

SPJ Madison Business Meeting
6 pm, Monday, Oct. 1, 2018
Next Door Brewing Company, 2439 Atwood Ave, Madison

Members present: Executive Board Member Breann Schossow; Secretary Briana Reilly; Gordon Govier; Victoria Davis; Natalie Yahr; Emily Neinfeldt.

1. Call to order: Executive Board Member Breann Schossow calls the meeting to order at 6:13 p.m.
2. Approval of minutes: Gordon Govier motions to approve the minutes after a couple of tweaks; Victoria Davis seconds.
3. Treasurer's report: Executive Board Member Breann Schossow notes the account balance remains at \$3,542.32. With Vice President and Treasurer Lauren Fuhrmann on maternity leave, Schossow reminds board the full treasurer's report would be made on a quarterly basis.
4. Membership report: Executive Board Member Breann Schossow says the club has 32 members, most of whom are not active. Schossow says the level isn't bad, but the chapter needs someone who is actively thinking about and working on recruitment and membership.
5. President's report:
 - a. Excellence in Journalism: Executive Board Member Breann Schossow says she did not attend the conference after Region 6 Director Joe Radske encouraged her not to waste the money to fly out for a day. Radske assured Schossow he would vouch for the chapter, and stressed attendance for next year's event is more important. That one will be held Sept. 5-7 in San Antonio.
 - b. Oct. 4 free training session with the Center for Journalism Ethics and SPJ: Secretary Briana Reilly notes the training is taking place this week, and she has been working with UW-Madison to help promote it on SPJ's social media channels.
 - c. Freedom of Information Council 40th anniversary event, Oct. 30: Secretary Briana Reilly notes the event is taking place from 3-4 p.m. at the state Capitol, if anyone wants to attend.
6. Upcoming events: Holiday Party, Dec. 13: Executive Board Member Breann Schossow notes it costs \$50 to rent the basement of Argus Bar. She says she reached out to the venue earlier that day. In the past, she says, former President Mark Pitsch did the bulk of the work making requests for donations. Going to your place of work first is a good start, she continues. On possible beneficiaries, Schossow notes Shelley Mesch wasn't able to make today's meeting, and she had volunteered last month to reach out to Madison College about its student newspaper being a possible beneficiary. Another option is contributing to a UW-Madison fund for professional journalism training for students or unpaid internships. Natalie Yahr said she had spoken with UW-Madison officials about the possibility, and was told that UW is very much in need of direct assistance to both of those areas. An internship school fund already exists to donate to, she said, and there's an annual fund (a general fund) to donate to for conference or training costs. Schossow says she would prefer the latter option because of its alignment with the chapter's mission, involving training. Gordon Govier asks if it would be possible to name the fund after SPJ to raise the club's profile. Members agree to decide on a beneficiary at the next meeting, after the board hears from Mesch about Madison College.
7. Speed dating: Executive Board Member Breann Schossow says she's talking to UW-Madison's Pam Garcia about setting a date for the event. They're eyeing Nov. 8 or Nov. 15. She says she wants to set a date before reaching out to editors. And she notes at the last event, the chapter spent \$150 on pizza, with the event starting at 5:30. But Schossow invites the board to discuss other options. Emily Neinfeldt asks about potential event sponsorships to cover food costs, mentioning Jimmy John's and Milio's. Schossow

also notes students during the last event signed up via Eventbrite. Once a date is set, she said, she'll ask the board for assistance.

8. November panel: Secretary Briana Reilly notes panelists for the post-midterm event are NPR's David Folkenflik, the Cap Times' Jessie Opoien and UW-Madison's Dhavan Shah. She says UW-Madison expects SPJ to help promote the event via social media and email, and she says the chapter is able to have a table outside the event to hand out merchandise or have an email sign-up sheet out. But Reilly notes the table will have to be manned before the event. Executive Board Member Breann Schossow says she'll be able to help staff the table. The board also agrees members should order more buttons and stickers ahead of the event for handouts.

9. Hunter contest: Executive Board Member Breann Schossow explains the origins of the contest, which is done in partnership with WNA. Sam Martino has finished the email announcing it, and Secretary Briana Reilly says she will send it out and post it to the website this week.

10. Speaker's Bureau: Members agree to put off discussions of the Speaker's Bureau until January, once a new president is in place.

11. Mission Statement: Members review the language of the current mission statement. Victoria Davis suggests changing the language to say the chapter advocates for both new and professional journalists, and aims to represent both aspiring and professional reporters. Members agree to discuss the change next meeting and consider the proposed amendment then. Secretary Briana Reilly moves to consider it at the next meeting, and Executive Board Member Breann Schossow seconds.

12. Next meeting: Members agree to meet Oct. 29 at 6 p.m. at Next Door to avoid running into election coverage the following week.

13. Membership subsidization: Executive Board Member Breann Schossow suggests putting off the discussion until the next meeting in order for more members to be part of the vote. It's tabled for next meeting.

14. Appoint social media coordinator: Victoria Davis highlights her vision for SPJ Madison's social media use. She suggests updating the website with events and articles of the week, as well as creating an instagram, a separate hashtag for SPJ, such as "spjmadison" or "spjmadtown." She says the chapter's Instagram and Twitter pages should also both be verified and both accounts should be posting at least once a day to promote students journalists, events, journalism quotes, feature journalism instagram photographs and more. Secretary Briana Reilly says she agrees with Davis' plans for Instagram. Executive Board Member Breann Schossow asks Davis what kind of time she'd be able to commit. Davis says she can do a half hour each day. Schossow says she'd be able to continue managing the website. Schossow moves to appoint Davis to social media coordinator, making her an Executive Board member. Gordon Govier seconds.

15. New business: Social media budget: Secretary Briana Reilly suggests setting a social media budget, particularly for advertising on Instagram and Facebook. But she says if members decide on a figure today, it should be considered more of an experimental target that the chapter could revisit at a later meeting. Emily Neinfeldt says boosting posts on Facebook isn't very helpful, but creating ads is. Executive Board Member Breann Schossow suggests creating a backlog of posts on the SPJ pages before boosting any posts. Neinfeldt says the chapter needs to see how many viewers are normally seeing posts to set up a baseline, before setting a budget. Members agree and opt to put the topic on the next meeting's agenda.

16. Adjourn: Gordon Govier moves to adjourn at 7:11, seconded by Natalie Yahr.