

SPJ Georgia Pro Chapter Board Meeting #3

April 1, 2014 7 p.m.-9 p.m. Chocolate Coffee Shop
Minutes of the Meeting

Members present – Jason, Ruksana, Devika and Sharon
Members absent - Adina

Approval of March 3, 2014 SPJ Georgia Board meeting minutes - yes

Financial Report

- Monthly report – Ruksana – We are cash positive at \$25.47
- National SPJ quarterly payment due by April 7; Total with bank account approx. \$650.00 – Sharon to update
- Developing a budget/Phone dates to talk to Michael Koretzky. (Tuesday, April 8, 7 p.m.; Thursday, April 10, 7 p.m.; Tuesday, April 15, 7 p.m. 7 p.m.; Thursday, April 17, 7 p.m.) These dates will go to Michael as well. – Sharon will confirm with Michael, tentative date planned is Tuesday April 17* 7pm. Jason to check about using conference facility through CNN else we will consider other options. All members to share questions to ask Michael.

Membership Report

- New members since January 1, 2014 - 25 members' list on Google Docs – all board members to send welcome note or email when possible
- (Software system at SPJ national is still dysfunctional, frequently asking Linda Hall for list of new members.)
- Newsrooms: Custom designed posters (50) @\$48.88 through uprinting.com – Starting with poster design. All members to send at least 5 words they associate with SPJ to Devika by Friday to create a tagline. Sharon's friend Kathryn will design brand identity for posters, letterhead, etc. This price for printing approved by members present. Ruksana to check if taxes are exempt since SPJ is nonprofit.
- More prominence about membership in SPeachJ SELL IT!! – Devika had questions for Adina regarding Mailchimp
- Membership follow-up procedures: gift? Thank you note, emails ... How much \$\$ - Staying away from this, will just do giveaways at events
- Ordered additional materials from national. 3.31.2014 - Sharon

Gatherings/Meetings

- April 8 Gathering Apres Diem – 10 people to attend so far – more blasts to come – All members to promote wherever possible
- "Nuts N Bolts" Eatonton Conference (May 3, May 10, May 17?)
Plaza Arts Center <http://theplazaartscenter.com/> Box lunch \$15.00 cost, \$25 - \$30 for profit.
10 a.m. - noon; 1 p.m. – 3 p.m.
Make it a weekend in lake area?
Topics and speakers: 3 workshops or 6 workshops?
Targeting audience – central Georgia and Atlanta

Where would you like to participate? Registration, marketing, etc. – Sharon to speak with them to find out what they need help with. Tentative date May 10th

Social media

- Need more action on Twitter and Facebook. Keep Adina's Hootsuite full - board members to continue sending her minimum of two posts a week to share on social media
- Engage with particular topic. (FOIA, Shield Laws, new technology, etc.)
- Twitter upcoming events such as April 8 Gathering, Eatonton "Nuts N Bolts" and September National conference and news from SPJ.org news site.
- Call out journalists for other areas of the state; contact SPJ Georgia and SPJ National members living in Georgia. – Sharon to provide this information on Google Docs
- Resources available on SPJ.org

SPeachJ newsletter

- Who has April and May features.column for SPeachJ? Topic or news? – Adina has April and Devika has May
- Highlighting new members? **Q&A** makes it simple; as for **jpg photo & link to recent article or project**. It can all be done online.
Need help! Board members contact new members for Q&A: *Google Docs list. Board members write their own Q&A: Keep to 5 – 6 questions. Ask member to be brief in answers as much as possible.*
Sharon Dunten: Judith Kanne (Done), Dana Blankenhorn, Karen Bridgeman, Ron Bridgeman, Curt Yeomans
Adina Solomon: Carolyn Carlson, Edward Cates, Carolyn Cunningham, Phelps Hawkins, Sharon Dunten
Jason Meucci: Ruksana Hussain, Sandee LaMotte, Kimberly Ross, Devon Sayers, Adina Solomon,
Ruksana Hussain: David Morrison, Jacques Rozier, Mary Strangis, Devika Rao
Devika Rao: Debra Van Tuyl, Marsha Walton, Haisten Willis, Lindsay Wood, Wesley Watt, Jason Meucci – Haisten to be spotlighted in next newsletter as new MDJ education reporter – who is doing this? Devika or Sharon?
All board members agreed to help with new members assigned to them

Jason – anything to link in regard to newspaper convention you attended? – Check out ebyline.com as a resource

Board members - APC sessions?- Poynter presentation learning to be shared with members. Ruksana attended one session and will share points on Google docs

Highlight a young journalist – outside of Atlanta, community newsroom – from our Eatonton event

Working with youth/young journalists

Aberrance Quarterly – contacted? Meeting with youth group? – Sharon will connect
VOX meeting – contacted with Katie Strangis? Meet with group? – Devika will connect

University SPJ student chapters – scholarship to national convention **\$100?**
\$5.00 essay fee; Q&A in SPeachJ – Think of topics for essay. \$75 scholarship
amount decided on for now, might turn into full scholarship if good response from
entry fees

PGS – (2) scholarships to national convention - **\$100; what requirements?** Q&A
on SPeachJ of PGS recipients?

Marketing – This section not fully covered, venue was closing for the day

- Newsrooms and individual memberships: **Newsrooms provided** custom designed posters (50) @\$48.88 through uprinting.com ... local contact information available room on poster – **Previously discussed**
- Business cards: Devika - **Handed to Sharon and Jason, Sharon paid her by check**
- Who are you targeting for membership right now? i.e. (Sharon) National SPJ members living in Georgia – not SPJ Georgia members, community newspaper journalists, etc. (Where are you marketing?)
- Do we need another survey developed?
- Resources available on SPJ.org
- Possible partnerships – **AAJ, NABJ, NAHJ, ONA in the fall when we have a stronger membership, maybe host networking events with them**

Bylaws work

- SPJ Georgia needs to start rewriting bylaws, possibly through Google Docs. (May 17 annual report deadline) or do you want a meeting to do this work? - **Sharon will initiate this and we will all work on it through Google docs, if that is unsuccessful then we will have a meeting to close this out**

Possible new board member:

- **Phelps Hawkins** from Savannah – Skype will be necessary or FaceTime. How do we approach him? He is asking for SPJ members names and addresses in Savannah and coastal areas. – All members agreed on accepting any help offered. Sharon/Adina to connect. Board members to also consider other prospective members to reach out to in GA esp. Augusta, Macon, Rome, etc.