

SPJ Madison Business Meeting

SPJ Madison Monthly Business Meeting
6 p.m., Monday, Feb. 4, 2019
Next Door Brewing, 2439 Atwood Ave., Madison

Attendance: Emily Neinfeldt, Shelley Mesch, Breann Schossow, Briana Reilly, Natalie Yahr; Gordon Govier.

- I. Call to order: Breann Schossow calls the meeting to order at 6:04 p.m.
- II. Approval of minutes: Shelley Mesch motions to approve the minutes with one change; Emily Neinfeldt seconds.
- III. Treasurer's Report: End of January balance is \$3,586.
- IV. President's Report:
 - A. Membership: No additional numbers to report, Breann Schossow says. She suggests adding to next meeting's agenda a discussion point about bridging the gap between national membership goals and the club's own interests. She also notes journalists outside Madison have reached out to her because they're interested in joining; she'll invite them to some upcoming events.
 - B. Mission statement: Schossow notes the mission statement is essentially Natalie Yahr's. She adds that "journalistic integrity" is still included. Members will vote at the next meeting after comparing SPJ Madison's potential statement to other local SPI chapters. Briana Reilly suggests changing the word "educate," given that the language doesn't really align with the club's current goals. Members agree to scratch it.
- V. Social Media:
 - A. Instagram takeovers: Breann Schossow is working with WPR to get the OK to do an SPJ takeover, but she says she may not be able to do it. She adds she'll ask Victoria Davis to do additional outreach. Emily Neinfeldt notes WCIJ recently did a takeover with Coburn -- she says Victoria could reach out to her as well. Other suggestions include: Jessie Opoien, Molly Beck, Emmilee Fannon, Nina Kravinsky and student journalists including WSUM's Will Kenneally.
- VI. Board positions: All positions are open for election in April. Those include president, VP/treasurer and secretary. Breann Schossow says she won't run for president in order to give others a chance. Briana Reilly asks about additional board positions: a social media coordinator and a community outreach coordinator, who she says would seek to develop relationships between SPJ Madison and other Madison-area organizations, the University of Wisconsin-Madison and additional key players in the community. Schossow asks Reilly to send her a two-sentence description of the community outreach coordinator position. She advises members to plan on the April meeting being the 1st.
- VII. Events:
 - A. Trivia: Breann Schossow says she's gotten a rate from Coopers Tavern. For 100 people and a good sound system, it would be a \$50 room fee for a weeknight

rental. But there would also be a food and beverage minimum of \$500, rather than the normal \$1,000. The club would also need to give Coopers a \$250 deposit in advance. Schossow says the club would need to have committed teams, and she suggests holding the event in mid-March, during Sunshine week. The exact date would be Thursday, March 4 from 7-10 p.m. She says the club should shoot for at least 50 attendees.

- B. Speed networking: Schossow notes room 2195 in Vilas wasn't damaged in the flooding, and the club could do its event there at the end of this month. Potential dates include Feb. 25 and March 4. She notes the club should do the event round robin style rather than scheduled time-slots, and that other club members can copy edit cover letters and resumes while students are waiting to meet with editors.
 - C. Panel update: Briana Reilly says she'll help Shelley Mesch plan the event, which is scheduled for Wednesday, March 27.
- VIII. SPJ Fund: Shelley Mesch to host a meeting Feb. 18 at Next Door. She adds she'll create and post an agenda this week.
- IX. Hunter Award: Breann Schossow notes that Sam Martino shared the three submissions WNA has received so far with herself, Briana Reilly and Lauren Fuhrmann. She says it's not clear yet how this'll be judged. Two years ago, she says there was a three-person committee set up, while Martino judged the entries himself last year.
- X. Mark of Excellence: Breann Schossow notes judging is due Feb. 28. She adds she'll send Emily Neinfeldt a list of categories so she can pick 1-2 to help judge.
- XI. Next meeting: Scheduled for March 4 at 6 p.m.
- XII. Action: Reimbursements: None.
- XIII. New business:
- A. Emily Neinfeldt says Andy Hall wants to know if anyone from SPJ wants to judge for the Watchdog Awards. Hall also wants to know if someone from SPJ wants time to speak at the podium. Breann Schossow says no to speaking time, adding the evening is already very rushed. She asks Neinfeldt to find out what the time commitment would be for judging awards. Schossow also suggests promoting the Watchdog 101 Workshop on social media.
 - B. Gordon Govier says he'll be stepping down again. He says he thinks members are doing well.
- XIV. Adjourn: Shelley Mesch moves to adjourn at 7:23 p.m.; Gordon Govier seconds.