

2013-2014 Professional Chapter Annual Report Submission Form

This report covers the period from May 1, 2013 to May 30, 2014.

Due: May 30, 2014

General Information

Region Number: Region 3

Chapter Name: Society of Professional Journalists Georgia Professional Chapter (SPJ Georgia)

Name and title of Person Submitting Report: Sharon Dunten, Interim Board Member

Phone of Person Submitting Report: (317) 410-7217

Email Address of Person Submitting Report: sdunten.spjgeorgia@gmail.com

Chapter Information

Chapter Web Site: SPJGeorgia.com

Please provide any additional social media or web links the chapter may have:

Facebook.com/spjgeorgiapro

Twitter: @spjgeorgia

Chapter Leadership

Chapter President: NA

Address (to include city, state, ZIP): 411 Asbury Commons, #B, Atlanta, Georgia, 30338

Phone: (317) 410-7217

Email: dunten.sharon@gmail.com

Additional Officers/Board Members:

Sharon Dunten, 411 Asbury Commons, #B, Atlanta, Ga. 30338, (317) 410-7217
dunten.sharon@gmail.com

Adina Solomon, 515 Northridge Road, Apt. E, Atlanta, Ga. 30350, (770) 713-7410,
adinars9@gmail.com

Jason Meucci, One CNN Center, NT 701C, Atlanta, Ga. 30303, (404) 878-0273
jason.meucci@cnn.com, jasonmeucci@gmail.com

Ruksana Hussain, 16205 Skyline Lane NE, Atlanta, Ga. 30345, (404) 934-6181,
ruksanah@gmail.com

Devika Rao, 5450 Glenridge Drive, Atlanta, Ga. 30342 (404) 374-5231,
devika.vrao@gmail.com

Phelps Hawkins, 9 Monastery Road West, Savannah, Ga. 31411, (912) 358-3362 - work, (912) 335-1301, psh15@columbia.edu

Marsha Walton, 1137 Kingsley Circle, NE, Atlanta, Georgia, 30324, (404) 784- 7361, (404) 321-3782, marsha.walton@gmail.com

Date of Elections: First quarter of 2015

National and Regional Representation

Was your chapter represented at Excellence in Journalism 2013? No

Name of Representative(s):

If not, did your chapter receive a waiver from your Regional Director? NA, new chapter

Was your chapter represented at a 2013 Regional Conference? No

Name of Representative(s):

If not, did your chapter receive a waiver from your Regional Director? NA, new chapter

Chapter Membership Activities

Describe your ongoing membership recruitment and retention activities and the success of those activities:

As a new SPJ chapter in Georgia, membership recruitment was the top priority for the SPJ Georgia Board of Directors in 2014. By the end of our first quarter, we had enrolled 25 new members and have added approximately 25 since. The following are the efforts we made to attract SPJ National and SPJ Georgia memberships:

- In the fall of 2013, the early SPJ Georgia organizers sent a survey to all SPJ national members living in Georgia and journalists throughout the state. After the completion of the survey, we contacted the individuals who shared their contact information with us, and many decided to join the chapter.
- By late fall, several SPJ members living in Atlanta were selected to serve on the first SPJ Georgia Board of Directors.
- At the first board meeting in January 2014, the board voted that membership would be a top priority for 2014.
- Also in January, all national SPJ members living in Georgia were again contacted and invited to join SPJ Georgia. Again, many joined the new chapter.

- At this same time, SPJ Georgia leadership started to receive roster reports from national SPJ.
- As the SPJ Georgia chapter officially launched in January 2014, a database was developed to list our chapter members, to identify their professions and to obtain information and addresses, emails, etc.
- Another database was also developed to include names and emails of existing journalists throughout the state of Georgia; the chapter linked these names to our Facebook and Twitter pages.
- Throughout the first four months of 2014 SPJ Georgia board members hosted gatherings throughout Atlanta to build a core of memberships in this city. At this time SPJ Georgia's board members were only from the Atlanta area and networked within their own local mediums: broadcasting, print, online and the professional freelance community. Recently, a new board member has been added who lives in Savannah, Georgia. This summer the SPJ Georgia board efforts will include plans to launch a membership drive in the Savannah and coastal areas of Georgia the fall 2014.
- By May 2014, SPJ Georgia had penetrated central Georgia and expected several new memberships after the Nuts & Bolts Journalism Workshop on May 10 in Eatonton, Georgia.
- SPJ Georgia board members were instrumental in contacting and following leads for potential new members. Whether it was through a meeting over coffee, answering emails, identifying Facebook likes or Twitter messages, the board members responded to requests for information about SPJ Georgia and invited professionals to join this new chapter. Our board members have also written many thank you notes and letters of introduction to journalists throughout the state. With limited funds, the chapter continued to prosper because of the sweat equity of its board members.
- For more exposure for SPJ Georgia, a new chapter logo was created by a Georgia Southern University art student. This logo now is used in all SPJ Georgia marketing and communications materials. In addition, a marketing flyer was development to help coincide with contacting newsrooms in Georgia and provided more visual exposure in Georgia for the chapter.
- For membership retention and a well-rounded communication cycle, SPeachJ, SPJ Georgia's monthly newsletter was developed in January 2014. It provided up-to-date information on SPJ Georgia events and functions, as well as highlighted our SPJ Georgia members. It served as our official website.

Chapter Programming

SPJ encourages chapters to hold programs and activities on topics that further SPJ's mission, including ethics, diversity and freedom of information, as well as issues important locally.

Please note: All programs described below must have taken place during the reporting period of May 1, 2013 to May 30, 2014.

How many programs did your chapter have during the reporting period? One. We are a new chapter.

Diversity

Did your chapter hold a Diversity project or program this year? 0

Date of Program:

Approximate Attendance:

Please describe: We are a new chapter as of January 2014

FOI

Did your chapter hold a Freedom of Information project or program this year? 1

Date of Program: May 10, 2014

Approximate Attendance: 15

Please describe: Nuts & Bolts Journalism Workshop - Carolyn Carlson, assistant professor, Kennesaw State University, speaking on Georgia Open Records and Open Meetings Act

Ethics

Did your chapter hold an Ethics project or program this year? 0

Date of Program:

Approximate Attendance:

Please describe: We are a new chapter as of January 2014

Service Project

Did your chapter participate in a service project this year? 0

Date of Program:

Approximate Attendance:

Please describe: We are a new chapter as of January 2014

Other Programs

Held SPJ Georgia gatherings each month in January, February and March at various locations throughout Atlanta

What other professional development programs or activities did your chapter have this year? Describe as many as you can (include date of program and approximate attendance for each):

Nuts & Bolts Journalism Workshop: David Hazinski, associate professor of digital and broadcast news at the University of Georgia's Grady College of Journalism and Mass Communication, spoke on the challenges of digital multimedia journalism while news organizations consider convergence within the industry. Carolyn Carlson, assistant professor

of communications from Kennesaw State University, highlighted the Georgia Open Records and Open Meetings Act. May 10, 2014. 15 people attended this event.

Chapter Communications

How does your chapter communicate with members? Describe your chapter's regular method(s) of communication and other tools used this year:

Besides regular emails to our members updating them on events and the chapter, we produce a monthly newsletter called SPeachJ on spjgeorgia.com. SPeachJ includes elements such as a list of new members, a question-and-answer interview with an SPJ Georgia member, a column about SPJ or journalism written by a board member, upcoming events, news about SPJ Georgia members, and a review of the previous board meeting. SPJ Georgia also added Twitter and Facebook accounts, which are posted on multiple times per day. Posts include journalism and SPJ news, updates about SPJ Georgia members, and promotion for upcoming SPJ Georgia events. We also post journalism-related questions for discussion.

Chapter Fundraising

Did your chapter hold any fundraising activities this year? No

If so, please describe any successful fundraising campaigns: SPJ Georgia is a new chapter.

Additional Comments

We are a new chapter as of January 2014

Chapter Bylaws

Please submit a copy of your chapter's current bylaws with this report.

Chapter Financial Information

Chapter's Federal Tax ID Number: 46-486680

Chapter's Financial Institution: Chase Bank

Chapter's Routing Number: 072000326

Chapter Account Number(s) (Please list ALL chapter accounts): 419045997

Bank Balance (START of this reporting period): \$0.00 (RH)

Funds Raised (during this reporting period): \$600.00 (RH)

Expenses Incurred (during this reporting period): \$84.16 (RH)

Bank Balance (END of this reporting period): \$515.84 (RH) Accounts payable still exist

If your chapter is registered as a subordinate chapter of SPJ, did you file the IRS Form 990 (for chapters grossing more than \$50,000 per year) or E-Postcard 990N (for those grossing less than \$50,000 per year)? No

If yes, please include a copy of your IRS Form 990 or 990N filed by your chapter with this report.

Note: If you are unsure if your chapter is a subordinate chapter with the IRS, please contact Chapter Coordinator Tara Puckey at tpuckey@spj.org

Financial Review

To ensure a chapter's continued financial health and reinforce sound accounting procedures, it is required that three members meet annually with the chapter treasurer to examine the chapter's financial records.

This (at least) three-member committee, appointed by the chapter president, should conduct a review to include, but is not limited to:

- Reviewing bank statements
- Reconciling checks and check registers with bank statements
- Reviewing receipts
- Examining expenses

Did your chapter conduct a financial review during this reporting period?

Please provide information for those reviewing the chapter's financial records:

Reviewer #1 Name and Email: Adina Solomon, adinars9@gmail.com

Reviewer #2 Name and Email: Jason Meucci , jasonrmeucci@gmail.com

Reviewer #3 Name and Email: Phelps Hawkins, psh15@columbia.edu

Chapter Bank Statements

Chapters are required to provide bank statements for all twelve months of this reporting period (example, May 1, 2012 – April 30, 2013) with this report. Chapter foundation accounts are an exception.

Note: If statements are not included, it is not a complete report.

Please include chapter bank statements with this report.

If you have questions or concerns about this report, please contact Chapter Coordinator Tara Puckey at tpuckey@spj.org or 317.920.4784.