area. The association would need a lump-sum down payment. The price of such a building would depend on the location. The cost would probably be in the \$150,000 to \$200,000 range with yearly expenses estimated at about \$35,000.

Constitution and Bylaws Changes Proposed

The AEJMC Executive Committee proposes three actions that will require changes to the Constitution and Bylaws.

Creation of an Office of Vice President

1. **The first action would create the office of vice president.** If this is approved, members will elect a vice president each year, and the vice president will move up to president-elect and then president. The change will give someone two years of experience on the Executive Committee to prepare for the year as president. It will require changes in the Constitution and Bylaws regarding the composition of the Executive Committee, the order of succession, duties for the vice president and elections.

1. a. Amend Article III of the Constitution by:

- Inserting a comma after the word "president" and striking the word "and";
- Inserting a comma after the phrase "president-elect", inserting the words "and a", and striking the words "who shall serve as".

The amended section would read:

"Officers of the corporation shall include a president, a president-elect, and a vice president, chosen in the manner provided in the Bylaws. Duties for each office include those specified in the Bylaws."

1. b. Amend Article III, Section I of the Bylaws by inserting the words "the vice president" and a comma after the phrase "president-elect".

The amended section would read:

"The Executive Committee shall consist of the president, the president-elect, the vice president, the immediate past president, the heads of the three elected standing committees, two officers designated by the Co-founding Affiliate, two officers designated by the Council of Divisions, and one officer each designated by the Commission on the Status of Women, and the Commission on the Status of Minorities. The executive director shall be a non-voting member."

1. c. Amend Article III, Section 2 of the Bylaws by inserting a comma and the words "and the vice president shall become president-elect" after the word "president" in the last line.

The amended section would read:

"The president shall appoint all officers and committee members not otherwise provided for in the Bylaws. The Executive Committee shall have the power to fill all vacancies in elected offices pro tempore. In the case of death, inability to act, or resignation of the president of AEJMC, the president-elect shall become president to serve until the end of his or her elected term as president, and the vice president shall become president-elect."

1. d. Amend Article III, Section 6 of the Bylaws by inserting the words "shall succeed the president" and a semicolon after the word "president".

The amended section would read:

"The president-elect shall succeed the president; shall serve as chair of the committee on Finance; and, in consultation with the executive director, shall prepare a budget and submit it to the Executive Committee at its annual meeting; and shall report at the annual meeting on the fiscal condition of the corporation."

1. e. Amend Article III of the Bylaws by inserting a new Section 7 and renumbering the remaining sections.

The new section would read:

"The vice president shall succeed the president-elect, shall serve on the Executive Committee and the Committee on Finance, and shall perform other duties assigned by the president."

1. f. Amend Article IV, Section 5 of the Bylaws by substituting the phrase "vice president" for the phrase "president-elect" in the first sentence. Substitute a period for the colon at the end of the first sentence. Insert a sentence after the first sentence to clarify the need to elect both a president-elect and a vice president the first year after the adoption of the amendment: "A president-elect and a vice president shall both be elected the first election after the adoption of this amendment."

The amended section would read:

"This shall be the uniform nomination and election procedure for the vice president and members of the elected standing committees. A president-elect and vice president shall both be elected the first election after the adoption of this amendment. ... (The remainder of the section remains unchanged.)"

Allow Off-Campus Location for Central Office

2. **The second proposed change is necessitated by the fact that the University of South Carolina will not renew its contract to provide AEJMC space for its Central Office on the USC campus after April 30, 1997.** The Bylaws now state that the headquarters must be on a college campus, but there is strong sentiment on the Executive Committee to keep the office in Columbia and maintain the current staff. **This change in the Bylaws will permit the Executive Committee to negotiate for office space off the campus if necessary.**

The amended section would read:

"There shall be a consolidated central office headed by an executive director, and housing support personnel, and membership and other records of the corporation, except for those records submitted to the AEJMC archives. The location of the central office shall be determined by the Executive Committee."

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Bylaws Revisions Cont.

Adding Investigative Authority to Role of AEJMC Commissions

3. The third change adds an "investigative" role to the enumeration of functions of the Commission on the Status of Women and the Commission on the Status of Minorities.

3. a. Amend Article VII, Section 13 of the Bylaws by:

- striking the word "both" in the second sentence;
- adding the word "investigative" followed by a comma before the word "advocacy" in the second sentence;
- striking the word "an" in the fourth sentence;
- adding the words "investigative and" before the word "advocacy" in the fourth sentence;
- adding the letter "s" to the word "role" in the fourth sentence;
- add a sentence stating that the commissions will report the results of their investigations to the Executive Committee.

The amended section would read:

"There shall be a Commission on the Status of Women. It shall serve investigative, advocacy and programming roles on behalf of women members of the corporation, students and professionals. There shall be a Commission on the Status of Minorities. It shall serve investigative and advocacy roles on behalf of the minority members of the corporation, students and professionals. The commissions shall report the results of their work to the Executive Committee at least annually."

3. b. Amend Article VII of the Bylaws by striking the entire Section 15 and renumbering the remaining sections. Section 15 established a procedure for convening the first meetings of the commissions and is no longer relevant.

August 12, 1996
Anaheim, CA