

2013-2014 Professional Chapter Annual Report Submission Form

This report covers the period from May 1, 2013 to April 30, 2014.

Due: May 30, 2014

General Information

Region Number: 3

Chapter Name: SPJ Florida Pro Chapter

Name and title of Person Submitting Report: Jason Parsley

Phone of Person Submitting Report: [REDACTED]

Email Address of Person Submitting Report: Jeparsley@gmail.com

Chapter Information

Chapter Web Site: <http://www.spjflorida.com>

Please provide any additional social media or web links the chapter may have:

Facebook

https://www.facebook.com/SPJFlorida?ref=br_tf

Twitter

<https://twitter.com/SPJFla>

Chapter Leadership

Chapter President: Jason Parsley

Address (to include city, state, ZIP): [REDACTED]

Phone: [REDACTED]

Email: Jeparsley@gmail.com

Additional Officers/Board Members:

Executive Vice President, Brandon Ballenger; Vice President of Membership, Dori Zinn; Treasurer, Christopher Persaud, Secretary, Christiana Lilly; Immediate Past President, Michele Boyet; Social Media Director, Sergio Candido; Other directors, John McDonald , Andrea Richard, Gabriel Tyner, Dina Weinstein, Betty Wells; Student Rep, Dylan Bouscher, Florida Atlantic University; Student Liaisons, Ashley Martinez, University of Miami, Kalhan Rosenblatt, Florida Gulf Coast University, Marisol Medina, Florida International University.

Date of Elections:

July 13, 2013

National and Regional Representation

Was your chapter represented at Excellence in Journalism 2013? Yes

Name of Representative(s): Lynn Walsh

If not, did your chapter receive a waiver from your Regional Director?

Was your chapter represented at a 2013 Regional Conference? Yes

Name of Representative(s): Gideon Grudo

If not, did your chapter receive a waiver from your Regional Director?

Chapter Membership Activities

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

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 of May 1, 2013 to April 30, 2014.

How many programs did your chapter have during the reporting period? 7

Diversity

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

Date of Program: Multiple

Approximate Attendance:

Please describe:

Teamed up with members of SFBJA, NAHJ, AAJA, NAJA, and NLGJA for a cocktail hour and networking event. (www.spjflorida.com/2013/05/annual-diversity-mixer-a-huge-success/)

Other diversity activities include:

Partnering with LGBT History Month (LGBThistorymonth.com) and featuring LGBT journalists on Website; Continued minority reporting and diversity awards and featured Q&As w/ finalists on website during diversity month in October.

Partnered with NAJH on a regional convention (half of sessions were in Spanish) and added a Spanish Language Division to awards contest.

Sponsored (\$750) Chicas Poderosas (<http://bit.ly/1k91sMT>) convention, which empowered Latin American women journalists to excel in visual storytelling, data visualization and interactive media.

FOI

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

Date of Program: Ongoing

Approximate Attendance:

Please describe:

Continued monthly Q&A series with First Amendment Foundation (FloridaFAF.org) answering FOI and open government questions <http://bit.ly/11PA49N>.

Continued First Amendment and FOI award.

When you join the SPJ Florida chapter, you can get a Florida Records and Meetings Law App for free. This app puts chapters 199 and 286 of Florida Statutes on your iPhone, where you can search for keywords and create your own quick-list of sections you need. www.spjflorida.com/spj-sofla-app/

Partnered with Free Speech week (FreeSpeechWeek.org) and sponsored a First Amendment Free Food Festival at FAU and FIU and continued to cover cost of mailing FAFFF shirts to colleges around the country.

Sponsored a panel discussion hosted by ACLU on photographer's rights to photograph and record in public. More than 100 people attended <http://bit.ly/1kRGxMV>.

SPJ Florida has signed on as a friend of the court in support of a retired firefighter in Tampa who was kept out of a 2012 pension board meeting. Signed on to a letter urging a judge to allow cameras in the courtroom.

Sponsored the First Amendment Foundation's annual Sunshine Seminars, a traveling seminar around the state teaching journalists and others about Florida's public record laws.

Ethics

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

Date of Program: Multiple

Approximate Attendance:

Please describe:

Supported one of our local student chapters with \$150 grant to hold an Ethcs Hold 'em tournament.

Continued our Public Corruption reporting award that we created last year.

Sponsored the Spread Immoral News program in which South Florida college newspapers break as many Code of Ethics as they can. Two schools participated. <http://www.spjflorida.com/2014/04/breaking-the-code-of-ethics/>

Service Project

Did your chapter participate in a service project this year? Yes

Date of Program: May 2014

Approximate Attendance:

Please describe:

Approved \$600 to help cover the cost of travel to D.C. for three sixth grade students, who won First Place in the Florida History Fair competition for their journalism-related performance. They created a performance about the right of free press and its' responsibility to report the news even in the face of dire consequences. Their performance retells the story of Bob Woodward and Carl Bernstein and their reporting of the Watergate scandal. The students created their own script, their own props and their costumes and titled their performance, "Richard the Tricky and the Leak that Wouldn't Keep."

Other Programs

**What other professional development programs or activities did your chapter have this year?
Describe as many as you can (include date of program and approximate attendance for each):**

Name: Meet up Alex Pena

Date: June, 12 2013

Approximate Attendance: 21

Summary: SPJ hosted guest speaker Alex Pena

Description:

SPJ hosted a Q&A with Stars & Stripes foreign correspondent Alex Pena. At only 23-years-old, Pena has experience covering foreign conflict in Mexico, Kenya, Syria and Haiti. He discussed getting his start as a student backpack journalist who traveled to Juarez, Mexico on his own to cover the violent drug wars. He also covered international reporting techniques, tactics, dangers and showed clips of war zone video he's captured. <http://www.spjflorida.com/2013/06/crazy/>

Name: Forging the Future

Date: July 13

Approximate Attendance: 250

Summary: SPJ Florida and NAHJ teamed up to host a one day multi media conference.

Description:

Journalists and media professionals from all over Florida flocked to the Mayfair Hotel in Coconut Grove on Saturday, July 13 for an intense one-day conference in Coconut Grove. SPJ Florida and the South Florida chapter of the National Association of Hispanic Journalists teamed up to host this successful and innovative day of media education. Attendees soaked in a busy roster of sessions to learn how to shoot broadcast-quality video from their smartphones, dazzle an employer with a digital resume, the ins-and-outs of storytelling from abroad and more. Session hosts included leaders from CNN, The Miami Herald, Columbia University and the New York Times.

<http://www.spjflorida.com/2013/07/forging-the-future-recap/>

Name: Awards Banquet

Date: July 13

Approximate Attendance: 50

Summary: SPJ's annual awards banquet

Description:

This year we piggy backed our Sunshine State Awards banquet onto our convention, which included first-ever winners of the Journalist of the Year award (Michael E. Miller of Miami New Times), Integrity Florida Award for Public Corruption Reporting award (Suzie Schottelkotte from the Lakeland Ledger for *Money in Mulberry*), First Amendment Foundation Freedom of Information award (Greg Fox from WESH-TV for *TextGate*) and an award for Diversity in the newsroom (Eric Deggans from the Tampa Bay Times).

Name: Zombie Stories

Date: Oct. 26

Approximate Attendance:

Summary: SPJ partnered with Region 3 to host the annual conference

Description:

SPJ Florida sponsored Zombie Stories which was the Region 3 Regional Conference Event. It took place in New Orleans, in tandem with the College Media Advisers/Associated Collegiate Press convention. The Oct. 26 event drew more than 70 participants who interviewed "zombies" (members of NOLA's Krewe of the Living Dead) at the risk of being sprayed with blood for asking bad questions. A panel of judges from SPJ Florida and Meg Wagner, SPJ National Student Rep. and Mashable intern, judged the entries remotely. Winners were made up themselves as zombies by KOLD's capable hands.

<http://www.spjflorida.com/2013/11/zombie-stories-2013/>

Name: Chicas Poderosas

Date: April 17-20

Approximate Attendance:

Summary: SPJ sponsored Chicas Poderosas with a \$750 grant

Description:

Chicas Poderosas Miami took place at Univision and the University of Miami School of Communication. The event was organized by the International Center for Journalists (ICFJ) with the support of Knight Foundation. Attendees learned through one-on-one mentorship from leading digital journalists, collaborative work on interactive stories about their communities, and focused technical clinics on design, visualization, interactive graphics and data journalism.

<http://kng.ht/1nLWPYT>

Name: Cartoonist Leela Corman

Date: May 3

Approximate Attendance:

Summary: SPJ hosted a cartoonist to speak about her work and visual storytelling

Description:

SPJ Florida brought the Gainesville, Florida-based comic artist Leela Corman to Miami to give a talk about her comics and book. Her presentation "Illustrating the News: a hands-on art workshop for journalists with illustrator and comic artist Leela Corman" was a challenge to journalists to try to graphically tell true events. <http://www.spjflorida.com/2014/05/comic-book-artist-educates-journalists-on-illustration-and-news/>

Name: We The Journalists

Date: Ongoing

Description:

SPJ Florida continued its weekly Q&A series featuring prominent Florida journalists highlighting their careers, work, achievements and advice. <http://www.spjflorida.com/category/we-the-journalists/>

Name: Shine On

Date: Ongoing

Description:

Continued monthly Q&A series with First Amendment Foundation (FloridaFAF.org) answering FOI and open government questions <http://bit.ly/11PA49N>

Name: South Florida Media Jobs

Date: Ongoing

Description:

Continued our bi-weekly media jobs list on our website. Categories include freelance, blogging, internships, writing, editing, design, and broadcast. <http://www.spjflorida.com/jobs/>

Chapter Communications

How does your chapter communicate with members? Describe your chapter's regular method(s) of communication and other tools used this year:

Regularly update our website, Facebook and Twitter accounts.

New website:

After the chapter changed its name and territory to encompass the entire state of Florida, the website changed from SPJsofla.net to SPJflorida.com. The chapter contracted a local website developer to migrate information to new site, created new hosting, and set up redirects from old URLs to the new one. Since the launch in January, 2014, a few SPJ chapters have reached out to learn about how to create and/or update their websites in the same fashion.

E-Blasts

SPJ Florida currently uses MailChimp for all email correspondence to hundreds of chapter members and thousands of interested parties — including those who live out of state but still wish to know what our chapter is doing and Sunshine State Award entrants. This includes, but is not limited to, updates regarding upcoming events, scholarships, programs, continuing education opportunities, professional

development opportunities, board changes, Sunshine State Awards, and ways to get involved.

Board Meetings

The SPJ Florida board currently meets every other month of the year, alternating between cities that are convenient for most board members. The chapter president uses Doodle.com — a free service to help set up appointments, meetings, and events — to ensure the best availability for all board members. While most of our board members are spread throughout three separate counties, this service is vital to our in-person meetings. Throughout the weeks when the chapter doesn't meet in person, the board emails constantly to update each other on various events, sponsored programs, and votes both.

Social Media

While SPJ Florida has a few board members that communicate publicly through the chapter's Social Media channels, the chapter has an appointed Social Media Manager. The Social Media Manager handles all communications to thousands of Twitter followers and Facebook fans on a near-daily basis. During events, @SPJFla live-tweets for those who are unable to attend (FtF, Sunshine State Awards).

Chapter Fundraising

Did your chapter hold any fundraising activities this year? Yes

If so, please describe any successful fundraising campaigns:

Sunshine State Awards

This year we expanded our awards contest to include Puerto Rico and the U.S. Virgin Islands. In addition we partnered with the local chapter of the National Association of Hispanic Journalists to create a new Spanish Language division. Because of these changes and an aggressive marketing campaign via social media and e-blasts we not only stopped the bleeding, we were able to reverse the declining trend and we received the most professional entries since at least 2009.

Additional Comments

Territory Expansion

This year SPJ South Florida expanded its territory to include all of Florida that currently does not have a Pro Chapter. We also changed our name to SPJ Florida Chapter and began to appoint regional geographic reps to cover those new areas. We have thus far appointed a rep for the Orlando area and Ocala area.

New Logo

With the creation of the new name and website, SPJflorida.com, also came the creation of an updated logo. The chapter contracted a local web and print designer, who created two logos for our chapter communications, including our website.

New Orleans Chapter

We officially designated a proposed New Orleans Chapter as our sister chapter and have offered to sponsor the chapter when its ready. A former board of SPJ Florida moved to New Orleans and is now attempting to launch a chapter there. <http://www.spjflorida.com/2013/10/spj-florida-designates-proposed-new-orleans-chapter-its-sister/>

Student Liaisons

In order to keep the lines of communication open between our Pro chapter and our student chapters we've appointed several student liaisons to our board. Currently we have 3 from FIU, UM, and FGCU.

Student Representative

In order to follow the example of national we changed our bylaws and upgraded our student board position giving the student rep an official vote.

Judging Swap

Two SPJ Florida board members handled the judge's awards swap this year facilitating the swap partners.

Shield Law

Sent a letter to both of Florida's senators encouraging them to pass the National Shield Law act as well as sending out an e-blast encouraging our members to do the same.

<http://www.spjflorida.com/2013/05/raise-the-shield-get-congress-to-pass-federal-shield-law/>

Scholarship Activities

Awarded one \$2,500 scholarship to a college student. <http://www.spjflorida.com/scholarships/2014-scholarship-winner/>

Awarded 3 scholarships to attend our Forging the Future conference.

<http://www.spjflorida.com/2013/05/attend-miami-media-conference-for-free/>

Awarded a \$500 travel scholarship to a professional journalist to attend this year's EIJ conference in Nashville.

Ted Scripps Leadership Institute

Sent two SPJ Florida members to a Scripps Leadership Institute conference.

<http://www.spjflorida.com/2013/07/leadership-training-in-memphis/>

Studio SPJ

A board member hosted a radio broadcast for SPJ National's Studio SPJ.

<http://www.blogtalkradio.com/spj/2013/09/18/studio-spj-with-mark-segal>

FSPA

Two board members spoke at the annual high school convention in two separate regions: one in Miami-Dade County, one in Broward County. This was our first year participating in the Miami-Dade region, but the fifth year as a chapter participating in the Broward County region.

Legal Defense Fund

Created a legal defense fund this year with the help of the Gold Coast PR Council who raised \$300 to launch it. We also helped judge their annual awards contest. <http://www.spjflorida.com/2014/02/gold-coast-pr-council-raises-money-for-spj-florida/>

Pulitzer Photography Exhibit

We sponsored FIU's "Capture the Moment: The Pulitzer Prize Photographs," which included an exhibit, opening reception and two panel discussions. <http://www.spjflorida.com/2014/02/iconic-pulitzer-prize-photographs-exhibition-opening-at-fiu/>

Broward Speaker Series

SPJ Florida sponsored Broward College's inaugural Fort Lauderdale Speaker Series this season, which featured prominent journalists including publisher Steve Forbes, Watergate reporter Bob Woodward, former CNN host Soledad O'Brien and former gossip columnist for MSNBC.com Jeannette Walls.

<http://www.spjflorida.com/2013/10/speaker-series-to-feature-prominent-journalists/>

Chapter Bylaws

Please submit a copy of your chapter's current bylaws with this report.

Chapter Financial Information

Chapter's Federal Tax ID Number: [REDACTED]

Chapter's Financial Institution: [REDACTED]

Chapter's Routing Number: [REDACTED]

Chapter Account Number(s) (Please list ALL chapter accounts):

Bank Balance (START of this reporting period): **\$82,766.56 (total assets, including two bank accounts plus PayPal and Certificate of Deposit, as well as funds belonging to Region 3)**

Funds Raised (during this reporting period): **\$34,803.41**

Expenses Incurred (during this reporting period): **\$28,529.81**

Bank Balance (END of this reporting period): **\$89,040.16 (total assets as described above)**

Net increase for the reporting period: \$6,273.60

If your chapter is registered as a subordinate chapter of SPJ, did you file the IRS Form 990 (for chapters grossing more than \$50,000 per year) or E-Postcard 990N (for those grossing less than \$50,000 per year)? **YES – 990-N ATTACHED**

If yes, please include a copy of your IRS Form 990 or 990N filed by your chapter with this report.

Note: If you are unsure if your chapter is a subordinate chapter with the IRS, please contact Chapter Coordinator Tara Puckey at tpuckey@spj.org

Financial Review

To ensure a chapter's continued financial health and reinforce sound accounting procedures, it is required that three members meet annually with the chapter treasurer to examine the chapter's financial records.

This (at least) three-member committee, appointed by the chapter president, should conduct a review to include, but is not limited to:

- Reviewing bank statements
- Reconciling checks and check registers with bank statements
- Reviewing receipts
- Examining expenses

Did your chapter conduct a financial review during this reporting period? YES

Please provide information for those reviewing the chapter's financial records:

Reviewer #1 Name and Email: Jason Parsley, President - jeparsley@gmail.com

Reviewer #2 Name and Email: Brandon Ballenger, Executive Vice President – btballenger@gmail.com

Reviewer #3 Name and Email: **Dori Zinn, Vice President of Membership – dzinn3@gmail.com**

Chapter Bank Statements

Chapters are required to provide bank statements for all twelve months of this reporting period (example, May 1, 2013 – April 30, 2014) with this report. Chapter foundation accounts are an exception.

Note: If statements are not included, it is not a complete report.

Please include chapter bank statements with this report.

12 months of checking and savings account statements, as well as PayPal annual reports for 2013 and 2014 to date, are attached.
