

Society of Professional Journalists
Minnesota Pro Chapter
Board of Directors meeting
Sept. 17, 2007

KSTP-TV offices, St. Paul

Board members present: Joan Gilbertson, president; Dave Beal, treasurer; Scott Theisen, secretary; Art Hughes, past president; Andy Tellijohn, Amanda Lutz, Jeff Achen, Don Davis, Karen Lundegaard, directors; Nicole Garrison-Sprenger, president elect, by phone.

I. Membership Survey

Members discussed a survey to chapter members as a form of outreach and to find out what members think about the chapter and SPJ. The survey may be done by telephone, e-mail or a printed questionnaire. Garrison-Sprenger, Hughes and Tellijohn will work on developing the questions and which form of communication will be used.

II. Treasurer's Report

Beal reported that account balances were about the same as they were at the time of the August meeting. Beal proposed the creation of a budget to assist the board in allocating money in the future. The board discussed the facts that decreasing support from major contributors for the Region 6 Conference and fewer Page One entries have and may continue to affect the chapter's financial situation.

In an attempt to attract more entries for the Page One contest, board members Lutz, Beal and Hughes will consider changes to categories.

III. National Convention

A) Voting delegates

The voting delegates will be Gilbertson, Theisen and Ford with Tellijohn serving as an alternate at the SPJ National Convention in Washington D.C. October 4-7.

B) Student chapters

Lutz reported that the board has received requests for national convention funding from two student chapters: University of St. Thomas and MSU Mankato. The student chapter members have signed letters of agreement to abide by the requirements to receive the funding.

C) Bylaw votes

Gilbertson provided a list of proposed amendments to the Bylaws of the Society of Professional Journalists. The board briefly reviewed the list and will leave the decisions up to the voting delegates.

D) Congratulatory Gift for Dave Aeikens

Gilbertson asked whether the board should purchase a congratulatory gift for former board member and current national board member Dave Aeikens should he be elected to the national office of President Elect. Hughes moved and Gilbertson seconded that the board spend up to \$50 on a gift if Aeikens is elected to President Elect. The vote passed 8-0.

E) Legal Defense Fund Auction

Theisen questioned whether the board was going to make a purchase at the Legal Defense Fund Auction at the national convention as it has done in the past. The purchase is a donation to the fund and is typically something the board can give away or donate to the silent auction at the regional conference. Theisen moved and Beal seconded that the chapter representatives at the national convention spend up to \$500 should they find a suitable item for bidding. The motion passed with an 8-0 vote.

IV. Cameras in the Court

The chapter will reimburse travel expenses up to \$300 for Judge Patrick Grady as decided by an e-mail vote prior to the September meeting. Grady will be traveling from Iowa to testify Sept. 21.

E-mail vote from Sept. 14.

A motion by Hughes, seconded by Gilbertson, to offer \$300 to partly cover travel and hotel costs for Judge Patrick Grady related to his testimony on cameras in the courts on Sept. 21 passed with a 9-0 vote.

V. Programs

A) How to Write a Book

The How to write a Book program is scheduled for Sept. 25 at 7 p.m. at the Minnesota History Center. Flyers have been distributed to be posted in newsrooms and board members are working on word of mouth promotion as well. Also, Bauer has posted a detailed announcement on the chapter's web site. Achen will shoot video of the event for posting on the chapter web site.

Membership pamphlets will also be available for non-members visiting the event.

Achen proposed the idea of branded items such as coffee mugs, t-shirts and key chains for sale at future events to raise money as well as promote the chapter. Lutz will look into option offered by the online service Cafepress.com.

B) Online program

Beal proposed a program pertaining to ethics and standards for new media such as independent news web sites and blogs. Potentially, the program may look at some of the new web sites that are displaying content in the Twin Cities. Emerging sites and existing sites may be included. The program may be held in January.

C) Intern Night

Gilbertson reported that Intern Night is scheduled for Oct. 17 at 7 p.m. at WCCO-TV. The student chapter liaisons will notify the student chapters about the event and line up speakers that will represent area media agencies.

D) SPJ National grant

Beal will submit a proposal to SPJ National for a program grant. The deadline for the grant is Sept. 28.

E) November Program

Lutz proposed a program on covering the Twin Cities' Hmong community for the November program.

VI. Other Business

A newsletter via e-mail will be sent out in early October.

The next meeting is tentatively set for October 22 at 6:30 p.m. at WCCO-TV.

The board adjourned on a motion by Lutz, seconded by Theisen.