

Pro Chapter Annual Report Submission Form

Submission Date	2016-05-31 11:34:00
Region number:	3
Chapter name:	Florida Pro
Name of person submitting report:	Dori Zinn
Phone number of person submitting report:	
Email of person submitting report:	dzinn3@gmail.com
Chapter website:	http://www.spjflorida.com/
Chapter social media accounts or other online presence:	https://www.facebook.com/SPJFlorida/ https://twitter.com/spjfla https://www.youtube.com/channel/UCadhzuTljWiRscFK90rbRIA
Chapter president:	Dori Zinn
Chapter president's email:	dzinn3@gmail.com
Additional officers/board members, with names and titles:	Executive Vice President: Christiana Lilly Vice President of Membership: Jason Parsley Vice President of Programming: Michele Boyet Treasurer: Christopher Persaud Secretary: Abigail Perry Immediate Past President: Brandon Ballenger Directors: Megan Fitzgerald Andrea Richard Michael Schottey John Sotomayor Dina Weinstein Betty Wells Student Board Representative (non-voting): Rachel Wang
Date of elections:	08-15-2015
Was your chapter represented at Excellence in Journalism 2015?	Yes
If yes, who represented your chapter?	President: Dori Zinn Executive Vice President: Christiana Lilly Vice President of Membership: Jason Parsley Vice President of Programming: Michele Boyet Immediate Past President: Brandon Ballenger
Was your chapter represented at a 2015 Regional Conference?	Yes

If yes, who represented your chapter?

President: Dori Zinn
Executive Vice President: Christiana Lilly
Vice President of Membership: Jason Parsley
Vice President of Programming: Michele Boyet
Treasurer: Christopher Persaud
Secretary: Abigail Perry
Immediate Past President: Brandon Ballenger

Directors:
Andrea Richard
John Sotomayor
Betty Wells

Describe your ongoing MEMBERSHIP RECRUITMENT and RETENTION ACTIVITIES and the success of those activities.

This year we did our best to hold programming events and activities to boost membership enrollment and retention. We have board meetings six times a year, or every other month, which we actively promote so members and non-members alike can feel welcome to join. We meet in both Palm Beach County and Broward County so those members and non-members can join us when it is convenient for them. We also host our meetings on Google Hangout or GoToMeeting so remote board members or guests can join in.

Our Social Media efforts are spearheaded by the Executive Vice President, Christiana Lilly. Christiana promotes our events, programs, and chapter updates on Twitter constantly and consistently, with frequent but less updates on Facebook. We also send out infrequent emails to our members and e-newsletter subscribers, more than 3,000 total.

Our Membership Vice President, Jason Parsley, was able to reach out to unaffiliated members and add them to our chapter roster, which more than doubled our chapter membership. Jason has also consistently been in contact with potential members, including those whose membership has lapsed. Many members have noted they had no idea about their lapsed membership or incorrect affiliation and are thrilled to see Jason taking steps to help them out. This is consistent with Jason's "no journalist left behind" notion, where as a chapter, we work toward including as many journalists as possible, because all journalists deserve it.

Also, our annual Sunshine State Awards continues to offer the best deals to members: a buy-one-get-one free submission. Our submissions have consistently gone up year after year since 2011, and our partnership with the National Association of Hispanic Journalists, South Florida Chapter, has increased our awareness among other journalists.

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

12

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

Yes

If yes, date:

10-22-2015

Approximate attendance:

60

Description (up to 125 words):	<p>On Oct. 22, 2015, SPJ Florida teamed up with local journalists from Online News Association, National Association for Hispanic Journalists, South Florida Black Journalists Association, Asian American Journalists Association, National Lesbian and Gay Journalists Association, and Hackers/Hacks Miami for an evening to meet and mingle with all different groups. More than 60 local journalists came out and we're continuing these meetups to be every few months.</p> <p>https://www.facebook.com/media/set/?set=a.10153775333497074.1073741834.257795307073&type=3</p>
Did your chapter hold a FREEDOM OF INFORMATION project or program this year?	Yes
If yes, date:	08-15-2015
Approximate attendance:	100 (in-person, thousands online)
Description (up to 125 words):	<p>In a highly publicized fashion, local chapter members organized an all-day event focusing on the coverage of gaming journalism, namely called #GamerGate. Journalists and gamers alike attended both the morning and afternoon sessions that discussed everything from how the media has covered this topic, and what mainstream media can do to cover this in the future. It was live-streamed with thousands of watchers from across the globe and the hashtag, #SPJAirPlay, trended worldwide throughout the day.</p> <p>http://spjairplay.com</p>
Did your chapter hold a ETHICS project or program this year?	Yes
If yes, date:	08-15-2015
Approximate attendance:	100 (in-person, thousands online)
Description (up to 125 words):	<p>In a highly publicized fashion, local chapter members organized an all-day event focusing on the coverage of gaming journalism, namely called #GamerGate. Journalists and gamers alike attended both the morning and afternoon sessions that discussed everything from how the media has covered this topic, and what mainstream media can do to cover this in the future. It was live-streamed with thousands of watchers from across the globe and the hashtag, #SPJAirPlay, trended worldwide throughout the day.</p> <p>http://spjairplay.com</p>
Did your chapter hold a JOURNALISM SERVICE PROJECT project or program this year?	Yes
If yes, date:	08-15-2015
Approximate attendance:	100

Description (up to 125 words):

An all-day conference at the Koubek Center at Miami-Dade College. Sessions in the morning and the afternoon spoke on a variety of topics for journalists, including how to cover Cuba, starting a podcast, search engine optimization and how to fly a drone. We also featured a Career Fair in the afternoon with half a dozen local media outlets who were looking to hire journalists. Nearly 100 people registered for this event. We partnered with nearly a dozen local journalism organizations for this event, including the National Association for Hispanic Journalists, the South Florida Black Journalists Association, the Online News Association, the National Lesbian and Gay Journalists Association, among others.

<http://www.spjflorida.com/future/>

Did your chapter hold OTHER PROGRAMS or ACTIVITIES this year? If yes, include dates, approximate attendance and a description for each if possible. Include as many as desired.

Cure Hazelwood: In October, the SPJ Florida Pro board voted unanimously to support measures in expanding the free speech rights of student journalists.

The Student Press Law Center's (SPLC) efforts with their Cure Hazelwood campaign has brought to light the extensive limitations of high school journalists. <http://www.spjflorida.com/2015/11/board-votes-to-support-high-school-journalists/>

CMA/ACP Convention

Oct. 30-Nov. 2, 2015

<http://www.spjflorida.com/2015/11/spj-florida-president-moderates-panel-on-mass-shootings/>

Chapter president Dori Zinn attended on behalf of the chapter and presented two sessions: one was hosting a panel discussion about naming shooters in mass murders. Included in the discussion were Caren and Tom Teves and Anita Busch from the non-profit organization No Notoriety, whose main purpose is getting the media to lessen how much coverage a shooter gets in mass murders. Many celebrity newscasters have already signed on to this pledge, including Anderson Cooper and Megyn Kelly. SPJ Florida contributed \$200 to help No Notoriety offset the costs of travel to this convention.

Dori also presented a session on landing a professional media job after college and included SPJ as a helpful factor. The room had about three dozen students and when asked if they knew what 'SPJ' was, about five people raised their hand. Educating young people on the benefits of SPJ is vital to their future existence, and this session no doubt helped bridge that gap. Even if it's on a small scale now, it will grow exponentially.

FSPA

Nov. 7, 2015

<http://www.spjflorida.com/2015/11/spj-florida-presents-at-florida-scholastic-press-association-district-conference/>

Half a dozen SPJ Florida chapter members volunteered at the Florida Scholastic Press Association District 7 on Nov. 7, 2015 to help organize, present sessions, and help judge high school journalism in Broward, Palm Beach, and Martin Counties. Past President Brandon Ballenger had about 40 middle and high school students learning about drone journalism and even flying the chapter's own Drone. President Dori Zinn and Executive Vice President Christiana Lilly presented a First Amendment session educating students on their First Amendment rights as well as past court cases that involved student journalism at the middle, high school, and college levels, including the Hazelwood School District v. Kuhlmeier case. The Student Press Law Center donated "Cure Hazelwood" bracelets to our sessions, and students loved them. Christiana and SPJ Florida Secretary Abbi Perry had one of the busiest sessions of the day, with a mock press conference. Students received a faux press release, interviewed a faux Public Information Officer, and wrote an entire story in under 45 minutes. Many groups even read their stories out loud in front of nearly 100 students.

Diversity Mixer

Dec. 10, 2015

<https://www.facebook.com/media/set/?set=oa.182175765464232&type=1>

We contributed \$100 to the mega journalism holiday mixer, which brought together members of SPJ Florida, NAHJ South Florida, SFBJA, ONA, AAJA, and other area journalists to network over drinks and appetizers.

Multimedia Conference

Jan. 30, 2015

Two board members and the Region 3 director presented three sessions at the Nova Southeastern University Multimedia Conference. The one-day conference, on Jan. 30, welcomed students from Nova as well as some surrounding community colleges. We presented on the First Amendment, a mock press conference, and entertainment journalism.

#BlackLivesMatter Webinar

Feb. 23, 2016

<http://www.spjflorida.com/2016/03/spj-florida-and-sfbja-host-black-lives-matter-panel/>

On Feb. 23, 2016, we partnered with South Florida Black Journalists Association to host an online webinar on #BlackLivesMatter and covering race. Panelists were Dr. Tameka Bradley Hobbs, assistant professor of history at Florida Memorial University, and Nadege Green, reporter at WLRN. Moderated by Erika Glover, reporter at NBC 6. Eighty people registered, many reaching out that they would not be able to make it live, but wanted to watch the recap. Thirty-one people attended, but dozens have watched the archived recording since it aired.

No Notoriety

Jan. 2016

<http://www.spjflorida.com/2016/01/chapter-approves-support-for-no-notoriety/>

SPJ Florida voted 11-2 to support the mission of No Notoriety, a non-profit advocacy group that works toward minimizing harm by urging media outlets to give less attention to shooters in mass murders. Their mission is in line with many of the SPJ Code of Ethics already, so we are simply working toward being better journalists with a group that has the same goals as us. More info:

WordCamp Miami

Feb. 2016

<http://www.spjflorida.com/2016/01/why-every-journalist-should-attend-wordcamp-miami/>

Partnered with WordCamp Miami to give journalists across the state a discount to attend one of the best WordPress trainings in the state (and some would say country). WordCamp notes that somewhere around the world, there is a WordCamp conference every single week. In February, the chapter partnered with WordCamp Miami to not only give discounts to journalists, but to offer networking and professional development building as well. The conference hosted a job board where hiring employers can post openings just for local journalists. We were also featured on the WordCamp Miami site: <https://2016.miami.wordcamp.org/2016/02/13/why-journalists-should-attend-wordcamp-miami/>

Palm Beach County Mixer

Feb. 11, 2016

<http://www.spjflorida.com/2016/01/spjfla-mixer/>

Hosted a mixer for our northern Palm Beach County journalism buddies. In January we had a mixer in West Palm Beach. Journalists from as north as Stuart and as far south as Fort Lauderdale attended.

Jason Taylor Poetry and Leadership Conference

Jan. 2016

Two board members, Dori and Abbi, presented at the conference. Presentations included the First Amendment in high schools, plus a mock press conference.

HB1021

Feb./March. 2016

Chapter partnered with other journalism organizations across the state to fight against a potential bill that would limit sunshine laws in the state, which would have huge negative impacts on journalists and other media organizations. <http://www.spjflorida.com/2016/02/florida-journalism-organizations-urge-state-to-reconsider-hb1021/> The bill eventually died in committee: <http://www.spjflorida.com/2016/03/worst-ever-public-records-law-dies/>

How does your chapter communicate with members? Describe your chapter's regular method(s) of communication used during the year.

Our website serves as our primary source of communication with our members. Alongside that, we are active on Twitter, Facebook, and e-newsletters via MailChimp. We not only promote our chapter news, but also other media events and programs across the state, as well as scholarships, fellowships, and Florida media news. Combined, we are reaching almost 6,000 students, professionals, and other interested parties across the state (and some scattered throughout the country).

This year, SPJ Florida joined Slack, a messaging and project management website that helps groups stay organized and get work done. SPJ Florida has a good problem to have: we do a lot of great programming and events. Slack helps us stay organized and keep tabs on everyone for the work we do. It also shows complete transparency to our members and the general public: all details about programming, event planning, ideas, brainstorming and just laughs and giggles all happen in Slack, which is open to anyone joining our team to see.

We also added our chapter reports for the last five years to our website, showcasing complete transparency with our members, nonmembers, and those curious about how we operate: <http://www.spjflorida.com/about/chapter-reports/>

Did your chapter hold any fundraising activities this year?

Yes

If so, please describe the activities and their outcomes.

Sunshine State Awards: Since 2010, our submissions and profits have steadily increased. In 2014, we partnered with the National Association of Hispanic Journalists, South Florida chapter, to create and promote an entire Spanish-language category. This year, we saw our most submissions yet.

Our Sunshine State Awards committee chair, Jason Parsley, has led the marketing efforts by directly engaging with journalists and media outlets across the state to promote the awards. This has had a huge impact on our increase in submissions. Many journalists and outlets wouldn't know otherwise that there was an awards programming featuring the best journalism in the state!

Did your chapter complete any other activities during the year not explained above? Do any of the above activities require elaboration? If desired please provide no more than 250 additional words to support your annual report.

We revamped our jobs page: <http://www.spjflorida.com/jobs/> Our jobs section is one of the most-viewed pages on the SPJ Florida website. This new layout makes it easier for employers to post job openings and job seekers to find a job that best fits their media type. Both posting and searching are still free.

We hosted humor writer and author Dave Barry to a talk at Books & Books in Bal Harbour for a talk about the publishing and journalism world. It was a mixed and engaged crowd with lots of questions for him, and they enjoyed his talk a lot. Many were also interested in learning more about SPJ Florida.

Our chapter has an enormous amount of judging swaps that take place throughout the year, but mostly during judging season. This year we took on half a dozen different judging opportunities, spearheaded by Immediate Past President Brandon Ballenger (for Mark of Excellence) and our chapter administrator, Tim Dodson.

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

[SPJ Florida Chapter Bylaws.pdf](#)

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):**

**Funds Raised (during this
reporting period):**

**Expenses Incurred (during
this reporting period):**

**Bank Balance (END of this
reporting period):**

**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

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

[Redacted]

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

Yes

Reviewer #1 name and email:

Dori Zinn, President – dzinn3@gmail.com

Reviewer #2 name and email:

Brandon Ballenger, Immediate Past President – btballenger@gmail.com

Reviewer #3 name and email:

Christopher Persaud, Treasurer – christopher.mark.persaud@gmail.com

**Please upload a copy of your
chapter's bank statements.**

[Redacted]