

SPJ Georgia Board Meeting Minutes
March 20, 2021

Present: Ashlyn Webb, Stell Simonton, Jack Zibluk, Pam Dorsett, Jennifer Maddox, Nicolle Sartain, Mark Woolsey, Rahul Bali

The March agenda was approved.
February minutes were corrected and approved.

Treasurer Report

The February bank balance was \$4536.14. The current balance is \$4521.15. We have \$200 in outstanding checks to two student SPJ chapters.

Old Business

Update on training program for Georgia law enforcement

Filming for the training video was done at the Georgia Public Safety Training Center in early March, and the video and audio are ready to be put together. The filming was done with a drone, 4 standing cameras and 2 bodycams.

Mark said the filming had ancillary benefit of eliciting conversation between law enforcement and journalists.

Reporting on extremist groups

The three scheduled online events and their confirmed panelists are:

April 13 — AJC reporter Chris Joyner. (Nicolle will confirm Elle Reeve of CNN. We also need confirmation of AJC reporter Tia Mitchell.)

April 27 — UGA professor Cas Mudd and an ADL representative. (Stell will get confirmation from Susan Corke at the Souther Poverty Law Center.)

May 11 — Henry Schuster

Pam will check with Schuster before we advertise the May 11 event.

Ashlyn will send an email to coordinate our work on this. We will aim to get all needed confirmations by Wednesday.

Mark has written a description of the series. Nicolle will take that and start publicity. It will be part of her new communication initiative.

SPJ GA webpage

Ashlyn is developing the plan to post journalism job openings on our webpage. She has a list of editors we can inform and can solicit job openings from. Nicolle, Rahul and Pam will assist in contacting them.

New Business

Mentor/mentee Facebook page in collaboration with UGA, other colleges

Ashlyn has spoken with Amanda Bright at UGA about setting up mentor/mentee relationships with SPJ journalists as mentors. Nicolle will create a Google form for students to indicate the subjects they want to learn about. Mentors and mentees will be part of a Facebook group. Jack will also work on this project. We will reach out to SPJ membership through our mailing list. Stell will connect us with KSU and Nicolle will reach out to additional colleges.

Social media/communication plan

We have 700 members on our SPJ mailing list. Currently we don't engage with members as much as we'd wish, Nicolle said.

She is developing a plan for scheduled social media posts four times a week. She will also create a monthly email newsletter and send out emails about events as needed. Ashlyn will continue to update our webpage.

Communications will include "meet the board members" posts and posts about the nature of journalism and what journalists do. This is part of our goal to Inform the public about journalism and correct misinformation.

Board members who wish can make 45-second videos telling who they are and what they do.

Nicolle will reach out to SPJ members to find those willing to make posts about their work. She will make a point of engaging diverse journalists across diverse platforms. Nicolle and Ashlyn will reach out to the other journalism organizations in Georgia, including NABJ, NAHJ and others.

We may also do "person on the street" videos asking people what they think about journalism.

Green Eyeshade Awards

The deadline has been extended to the end of March. Ashlyn reported we will get more information soon about what we need to do.

The meeting was adjourned.

The next meeting will April 17 at 10 a.m.