

BROADCAST EDUCATION ASSOCIATION

BOARD POLICY HANDBOOK

This is a cumulative collection of policies adopted by the board from time to time.

POLICY 1: MEMBERSHIP

There shall be six (6) classes of membership in the Association: Institutional, Individual, Associate, Industry Professional, State Broadcast, Honorary Life.

In addition, there shall be Corporate Contributors.

Section 1: INSTITUTIONAL MEMBERSHIP Institutional membership shall consist of colleges and universities that offer academic programs related to electronic media.

Section 2: INDIVIDUAL MEMBERSHIP Individual membership shall consist of those people who have an active concern for professional broadcasting and electronic media education as a teacher, administrator, retired faculty member, practitioner or student.

Section 3: ASSOCIATE MEMBERSHIP Associate membership shall consist of individuals at advertising agencies, broadcast stations, cable firms, equipment manufacturers, networks, syndicators, publishers, high schools, and other electronic media-related firms.

Section 4: INDUSTRY PROFESSIONAL MEMBERSHIP Industry professional membership shall consist of individual industry professionals and corporations interested in the teaching and research related to electronic media

Section 5: STATE BROADCAST ASSOCIATION MEMBERSHIP This membership shall consist of state or other local associations of broadcasters, which may have links on the BEA website to their Job-posting pages to aid in recruiting.

Section 6: HONORARY LIFE MEMBERSHIP Individual retired BEA members, who have given long-time service to the Association, shall be considered for this category. This membership category provides for a waiver of dues for the lifetime of the member. An Association board director must submit to the Association office the nomination of such person(s) in writing thirty (30) days prior to the spring or fall board meeting. The nomination shall state the type, length, and quality of service. The board of directors shall vote on the nominations at the board meeting.

POLICY 2: CORPORATE CONTRIBUTION

Those giving substantial payments to the Association, of \$1,000.00 or more per year, shall be called Corporate Contributors.

This class includes but is not limited to: advertising agencies, broadcast stations, cable firms, equipment manufacturers, networks, syndicators, publishers, and other electronic media-related firms or non-profit organizations.

POLICY 3: ADMINISTRATION

Section 1: BOARD OF DIRECTORS. The Board of Directors of the Association shall consist of at least fourteen (14) and no more than seventeen (17) members, all in good standing. A total of six (6) electronic media professionals will be elected by the Board of Directors and eight (8) to eleven (11) academics will be elected by members or serve as officers.

The regular term of appointment or election to the Board of Directors shall be for a period of two (2) years, commencing and terminating as provided in the Bylaws.

No person shall serve more than two (2) consecutive terms of two (2) years each unless he or she becomes an officer of the Association or a member of the Council of Professionals and then becomes their representative to the BEA board of directors.

Section 2 : QUORUM A majority of the Board of Directors shall constitute a quorum for the transaction of Association business.

Section 3: MEETINGS

A. The Board of Directors shall meet at least twice a year. A regular meeting of the Board of Directors shall take place within a week prior to the annual convention. A second meeting shall take place approximately six months later.

B. A meeting of the Board of Directors may be called at any time by the unanimous consent of the officers or upon the request of three-fifths of the membership of the Board of Directors.

Section 4: VACANCIES ON THE BOARD OF DIRECTORS.

A. The Executive Committee of the Board shall appoint a successor to fill any vacancies and the appointee shall serve until a new Board member is elected to fill the previously vacant position for the remainder or unexpired portion of the term. The Chair of the Nominations and

Elections Committee of the Board shall be immediately notified and procedures set in motion, according to the Board Policy Handbook, to begin the election process to fill the unexpired term.

B. Serving out an unexpired term of a former director shall not constitute the term within the meaning of the two-term limitation imposed by earlier sections of this set of policies.

Section 5 : EXECUTIVE OFFICERS AS REGULAR BOARD MEMBERS. The executive officers shall be the President, the Vice President for Academic Relations, the Vice President for Professional Relations, the Secretary-Treasurer, and the Immediate Past President. These **five (5)** officers shall form the Association's Executive Committee.

- A. When a Board member is elected president-elect, he or she is no longer eligible for district or constituency election.
- B. Members of the executive committee will have the choice of continuing to serve concurrently as a district representative including running for re-election or resigning their board seat.
- C. In the case of a resignation, the president can appoint a board member to fill the remainder of a term or call a special election.

Section 6: ELECTION AND APPOINTMENT OF
1. ACADEMIC DIRECTORS,
2. COUNCIL OF PROFESSIONALS REPRESENTATIVE
3. CONVENTION PROGRAM CHAIR

A. There shall be **six (6) Geographic District academic Directors & two (2) Constituency** academic Directors.

The **two (2) constituency** directors are the **District 7, Two-Year College** director and the **District 8, BEA Interest Divisions** director.

B. There shall be **one (1) ex-officio director to represent the BEA Publication Committee** of the BEA Board of Directors. That person shall be the Publications Committee Chair.

C. The Secretary-Treasurer will conduct the academic nomination and election process with support for writing the call for nominations, the creation of the elections ballot, the photocopying, labeling and mailing of nominations & elections materials from the BEA World Headquarters.

The Secretary-Treasurer will count the nominations at his/her offices, count the votes at his/her offices and announce those elected to the membership.

Geographic District Election Timetable: Individual members in a geographic district shall elect the director of their district with **even-numbered districts electing directors in even-numbered years** and **odd-numbered districts electing directors in odd-numbered years**.

Constituency Elections Timetable:

District 7/Two Year Schools board representative. In odd-numbered years, the Association members from Two-Year Colleges will elect their representative to the board of directors.

The election timing, mailing and counting of votes will be organized and conducted the same as the geographic election process.

District 8/ Interest Divisions board representative. In even-numbered years, the *CURRENT BEA Interest Division Chairs* will elect an immediate past Division Chair, who has served as a *Division Chair* within 3 years *prior to first election* as a division chair. This person will be elected as the District 8 representative to the BEA board.

The election timing, mailing and counting of votes will be organized and conducted the same as the geographic election process.

Convention Program Chair, Timetable & Process: At the same time as the annual BEA board of director's elections, the current District 8 Division representative on the board of directors will work with the BEA office to facilitate the election of the Convention Program Chair.

The current District 8 representative solicits nominations from the *CURRENT BEA Interest Division chairs* and *2 years prior division chairs* and receives the nominations.

All paid "Academic Individual" members of BEA are eligible to be nominated for Convention Program Chair.

The BEA Executive Committee will review and approve the slate of candidates that are nominated by the current division chairs and submitted to the current District 8 representative.

The current District 8 board representative then notifies the nominee(s) of the offer and in accordance with their willingness to serve, forwards the list to the BEA office, which will conduct the formal election process among the current Interest Division Chairs.

The current Division 8 board representative will receive all election ballots and report the vote to the Executive Committee.

The BEA Board votes to ratify the Divisions' choice at the Spring BEA Board meeting.

Academic Board Members Timetable & Election Process: At the beginning of the Fall Semester the Executive Director shall send all paid members within each district scheduled for an election, a list of all paid-up members in their respective district and send the official Nominations form and instruction for the nominations and election process.

Nominations must be submitted in writing and received by the BEA Secretary-Treasurer. In order to be nominated, a nominee must receive three (3) nominations from the paid members of his/her district.

If no one within a district receives sufficient nominations, the call for nominations will be repeated.

Nominees will be asked to prepare a MS Word campaign-biography statement, with specific items to address in their statement, not to exceed one page of 10 point type, single spaced, that shall be included with each election ballot for that district and to be sent to the BEA Executive Director.

Nominee Qualifications: All academic nominees must be paid-up "individual" full-time college faculty members, in good standing, at both the time of their nomination and their election to the Board

Voting Procedures: Official ballots shall be mailed to all paid-up academic members in those districts/constituencies conducting elections. All completed nomination forms and election ballots must be returned to the BEA Secretary-Treasurer to count.

The candidate receiving the largest number of election votes is elected to the Board for a two (2) year term. In the case of a tie, there shall be a run-off election among those candidates who tied with the most votes.

The Secretary-Treasurer shall immediately, within six (6) business days, notify the Executive Committee of the Board and the candidates (both winners and non-winners) of the election results. This notification should be both verbal and in writing.

Geographic and Constituent District Configuration for Elections: The Board of Directors may "reconfigure" the geographic academic districts.

Opinions of Association members should be solicited by notices in Feedback and/or direct correspondence, at least 60 days prior to the Board meeting at which such a vote is anticipated. Any such "reconfiguration" of districts must attempt to maintain relative parity regarding the total number of academic members in each district. The Board should review the districts at least every five years for possible adjustment.

The present **Academic geographic and constituent Districts** of the Association shall be as follows:

DISTRICT 1 Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, Western Europe including Britain

DISTRICT 2 Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Caribbean and Africa

DISTRICT 3 Delaware, District of Columbia, Maryland, Ohio, Pennsylvania, Virginia, West Virginia, Mideast and Eastern Europe including Russia

DISTRICT 4 Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, Canada and Scandinavia

DISTRICT 5 Arkansas, Kansas, Missouri, Oklahoma, Texas, Mexico, Central America and South America

DISTRICT 6 Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Asia and Pacific

DISTRICT 7 Two-Year and Small Schools

DISTRICT 8 Interest Divisions' Representative

Section 7: ELECTION AND APPOINTMENT OF 'INDUSTRY PROFESSIONAL'

DIRECTORS: There will be **six (6)** Industry Professional members of the Board.

- A. There will be **two (2)** "**NAB Professional**" BEA board members. The BEA board of directors will choose these from the NAB broadcast station members.
- B. There will be **three (3)** **Electronic Media** BEA board members.
- C. There shall be **one (1)** **Council of Professionals** board director. The BEA board of directors will select an electronic media member from the current board or from outside of the current board to represent the Council to the BEA board of directors.

NAB Nominees: The President of the National Association of Broadcasters will be asked to approve NAB station member representatives selected by the full BEA board of directors, by a majority vote, to fill two **(2)** **NAB Professional** vacancies on the BEA board to serve one (1) term of two (2) years each and be eligible for election for another term of two years.

Electronic Media Professionals: As provided in the Bylaws, **three (3)** electronic media professional members of the Board will be elected by a majority vote of the existing Board.

Electronic Media Professional BEA board member shall serve one (1) term of two (2) years and be eligible for election for another term of two years.

Timetable of Industry Nomination Processes

In **even-numbered** years, **one (1) NAB** nominee and **two (2) Electronic Media** nominees will be elected.

In **odd-numbered** years, **one (1) NAB** nominee and **one (1) Electronic Media** nominee will be elected.

Solicitation for NAB & Electronic Media Professional nominations must be sent to all Board members.

This should coincide with the Academic elections above. Nominations must be submitted in writing and received by the BEA Nominations Committee Chair, as vacancies occur.

NAB Nominee Qualifications:. All NAB nominees must be employed at a NAB member station or group.

The Executive Committee can require qualifications and/or financial commitments of professional candidates living and working outside the United States of America because of the additional substantial financial burden that this brings to the organization if BEA is responsible for paying for international travel.

Voting Procedures. The BEA office shall send a ballot to all board members.

Section 8: EXECUTIVE COMMITTEE: There shall be an Executive Committee of the Board of Directors consisting of the officers, with the Executive Director serving ex-officio except when her or his evaluation is being discussed.

At least one member of the Executive Committee should be Industry board member and at least one should be an Academic board member.

The Executive Committee must meet at least two (2) times each year. The President of the board of directors will call meetings.

The term of office for executive officers shall be one year, commencing at the close of the annual convention that follows the spring Board of Directors meeting and ending at the close of the next year's annual convention.

At least 90 days prior to the annual fall meeting of the Board, the President shall appoint members to a Nominations and Elections Committee consisting of the current Immediate Past-

President, serving as chair of the Nominations and Elections Committee of the Board, one (1) NAB or Electronic Media Professional board member and one (1) Academic board member.

Thirty (30) days prior to the annual fall meeting of the Board, this Committee shall prepare and submit to the Board in writing a recommended slate of nominees for the offices of President, Vice President for Academic Relations, Vice President for Professional Relations, and Secretary-Treasurer.

The outgoing President automatically becomes the Immediate Past-President.

Any person so nominated shall have given her or his prior consent to nomination and willingness to serve as an officer and shall be a member in good standing of the Board at the time of the vote.

Executive Committee Nomination & Election Process

A). **Nomination.** Any current member of the Board in good standing may be nominated to the elective positions. The Nominations and Elections Committee must also entertain self-nominations and recommendations of other Board members.

B). **Officer Categories.** Normally, academic directors will serve as President and Secretary-Treasurer. When an electronic media professional has a commitment to media education, financial resources, and time he or she may be nominated for position as President or Secretary-Treasurer. The Vice President for Professional Relations must be a NAB or Electronic Media Professional member of the board, and the Vice President for Academic Relations must be an Academic member of the board. Usually the Vice President for Academic Relations will move up to President.

C). **Vote.** The slate of proposed officers for the next year of service shall be offered to the Board during the fall meeting, along with any nominations from the floor, for approval by a simple majority vote of the Board.

D). **Commencement of Service.** The officers elected at the fall Board meeting will take office the following spring after the end of the convention.

E). Length of Service as Office

Section 9: DUTIES OF OFFICERS

The Executive Officers shall perform the duties usually pertaining to their office. Specific responsibilities are detailed below.

Section 10: PRESIDENT. The President is the chairperson of the board of directors. He or she is responsible for:

A). Oversight of Board Member Duties and Responsibilities

B).Oversight and Appointment of Board Committees, Committee Members and their Responsibilities to the BEA board of Directors

C). An annual written review of the performance of the Association's central office and the Executive Director, with the assistance of the Board

D). Preparing board agendas

Section 11: VICE PRESIDENT FOR ACADEMIC RELATIONS. If the President is unable to continue his or her duties, the Vice President for Academic Relations assumes the President's responsibilities. In addition, this person will handle:

A). Serving the particular needs of individual and institutional members.

B). Working with the Districts and Interest Divisions, as needed by the board representatives whose constituency might need assistance.

C). Assisting with orientation of new board members.

Section 12: VICE PRESIDENT FOR INDUSTRY RELATIONS. The Vice President for **Professional** Relations is responsible for:

A). Serving the particular needs of the Associate and Corporate members.

B). Acting as liaison with professional organizations.

C.) Assisting and guiding fundraising efforts in the private sector.

Section 13: SECRETARY-TREASURER. The Secretary-Treasurer is responsible for the financial oversight of the Association. The Secretary-Treasurer is also responsible for:

A). Taking, revising, and distributing (within 45 days) the minutes of all Association Board meetings.

B). Reviewing the semi-annual budget reports of the Association with the BEA Executive Director in preparation for the reports to the board of directors.

C). Serving as Chair of the Finance Committee

Section 14: IMMEDIATE PAST PRESIDENT. The Immediate Past President facilitates officer transition. In addition, the Immediate Past President is responsible for:

- A). Serving as chair of the Nominations and Election Committee.
- B). Advising the incoming President of transition issues that need action.

Section 15: MULTIYEAR CONTRACTS. The executive committee will discuss and approve all multiyear contracts, and agreements with the Executive Director.

POLICY 4: COMMITTEES

Section 1: BOARD COMMITTEES. There shall be standing board committees, appointed by the incoming BEA Board President, no later than 30 days after the he or she assumes office.

The President of the Board shall appoint the chair of each committee and shall be ex-officio members of all board committees. The President may also create task forces or special committees as needed.

Normally, board committees will have no fewer than two (2) and no more than seven (7) members, including the committee chair but excluding, for counting purposes, ex-officio members. The usual term for committee chairs, other than the Publications Committee, coincides with the term of Board President that appointed the committee chair. In most cases, this will be a term of one year.

Section 2: PUBLICATIONS COMMITTEE POLICIES AND PROCEDURES

A). Authority of the Board of Directors regarding the Publications Committee. The BEA Publications Committee is an agent of the Association's Board of Directors and is responsible to and reports to the Board of Directors.

B). Membership. The Publications Committee consists of no more than six (6) members, approved by the Board of Directors to serve staggered three (3) year terms, and a chairperson. It is recommended that the chairperson, also approved by the Board of Directors, selected from current members of the committee and is elected for a three (3) year term. The committee position, if vacated by election of the committee chairperson, is filled by the Board of Directors; and the person appointed serves the remainder of the three (3) year term.

C). Meetings of the Committee. The committee convenes regularly at the BEA annual convention. Publications Committee Chair, JOB&EM JRS, & Feedback Editor receive a \$100 honorarium to defray the 1 night of hotel expenses for the Spring/convention board meeting.)

D). **Duties of the Committee:**

- 1) Overseeing the Scholarly and Content Responsibilities for Serial Publications and those related responsibilities of the Editors.

- 2) The Association's serial publications, are Feedback, the Journal of Broadcasting and Electronic Media, Journal of Radio Studies and the Membership Directory and are the primary concern of the Publications Committee.
- 3) The committee also reviews proposals for non-serial publications and makes recommendations to the Board of Directors; however, the publication of all documents, distributed by the Association, as authorized by the Board of Directors, is the responsibility of the BEA office.

E). **EDITORS.** The Board of Directors shall appoint editors of Association periodical publications for terms of three (3) years. Editors shall be eligible for two (2) terms of three (3) years each. (Scholarship Chair and Publications Committee Chair & Publications Committee members, JOB&EM, JRS & Feedback Editor receive a \$100 honorarium to defray the 1 night of hotel expenses for the Spring/convention board meeting.)

F). **Selecting Directory, Feedback and Journal Editors.** The Association's Board of Directors appoints, nine months in advance of their terms, editors of the Association's publications to serve for a term of three (3) years. Editors can serve for a second three (3) year term, and, under unusual circumstances the President may grant a one (1) year extension to the term of an editor. Any editor may be removed from his or her position by a two-thirds majority vote of the Board of Directors. In the event of a vacancy, the Chair of the Publications Committee may make a pro tempore appointment for a period not to exceed one (1) year.

A "Call for Editor" announcement is submitted to the Board of Directors for Approval.

Following approval of the Board, the "Call for Editor" is circulated to the membership via the membership packet, and is published in the Feedback, Journal of Radio Studies and the Journal of Broadcasting & Electronic Media. Other means of circulation, such as newsletters of other associations, professional publications, electronic newsletters, etc. are also used.

The deadline for editor applications is established at least one month before the Association's annual convention, held in the spring, so that the committee can accomplish a preliminary screening of the applications.

Nominees for the editor positions, or their sponsors, are asked to provide the following information:

A letter of application accompanied by a vita.

A statement of editorial policy and plan for the publications named editor.

Letters from department and/or college administrators, which provide evidence of institutional support, including released time, secretarial and editorial assistance, office space, and equipment.

The top two (2) or three (3) applicants for the editor position are invited to meet with the committee during the Association's convention, at which time the committee interviews each applicant individually and then makes a recommendation to the Board.

Selecting Winners of the BEA Outstanding Dissertation Award: Each year the committee recommends to the Board of Directors names of individuals whose dissertations completed at universities that are institutional members of BEA merit recognition as being "outstanding." Procedures for selecting these individuals are determined by the Publications Committee and are published annually as part of the award process.

POLICY 5: DUES

Section 1: DUES OF EDUCATIONAL INSTITUTIONAL MEMBERS. The Board of Directors shall approve dues of educational institutions payable by January 1st of the year to which they apply. Dues categories shall be as follows:

- Two Year colleges
- BA-granting programs
- MA-granting programs
- Ph.D. granting programs

Section 2: DUES OF INDIVIDUAL MEMBERS. The Board of Directors shall approve dues of individual members payable by January 1st of the year to which they apply. Dues categories shall be as follows:

- Individual membership
- Student
- Emeritus

Section 3: DUES OF ASSOCIATE MEMBERS. The Board of Directors shall approve dues of associate members, payable by January 1st of the year to which they apply. Dues shall be as follows:

- Associate members
- State Broadcast Association members

Professional Industry members

Section 4: INTEREST DIVISION DUES. Membership in four divisions is included in Individual Membership. Each Division receives \$500.00 per year from Association funds.

Divisions can request additional proceeds from the board through the District 8 representative on the board who will go through the Executive Director.

Its members decide disbursement of a division's funds. It is up to each division, for example, to determine whether its budget will be used to defray newsletter printing and postage costs, award research paper prizes, hold division socials, or carry out other activities deemed appropriate to achieving the goals of the division.

Each division shall establish its own budget, with accountability to the Association's Executive Director who will oversee allocation of funds and payment of expenditures authorized by divisional officers. Divisional budgets shall carry over from year to year. If a division becomes inactive, any moneys accumulated in its budget shall revert to the Association's general operating budget.

POLICY 6: CORPORATE CONTRIBUTION PAYMENTS

The Board of Directors shall approve payments of corporate contributors, payable on an annual basis on the anniversary of the first payment. They shall be as follows:

Corporate-bronze.....	\$1,000 - \$2,499
Corporate-silver.....	\$2,500 - \$4,999
Corporate-gold.....	\$5,000 - \$9,999
Corporate-platinum.....	\$10,000 - \$24,999
Corporate-leadership.....	\$25,000 & above

POLICY 7: FISCAL POLICY

Section 1: FISCAL YEAR. The fiscal year of the Association shall be from January 1st to December 31st.

Section 2: STATEMENT OF DUES. The Executive Director shall send on or before October 15th, prior to the start of each fiscal year statements of dues to all members, except Corporate members, on or before October 15th, prior to the start of each fiscal year. Dues must be paid by February 15th of the new/next fiscal year. The Executive Director will inform Corporate members of their dues renewal at least one month prior to their anniversary date.

Section 3: UNPAID DUES. Any member whose dues are unpaid, as of February 15th of the current fiscal year shall be dropped from the membership roster and immediately sent a notice. Once dues are paid for the fiscal year, members in question shall be reinstated with full membership privileges.

Section 4: ACCOUNTING OF FUNDS. The Executive Director and the Secretary-Treasurer of the Board of Directors shall keep an accounting of all funds. The Executive Director shall make proper disbursements.

POLICY 8: INTEREST DIVISIONS

Section 1: ASSOCIATION DIVISIONS. There shall be several Association special interest divisions, whose memberships shall be constituted of Association individual and associate members.

Section 2: FORMATION OF DIVISIONS. Individual and associate members who share teaching and research interests pertinent to the purposes and goals of the Association may petition the Board of Directors for recognition as an interest division. Such requests must be transmitted in writing to the Board for consideration at a regularly scheduled meeting. The petition should include a list of at least twenty (20) Members that endorse the proposed division, along with a statement of objectives and justification for forming the division.

Section 3: REVIEW OF DIVISIONS. The interest division's elected board representative will represent the Association's interest divisions and the Board of Directors will review the division's reports annually . All division chairs should consult the Division Guidelines Handbook for complete division rules. Evaluations of division work will be based on:

- A). A clear statement of mission, goals and activities as they relate to the goals of the Association and the needs of the members of the Association.
- B). Tasks accomplished to fulfill those statements of need and intent, including regular communication with division members through newsletters and other means.
- C). Active participation in the Association's annual convention working with the convention program chair to plan panel sessions and divisional meetings.
- D). Working with the convention chair on the open paper competition to coordinate an annual division paper competition.
- E). Self-evaluation and reports to the Association's Board for consideration at the fall Board meeting.

Section 4: SUSPENSION OR DISSOLUTION OF DIVISIONS. . A division may be suspended or dissolved by a majority vote of the Board of Directors if the Association members do not exhibit a need for the division or if the division does not provide services to its members and/or the Association in general.

Section 5: DIVISION LEADERSHIP. The members of divisions will elect officers from among themselves at the annual convention of the Association. Only regular members of a division (individual or associate members who are also members in good standing of the division) are eligible to be a candidate and to vote.

Each division will elect a chair and a vice chair, who serve for terms of two (2) years. The vice chair will normally move up to serve as chair of the division. The division chair will preside over the annual meeting of division members during the Association's annual conventions. Each division may elect other officers that its members determine to be appropriate. In the event of inactivity of a division leader, action may be initiated by the division leadership to remove the inactive leader. A 2/3rds vote of the voting division membership is required. A new election will take place immediately through the BEA office.

The division chairs will elect a division representative to sit on the Board of Directors. This person shall be elected in even numbered years and his/her term shall be for two years. Election procedures set forth for Academic Directors will be followed in the election of this office. The division chairs' Board representative must be a past division chair.

Section 6: DIVISIONAL COMMITTEES. Division chairs may appoint committees to carry out the work of the division.

Section 7: ANNUAL MEETING OF DIVISION CHAIRS. The membership of the interest divisions shall have a formal means of access to the Association's Board of Directors through a meeting of the divisional chairs that is convened by the District 8 representative. This meeting, scheduled during the Association's annual convention, shall be a forum for discussion of issues and concerns of each division and an opportunity for resolutions from the divisions to be carried forward to the Board. The division representative to the Board will act as communicator between the Board and the divisions.

The meeting of divisional chairs should also be attended by the chair of the convention program committee to elicit the greatest possible input from the divisions.

POLICY 9: ANNUAL CONVENTION

Section 1: TIME AND PLACE OF MEETING. The annual convention shall be held at such time and place as shall be designated by the Board of Directors--usually immediately prior to the annual convention of the National Association of Broadcasters.

Section 2: MEMBER NOTIFICATION OF MEETING. All members shall be notified, in writing, of the designated time and place for the annual convention at least sixty (60) days prior to the annual meeting.

POLICY 10: COUNCIL OF PROFESSIONALS

Section 1: MEMBERSHIP. The Council Of Professionals is composed of BEA Corporate Contributors or Associate Members in good standing. The Council will advise the BEA board of directors on issues related to the electronic media industry, as it relates to BEA's mission and activities. Every even numbered year the Council will select one of its members to be a BEA board director to serve the standard BEA board terms.

POLICY 11: GENERAL GUIDE

Section 1: EXECUTIVE DIRECTOR. The President, with the approval of the Board of Directors, shall appoint an Executive Director. The Executive Director shall report to the Executive Committee of the Board of Directors.

Section 2: RULES. The Association shall be guided by the latest edition of Robert's Rules of Order at all points not expressly provided for by this Board Policy Handbook or the Association Bylaws.

Section 3. EQUAL EMPLOYMENT OPPORTUNITY. BEA provides equal employment opportunity to all applicants and employees without regard to race, color, religion, gender, national origin, age, and handicap or veteran status, in accordance with applicable Federal and D.C. law.

Section 4. BEA Chapters. The BEA board of directors has voted that there will not be any BEA domestic or international Chapters.

Section 5. BEA Policy. In order to meet its objectives, the BEA must set policies in order to properly manage, operate, and transact Association business. These policy making duties fall upon elected or appointed BEA members. This leadership function, which is vital to the BEA mission, is based on two assumptions: 1) professional volunteerism and 2) representatives.

POLICY 11: HONORARIUM AND STIPEND POLICY

Professional volunteerism assumes that each potential BEA leader is willing and able to expend time and energy without compensation in helping BEA to accomplish its goals. Representatives assumes that each potential leader seriously considers and values the

collective opinion of his or her BEA constituency or BEA taken as a whole when contemplating policy issues.

Whenever limits to professional volunteerism appear to be exceeded, BEA has established an honorarium to recognize designated leaders for extraordinary service to the organization and compensation to defray “out of pocket expenses” in the performance of significant leadership duties. The honorarium is not designed to pay for professional services/time rendered or administrative fees. Typical out of pocket expenses might include communication costs, travel and lodging in the performance of BEA affairs. Generally, BEA has not considered standing committee chairs, division leadership, or manuscript judges to be eligible for honoraria despite their considerable contribution to the Association.

A). At present, The BEA provides the following publications editors. The editors' assistants, and the Web Manager an annual honorarium:

Editor, JOB&EM	\$5,000
Editorial Assistant	\$4,500
Review & Criticism Editor	\$1,000
Editor, Feedback	\$2,000
Editorial Assistant, Feedback	\$1,500
Editor, Directory	\$1,500
Editorial Assistant, Directory	\$1,500
Editor, JRS	\$2,500
Editorial Assistant, JRS	\$1,500
Web Manager	\$3,500

B). At present, the BEA provides the following designated leaders a reimbursement for coach airfare and lodging for meeting.

Chair, Convention Program	\$1,000
Convention Program Speaker	\$2,000
Member, Board of Directors	\$700 (approx.)
Member, Executive Committee	\$500 (approx.)
Representatives, ACEJMC	\$2,500
Representatives, CCA	\$2,000

Each person eligible to receive a reimbursement must submit original receipts for reimbursement.

C). The BEA provides the following designated as a stipend to help to help to defray the cost of coming in for the pre-convention board and board committee meetings one day prior to the convention opening day.

Academic Members of the BEA Board of Directors \$100 (each) honorarium for the Spring board meeting.

BEA Journal Editors, FEEDBACK Editor and Members of Publications Committee \$100 each for the Spring board committee and board meetings.

However, in no case may an individual receive two (2) stipends.

D). The BEA provides the following for designated leader reimbursement for administrative expenses (upon submission of original receipts):

Chair, Scholarship Committee	\$750
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E). The BEA provides complimentary convention registration for the following leaders:

All members of the board of directors

JOB&EM Editor

JRS Editor

Feedback Editor

BEA Membership Directory Editor

Convention Program Coordinator

Publications Committee Chair

Scholarship Chair

F). All BEA board members and the Convention Program chair and the Publications Committee Chair receive reimbursement for the October board meeting for coach airfare and hotel accommodations (on the BEA master account) for self without incidentals after submitting original receipts.

G). The Convention Program Chair receives \$1,000 toward the Convention Program Planning for clerical assistance, Convention airfare and hotel expenses incurred, with submission of original receipts showing up to that amount.)

Policy 12: Guidelines for Promotion and Tenure for Electronic Media Faculty Involved in Creative Work

Statement of Purpose. The Broadcast Education Association affirms that creative work that meets established criteria, is reviewed by recognized peers, and is disseminated to others both within and outside the academy is important to the development of the field of electronic media and should be recognized as equal to scholarly publication in promotion and tenure review for faculty in the creative areas of the discipline.

Intellectual Foundations of Creative Work A major function of traditional research is to add to the field through discovery of new information or insight. Creative endeavors often involve

traditional research methods of information gathering, literature reviews, synthesis of information, and analysis. However, one of the major differences between media productions and traditional research is that the unknown that is being explored may also be form – the medium. Far from simply recording what occurs before the camera or within range of the microphone, creative faculty through their choices of form reveal a pattern and context to the material that goes beyond mere recording. Thus, the intellectual function of discovery is the foundation of creative work, just as it is with traditional scholarship.

A second intellectual function that is central to both traditional research and creative work is integration. Not only must creative faculty integrate research from a variety of disciplines, but they also must integrate aural and visual strategies with the content to illuminate the conclusions of the research.

Further, the functions of discovery and integration are enhanced through creative application and teaching. Reading an instruction manual for a piece of equipment or type of software will never provide the insights into its full artistic and communicative possibilities as will applying those principles of instruction in a production. New understandings, both for the creator and the students who participate in the production, arise from working through production challenges.

Creative work is intellectually demanding in similar ways to that of traditional research, including the collection, analysis, and synthesis of content. The creative process also involves discovery in the development of effective aural and visual forms and provides integration as these forms are united with content to create the final work.

Evaluation of Creative Work As with traditional research, acceptance of creative work as an important intellectual activity involves review and evaluation by peers. Contests and festivals provide one avenue for review, because they normally employ panels of expert judges to select the work that will be honored or screened. Because those outside the communication field may not understand the reputation of these events, information about the contest or festival would be important for the dossier. The information to include would be the year the festival or contest was established, the number of entries in the event (if known), the number of works selected to receive recognition or prizes, the venues in which the selection was screened, etc. If available, a copy of the evaluation criteria would also be helpful to reviewers both inside and outside the field. In addition, subsequent reviews of the work that might appear in either scholarly or popular publications could provide insight into the value of the work and should be included in the dossier.

Another indication of the value of the work is the decision to televise a creative work to the community outside the university through established commercial or public media channels. In the realm of traditional scholarship, this is akin to the selection for anthologies and is recognition of excellence. These selections are generally made by a number of very knowledgeable professionals at various levels, who are experienced in evaluating creative work and can readily recognize excellence, discovery, and innovation in the use of media form and the value of content for the society at large.

Evaluation Considerations While published research articles tend to be standard in length, the same cannot be said of creative work. The medium for which the production is created has strengths and challenges, and the length of the final work and its structure may vary greatly from one work to the next. Assessment should take into account the scope and length of the production and the challenges posed by the medium.

Second, while published research tends to follow a traditional form, aesthetic conventions vary for each medium and are constantly changing. Assessment of the work should address the appropriateness and integration of the aesthetic conventions and the content. In addition, originality and innovation in the use of aesthetic or technical processes should be noted.

Third, since one person working in isolation completes few media projects, evaluators should expect the participation of others (including students). For example, the role of executive producer is often analogous to a researcher in traditional scholarship that leads a team of assistants in a project. The faculty member's input into the work under evaluation should be addressed.

Finally, while having a great deal of creative latitude, faculty often must work under budgetary and equipment limitations. The ability to use limited resources innovatively to address creative problems should be given consideration in an evaluation.

Dissemination While the hallmark of intellectual activity within the academy is review and evaluation by one's peers, it is through dissemination that traditional research becomes of value to others in and outside the academy.

One means of dissemination for creative works is through winning and subsequent screening at competitions.

Another is through invited screenings at recognized festivals. In the past, a work that was presented to a contest or festival audience was not as readily available or as permanent as a publication that could remain on the shelf for years. However, many festivals and contests are beginning to offer anthologies of their winning entries for later distribution. The increase in digital storage capacity makes it possible for large files of images and sounds to be stored on disks or disseminated by other means, such as the Internet.

Another avenue of dissemination is through established television, radio, or cable outlets at the national, regional, or local level. While not permanent, this form of dissemination makes the work available to a sizable and diverse audience.

A fourth type of dissemination is through an invited presentation at a recognized, prestigious event – scholarly convention, museum program, etc. Thus, the audience for works presented via established festivals/contests, the Internet, media outlets, and recognized events

is often large. Even when ephemeral, the work may make a significant contribution to the field and/or the society.

Evaluators Blind peer review is important in the judgment of the quality of traditional research, and it is equally important for the creative candidate to note which contests or festivals are judged blind. Also, unsolicited reviews, after the work is disseminated, should be included in the dossier.

However, it may be necessary to identify qualified outside reviewers to provide additional competent evaluations. Depending upon the requirements of the university, these evaluators may be academic or professional.

Academic reviewers, particularly those who have been involved with contests or festivals, will be able to place the work in context with other work in the field, will know the reputations of the contests and festivals, and will be more sensitive to traditional academic tenure and promotion requirements. However, the ability to identify innovative content and techniques is not limited to academics.

While industry professionals may or may not be aware of traditional academic criteria, they are experts in the use of media and can readily recognize excellence, discovery, and innovation in its use. Thus, qualified professionals, who are well established, also may be able to provide important evaluative feedback. A list of the judges on the Review Board for the BEA Festival of Film, Video and Media Arts will be provided to BEA members if additional, outside reviewers are needed.

Candidate's Promotion and Tenure Dossier Although the candidate for promotion and tenure should develop his/her portfolio or dossier under the guidelines established by the university, to make the strongest case possible the candidate may want to include information that will illuminate some of the functions cited above.

Important elements of the dossier include:

- 1) Formative material that will illuminate creative and innovative choices in content, links to other disciplines, patterns established, or choices of media techniques.

- 2) Information about festivals, contests, and other dissemination opportunities, including the reputation of the organization making the selection and/or dissemination, the criteria for selection, the number of entries in the event or the contest (if known), and the number selected to receive recognition, prizes and or dissemination.

- 3). Written evaluations from contest or festival judges, if available.

- 4). Reviews of the work that subsequently appear in both scholarly and popular publications.
- 5) Creator's input into the creation of the work and the elements of the work that the creator believes to be central to advancing knowledge in the field.
- 6) Budget and equipment availability for the creative process.

This section Approved by: Board of Directors, Broadcast Education Association on October 27, 2001

POLICY 14: INVESTMENT POLICY

1. To ensure that investment of funds is accomplished in a safe and secure manner, particularly with respect to limiting the exposure of the Broadcast Education Association to unnecessary risk.
2. To provide adequate liquidity for meeting cash flow requirements.
3. To achieve earnings that are comparable to appropriate benchmarks.
4. In the case of permanently restricted gifts, to abide by the intent of the donor concerning investment type, corpus preservation and distribution of earnings.
5. To provide clear investments standards and objectives for the BEA Finance Committee and the Board of Directors.

Unrestricted Funds.

Unrestricted funds are used to meet the BEA's operational cash needs on a daily basis. Investment of these funds should not hinder the BEA's ability to operate. When cash balances exceed the immediate operational needs of the BEA, careful analysis of future cash flows will be used to determine the investment opportunities available.

Excess unrestricted cash will usually be invested in fixed rate instruments. The duration and liquidity of the investments will be determined by the analysis of future cash flows and current market conditions. Safety of principal shall prevail over earnings in all investment

decisions. Eligible investment instruments for unrestricted funds: US Treasury securities, Federal Agency securities, deposit instruments of Domestic US Banks, Savings and Loans and Savings Banks, and investment instruments or other assets which are received as gifts.

Restricted Funds.

The BEA Board of Directors will approve investment decisions involving designated or restricted funds. Eligible investment instruments for restricted funds: all instruments of unrestricted funds listed above, Common Stock, Preferred Stock, Mutual Funds, Corporate and Municipal Bonds, Revenue producing real estate.

Investment Responsibility

Investment authority for the Broadcast Education Association is vested in the Executive Director. The Executive Director will review investment decisions with the Finance Committee and the Board of Directors as specified in the policy statement.

Prohibited transactions:

1. All Transactions prohibited by law or regulations
2. Investment in an institution that employs a member or family member of the BEA Board of Directors.

Internal Control:

1. Each Security will be logged manually or in a database.
2. All evidences of investment transactions (i.e. certificates, securities, receipts, statements, etc.) shall be reviewed by someone other than the person making the investment to verify that the person making the investment to verify that the securities received match in all respects what was presented for purchase.
3. Stock and bond certificate should be held by selected brokerage firms who meet insurance and safety standards.

Investment Limitations

1. An investment in any single instrument shall not exceed \$50,000 unless approved by the Board Directors.
2. A financial institution must be covered by FDIC insurance to be considered for investments.

3. No certificate of deposit will exceed a term of three (3) years from the date of purchase

These investment limitations apply to instruments considered for purchase by the BEA. Investment instruments donated to the BEA are not subject to these limitations, but should serve as guidelines in decisions of whether to hold or reinvest a donated investment instrument.

POLICY 15: BYLAWS

The Association, through its Board of Directors, may enact Bylaws for its own governance.

POLICY 15: AMENDMENTS TO THIS BOARD POLICY HANDBOOK

Section 1: VOTE. This Board Policy Handbook may be amended by an affirmative vote of the majority of the members of the Board of Directors present and voting.

Section 2: PROCEDURES. The intent to propose an amendment to this Board Policy Handbook and a detailed statement of the purpose of the amendment must be submitted, in writing, to the Secretary-Treasurer at least thirty (30) days prior to a meeting of the Board of Directors. The Secretary-Treasurer (through the Executive Director,) shall submit in writing all such proposals to the Board of Directors at least twenty (20) days prior to such a meeting.

Ratified: April 4, 1990

Revised & Approved: October 25, 2003