

# SPJ Georgia Board Meeting Agenda

Oct. 18 at 8 p.m.

## Dial-in information

Connect to the conference call by dialing in with your phone.

United States

[+1 605-475-2875](tel:+16054752875)

Access code

298 0507

## Old Business

September minutes to approve (Emailed); must be amended

## New Business

- Treasurer report (talk about hosting); discuss US Mail suggestion by Lou (attached)
- Freelance committee report: Haisten
- Nominations Committee report: Who has expressed interest in serving?
- Social report/discussion from to include metrics and how it went with members sending social suggestions.
- UPCOMING: Oct 25 Bethea at WSB; Savannah Wine & Cheese for area members on Oct. 25 at Lou's home (will this be announced to members?)
- Dec. 9 mixer at Taco Mac with AABJ, AAJA and maybe ACHJ (Board meeting 6 to 7 p.m.; mixer 7 to 10 p.m.) Year in Review presentation by Ellen; new Board introduced.

**DISCUSS, VOTE: Carolyn Carlson** will be retiring in May 2018 as head of the Journalism Program at Kennesaw State University and moving to North Carolina. The week of our Annual Meeting will be her 55th anniversary as a member of the Georgia Chapter of the SPJ.

She has served the Chapter as President, as a member of the Board, and has been active on many committees over the years, including attending the National Convention for 51 years in a row. Lou suggests a plaque (cost \$41.00 including shipping).

- Breaking news contest hosted by SPJ Georgia at Harrison High School
- Member spotlight assignments:  
Introduce new Board in write-up in December

Adjourn

To: Fellow Georgia Pro Chapter Board Members  
From: Lou Phelps  
Re: Monthly Board Report – Miscellaneous ideas

October 10, 2017

Ellen has asked for our reports in advance of Board Meetings:

**CONSIDERATION OF THE USE OF USPS MAIL:**

Lastly, in working through the Nominating Committee process, I have had the opportunity to talk with several of our members recently. I am sorry to report that they state that they do NOT believe they are hearing from our Chapter, and are not aware of all of our activity, even though we know we're doing a lot!

While we on the Board are communicating with Ellen and each other a great deal, our members report that they are not seeing emails from our Chapter (they say that they see emails from National and from Region 3). Many of our members are older.

They are also not engaged with the website, our Facebook page, etc ... even with the Newsletter that Ellen has been sending out.

We use email, primarily, to communicate with our members. It may be that it's hard for OUR emails to compete with the two other emails coming from 'SPJ' sources – Region 3 and National.

Also, emails often go into spam, and 2.) people do not read emails as much as they used to.

The predominate ways to break through currently are TEXTS and USPS ... snail mail is back.

Therefore, I would propose the following:

**AGENDA ITEM:** A.) Consider a Revised Budget for 2018, to be approved at our October meeting, that includes more usage of USPS postcards to PAID MEMBERS about key events.

- Postcards will always promote website and Facebook.
- Budget for six mailings a year (two would be the Election and the Annual Meeting)
- We have a decent balance, and will see at least \$1,000 more next year from membership.

**TOTAL BUDGET Line Item: \$750.00**

AGENDA ITEM: B.) Mail a preprinted postcard to all members about the Election Dec. 4 – Dec. 6, telling them where to go online to vote. Mail drop should be NO LATER than Nov. 20. **Cost: \$54.50 plus \$25.00 for postage.**

AGENDA ITEM: C.) Mail a preprinted postcard SAVE THE DATE and INVITATION to the Annual Meeting Dec. 9, highlighting that Carolyn Carlson will be honored, that the new Board of Directors will be introduced, that Ellen Eldridge will give a ‘Year in Review’ presentation. Mail NO LATER than Nov. 3. **Cost: \$54.50 plus \$25.00 for postage.**

COST of each mailing: \$54.50 for a full color one side, black on mailing label side with our logo and return address, 100 printed in total; size 7” x 5” – from VistaPrint. Plus stamps. My company will donate design services this year. Turnaround is eight business days with VistaPrint.

*To prepare for this, if approved, I have had multiple copies of our labels of PAID members printed out when we were printing the labels for the Nomination Committee letters.*