

Society of Professional Journalists
Minnesota Pro Chapter
Board of Directors Meeting
February 23, 2009

Pioneer Press Offices: St. Paul, MN

Board members present: Nicole Garrison-Sprenger, president; Scott Theisen, president-elect; Dave Beal, treasurer; Sarah Bauer, secretary; Art Hughes, Amanda Lutz, Jane Kirtley, Sarah McKenzie, Andy Tellijohn, directors.

- I. Online votes since last meeting:
 - a. On Jan. 6, 2009, Alyssa Ford moved to raise the Page One entry fee \$2 from \$20 to \$22. Jane Kirtley seconded.
 - i. Motion does not pass: 8 (no) – 2 (yes).
- II. Treasurer's Report (Beal)
 - a. Beal reports that since we received about 430 Page One entries, his budget prediction is quite accurate. The one area where we will see reduced or no revenue is for regional conference funding. We typically raise about \$2,000 for expenses related to the regional conference.
 - b. Board discusses ways to find more revenue:
 - i. It is generally agreed that we should work to reduce costs wherever possible
 - ii. It is suggested we create some sort of training program/series that SPJ could charge members/others to attend (other chapters such as WA state have had success with this).
 - iii. Bauer suggests a silent auction at during the cocktail hour at the Page One banquet.
 - iv. Garrison-Sprenger suggests selling an item(s): t-shirt, mug, bag, etc.
- III. Page One
 - a. Entry update: Bauer reports that we received nearly 430 entries (a few are still forthcoming), and that there was a positive response to putting the contest online. A few people encountered problems, but they were easily resolved.
 - b. Judging other markets: Garrison-Sprenger has entries from Florida and Detroit that need to be judged.
 - c. Venue: Special thanks to Alyssa Ford who put a lot of time and effort into researching venues/costs. The top three venues were: Profile Event Center, Bear Path and Town and Country. Board agreed tentatively to stick with T & C, but choose the Profile as the backup option.
 - d. Speaker: Nicole has been in touch with the folks at KARE and it looks as though David Gregory may be available for the banquet. If we cannot confirm soon, we will move on to another choice, so the banquet can be scheduled. Beal suggests Gretchen Morgenson.
 - e. Trophies: Scott looked into possible, more affordable, trophy options. The "Glass Curve" will only be about \$13 with engraving. The current trophy costs about \$28. Board agrees to switch trophies; Scott will confirm price, etc, with the vendor.
- IV. Scholarships (Lutz)
 - a. Amanda moves to spend \$2,000 on two scholarships to be given away at the annual banquet. Andy seconds. Motion passes unanimously.
 - b. Amanda will update application materials and post to web, send to schools, etc. Submission deadline will be Friday, April 3rd.

- V. Programming Update (Lutz)
 - a. Regional convention
 - i. Pretty much everything is set for the regional convention. Still need one more person for the resume/cover letter/find a job workshop. Suggested that Duchesne Drew be a part of this panel.
 - ii. Lutz encourages people to spread the word about the conference to colleagues, etc. Information is up on the SPJ Web site.
 - iii. Print "critiquers" are still needed to work a shift or two during both days of the conference.
 - b. SPJ Town Hall Forum – April 30 (Kirtley,Bauer)
 - i. As mentioned at the Jan. board meeting, SPJ national is funding "town hall forums" in place of traditional ethics week activities. MN has been asked to work with Poynter Ethics Fellow Gary Schwitzer to present an event in the Twin Cities.
 - ii. Event will begin at 7 or 7:30, held at the Cowles Auditorium in the Humphrey Center (U of MN – West Bank)
 - iii. Tentative title: "Fever Pitch: Does Health News Reporting Leave Consumers Out in the Cold"
 - iv. Format: presentation by Gary Schwitzer; then joined by panel of journalists to discuss challenges/successes in health care reporting, etc; then open to audience Q & A.
 - v. The venue and Schwitzer are confirmed, Bauer will be contacting journalists.
 - vi. Both the Silha Center and the News Council will be partners on this event.
- VI. Newsletter
 - a. Copy due Friday, March 6th
 - b. Articles: "Thanks! For entering Page One," survey results, event video, cameras in the courts update, call for silent auction items, etc.
- VII. Other business
 - a. MNCOGI: FOI Day at Mpls. Central Library, Monday, March 16 – 1:00 – 2:00 p.m.
 - i. Kirtley moves to pledge \$150 to the NFOIC conference in June. Hughes seconds. Motion unanimously approved.
 - b. 2009 Popovich award: Hughes suggests Faribault newspaper students
- VIII. Membership survey (Garrison –Sprenger/Bauer)
 - a. Nearly 30 people responded
 - b. Results will be reviewed by, reported on by Membership committee
 - c. New chapters:
 - i. In ND, two women are interested in starting a Fargo chapter. Bauer volunteers to contact Sarah Klaphake (former UMN president) to see if she might also be interested in joining the effort.

The next meeting is scheduled for 6:30 p.m. on Wednesday, April 8th (tentatively) at MN Monthly.

The meeting adjourned on a motion by Garrison-Sprenger, seconded by Bauer.

*Respectfully submitted by Sarah Bauer, secretary
February 24, 2009*