

2010-2011 Annual Report

Region Number (1-12): **3**

Chapter name: **South Florida Pro**

Name of person submitting report: **Tim Dodson, Chapter Administrator**

E-mail address of person submitting report: **tim@timdodson.com**

Chapter Web site: **http://spjsofla.net**

Chapter president

Name: **Michael Koretzky**

Term expires: **December 31, 2011**

Address:

City/State/Zip:

Preferred Phone:

Preferred E-mail: **michael@koretzky.com**

National and regional representation

Was your chapter represented at the 2010 SPJ National Convention?

Yes No

Name of representative(s):

Darcie Lunsford (president), Dori Zinn, Rachael Joyner, Sergy Odiduro, Michele Boyet, Michael Koretzky, Lucy Reed

If not, did your chapter receive a waiver from your regional director?

Yes **No**

Was your chapter represented at the 2010 Regional Conference?

Yes No **No**

Name of representative(s):

NA

If not, did your chapter receive a waiver from your regional director?

Yes **No**

Chapter membership activities

Describe your ongoing membership recruitment and retention activities and the success of those activities.

RECRUITMENT

Member recruitment materials are made available at all chapter functions and the president, program coordinator or membership chair speaks about the benefits of membership and invites guests p to join.

Fifteen individuals joined SPJ in our chapter area during the reporting period. Because of the chapter's moratorium on collecting chapter dues, all qualify as new chapter members.

RETENTION

The chapter continues its concerted effort to assist displaced journalists by waiving their local dues as an incentive to retain them in the chapter.

Four members in our chapter area failed to renew their SPJ membership during the reporting period.

Chapter programming

SPJ encourages chapters to hold programs and activities on topics that further SPJ's mission, including ethics, diversity and freedom of information, as well as issues important locally.

Please note: All programs described below must have taken place during the reporting period (May 1, 2010-April 30, 2011)

How many programs did your chapter have during the reporting period?

Did your chapter hold a Diversity project or program this year?

Yes **No** Please describe (limit to 750 characters or fewer):

Description of Program: Due to the nature of the South Florida market, the chapter's membership is already highly diverse, with a substantial percentage of Hispanic-American professionals.

Did your chapter hold a Freedom of Information project or program this year?

Yes **No**

Please describe (limit to 750 characters or fewer):

Did your chapter hold an Ethics project or program this year?

Yes No

Please describe (limit to 750 characters or fewer):

THE UNETHICAL PRESS - What would a newspaper look like if we didn't follow the SPJ Code of Ethics at all? During SPJ Ethics Week, April 25-29, the chapter sponsored a uniquely unethical event at Florida Atlantic University. The student newspaper, the University Press, was recreated as the Unethical Press, combining the mirth of an April Fool's parody with the gravity of a big life lesson for nonjournalists: <http://universitypressonline.com/unethicalpress/>. An Organizer's guide was posted online to assist other schools in launching similar efforts: <http://www.southfloridamediajobs.com/unethical/>

Did your chapter participate in a service project this year?

Yes No

Please describe (limit to 750 characters or fewer):

WILL WRITE FOR FOOD - On Labor Day weekend, 20 adventurous college journalists convened to publish an issue of the Homeless Voice, the nation's second-largest

homeless newspaper. On the first evening they toured the COSAC shelter and dined with residents. Then, they spent the next day producing a 16-page issue of the monthly paper that's sold on the streets of South Florida. They also created multimedia pieces for the shelter's website - all in just 12 hours.

What other professional development programs or activities did your chapter have this year? Describe each one in a box below.

June 5, 2010 - The chapter presented the 16th annual Sunshine State Awards, Florida's statewide journalism competition. Finalists were honored at a reception at the Seminole Hard Rock Hotel in Hollywood, Fla. Net proceeds of the competition and awards event (approximately \$10,000) fund the chapter's scholarships, Legal Defense Fund and professional development programs throughout the year. More info: <http://www.spjsofla.net/sunshine-state-awards/about-the-awards/>

October 2, 2010 - First Amendment Free Food Festival We fed 1,200 high school journalists a free lunch in exchange for them surrendering their First Amendment rights at the annual Florida Scholastic Press Association regional conference in Deerfield Beach.

November 6 - Journalists Out Loud More than 100 people – Journalists and others – gathered in a South Beach furniture store to hear five journalists read narratives aloud about what it's like to work in the business. Topics ranged from nearly getting killed by a biker gang while covering a murder to dealing with irate readers.

January 29, 2011 - Board Planning Retreat The board met to outline plans and goals for the year, appoint a nonvoting student member, and update the budget.

May 5, 2011 - Bi-Monthly Meet-Up: Multimedia Journalism The chapter launched its Monthly Meet-Up series with a program at the Sun Sentinel. With layoffs in traditional media and new opportunities emerging online, it's no longer enough to be just a writer, editor, designer, photographer or videographer. Today's journalists must cover the news across multiple platforms, and the meet-up helped participants learn how. Panelists included Bridget Carey, technology reporter for The Miami Herald; Geo Rodriguez, a multimedia reporter for the Sun Sentinel; and Jason Parsley, managing editor for the South Florida Gay News.

Chapter Communications

How does your chapter communicate with its members? Describe your chapter's regular method(s) of communication and other tools used this year (limit to 750 characters or fewer):
The chapter's Web site, <http://spjsofla.net>, was updated with a new Wordpress template this year.

Our e-newsletter subscriber database, maintained in Constant Contact, currently contains 3,722 names. We continually seek additional sources of journalists' names and contact info in order to replenish our database.

The e-newsletter sign-up form on our home page has provided an additional source of subscribers.

The chapter's activities have been cited in SPJ Leads. Quill also featured Will Write for Food on a full page.

Supporting Student Journalists

Did your chapter hold any kind of activity — such as scholarships or mentoring — for student journalists this year?

Yes No

Please describe (limit to 750 characters or fewer):

The Unethical Press and Will Write For Food programs (see above) were targeted to student journalists.

Chapter Fundraising

Did your chapter hold any fundraising activities this year? (Limit to 750 characters or fewer.)

Yes **No**

If yes, please describe any successful fundraising campaigns (limit to 750 characters or fewer):

As described above, the annual Sunshine State Awards competition provides the bulk of the chapter's annual income. Close attention to finances and significant volunteer support from chapter members ensure that this event remains highly profitable. We do not have a separate fundraising event.

Additional comments

(Limit to 750 characters or fewer.)

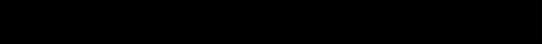
The chapter undertook an extensive review and update of its bylaws this year. The nine-month process, conducted by a committee of board and general members, was deliberate and thoughtful. It created a strong legislative framework that we believe will guide our chapter to a strong future while cleaning up ambiguities and conflicts that existed in the previous document. The new bylaws were approved by unanimous vote of chapter members at a special meeting in October.

Chapter bylaws

Please e-mail a copy of your chapter's bylaws, fax it to 317/920-4789, or mail it to: Society of Professional Journalists, 3909 N. Meridian St., Indianapolis, IN 46208.

Tim emailed bylaws to Linda Hall

Treasurer's Report

Chapter's Financial Institution: 

Account Number:



Cash on hand as of March 1, 2011:

Checking: \$13,056.42

Savings: \$12,160.56

Investments on hand as of March 1, 2011:

Certificate of Deposit: \$33,260.39

Total cash, investments and assets:

\$58,477.37 as of March 1, 2011

Outstanding debts: **None**

Restricted funds:
(Scholarship trust fund, etc.)

None

Closing bank balance as of this report:

Checking: \$23,426.13.

Savings: \$45,425.44

Total: \$68,851.57 as of May 30, 2011

Note: the Certificate of Deposit matured in April and the proceeds, \$33,260.39, were deposited in our savings account while we finalize plans to reinvest in a new CD with a higher rate of return.

Chapter's Federal Tax ID Number:

[REDACTED]

If your chapter is registered as a subordinate chapter of SPJ, did you file the IRS form 990 (for chapters grossing more than \$25,000 per year) or e-postcard 990N (for those grossing less than \$25,000 a year)? **Yes, we filed Form 990**

If yes, please e-mail a copy of your the IRS form 990 filed by your chapter, fax it to 317/920-4789, or mail it to: Society of Professional Journalists, 3909 N. Meridian St., Indianapolis, IN 46208.

Tim emailed tax return to Linda Hall

Not sure if your chapter is listed as a subordinate chapter with the IRS? Contact Executive Director Joe Skeel.

Yes No

Record Review

Check here to indicate Record Review has been performed

Reviewer #1

Name: **Michael Koretzky, President**

E-mail: **michael@koretzky.com**

Reviewer #2

Name: **Michele Boyet, Executive Vice President**

E-mail: **mboyet@gmail.com**

Reviewer #3

Name: **Sergy Odiduro, Vice President, Membership**

E-mail: **sergy.odiduro@gmail.com**

Educational Foundation

Has your chapter established a 501 (c)(3) educational foundation?

Yes **No**

Foundation legal name:

Total assets as of this report:

Briefly describe the foundation's programs/scholarships (limit to 750 characters or fewer).