

2012-2013 Professional Chapter Annual Report Submission Form

This report covers the period from May 1, 2012 to April 30, 2013.

Due: May 6, 2013

General Information

Region Number: 3

Chapter Name: Society of Professional Journalists South Florida Pro Chapter

Name and title of Person Submitting Report: Jason Parsley, President

Phone of Person Submitting Report: [REDACTED]

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

Chapter Information

Chapter Web Site: www.spjsofla.net

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

Twitter: @SPJSoFla

Facebook: Facebook.com/SPJSoFla

Google+: <https://plus.google.com/u/0/113018115606398505275/>

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: Gideon Grudo; Vice President of Membership: Dori Zinn; Vice President of Programs: Lynn Walsh; Treasurer: Brandon Ballenger; Secretary: Cassie Morien; Immediate Past President: Michele Boyet; Directors: Caity Kauffman, Sergy Odiduro, Christopher Persaud, Jen Stone, Gabriel Tyner and Social Media Director Sergio Candido.

Non-voting members – Scholarship Committee: Bill Whiting; Student Board Member, Ryan Cortes, Florida Atlantic University

Student Chapter Liaisons: Dylan Bouscher, FAU Chapter; Barbara Corbellini Duarte, FIU Chapter.

Date of Elections: December 20

National and Regional Representation

Was your chapter represented at Excellence in Journalism 2012? Yes

Name of Representative(s): Lynn Walsh, Dori Zinn, Gabriel Tyner, Sergy Odiduro, Brandon Ballenger, Jason Parsley, Gideon Grudo.

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

Was your chapter represented at a 2012 Regional Conference? Yes

Name of Representative(s): Rebekah Monson and Gideon Grudo

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

Chapter Membership Activities

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

We have regular meet ups - about once a month - with our members and bimonthly Google+ Hangouts. Since 2011 we've grown our membership from 114 to 130 members, however we've also helped the reboot of Florida International University's student chapter and helped launch a new student chapter at Florida Atlantic University (transferring some of our membership to them).

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.

How many programs did your chapter have during the reporting period? 19

Diversity

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

Program: Mixer

Date of Program: June 7, 2012

Approximate Attendance: 25

Please describe: SPJ South Florida teamed up with members of the South Florida Black Journalists Association and local chapters of the National Association of Hispanic Journalists, Asian American Journalists Association, Native American Journalists Association, and National Lesbian and Gay Journalists Association for a cocktail hour and networking event. Local journalists were invited to meet their colleagues and learn about the missions and goals of their local journalism groups. SPJ made vital connections with local journalism diversity organizations to plan more collaborative programming for South Florida journalists.

Program: Diversity Lunch

Date of Program: Sept. 20-23

Approximate Attendance: 12

Please describe: Sponsored and paid (\$300) for a meal for the participants in last year's (2012) group of Diversity Leadership Fellows Program at the 2012 SPJ National Convention held in Fort Lauderdale, Fla.

Program: Sunshine State Awards

Please describe: Added two awards to our annual awards contest that celebrate diversity and encourage diversity in reporting. They include a diversity award that will honor a local member of a color/sexual minority and Minority Beat Reporting category.

FOI

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

Program: Shine On

Date of Program: Ongoing [Launched in Feb. 2013]

Please describe: Partnered with the First Amendment Foundation on a monthly Q&A series answering members' FOI and open government questions. <http://bit.ly/11PA49N>

Program: Sunshine Seminar

Date of Program: October 2012

Approximate Attendance: 50

Please describe: Sponsored and participated in First Amendment Foundation's annual traveling Sunshine Seminars to educate journalists, lawyers and public officials on public records, and open government and meeting laws in Florida. "The FAF seminar was as enjoyable as it was informational. Usually, sessions and lectures (whether at colleges or conventions) about the legality of journalism can get tedious and overbearing. But Barbara Petersen's obvious fluency with the material lent to a breezy explanation of the facts, interjected often with anecdotes, jokes and valuable insight." – *Gideon Grudo*

Program: Sunshine Summit

Date of Program: March 16, 2013

Approximate Attendance: 50

Please describe: Sunshine Week – Participated in this year's Freedom of Information Day and sent one representative from SPJ South Florida where the First Amendment Foundation presented the state of FOI in Florida to journalists, public officials and others interested in Florida's sunshine laws.

Program: Tap that App

Date of Program: Ongoing

Please describe: When you join the South 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. <http://www.spjsofla.net/resources/spj-sofla-app/>

Program: Award

Please describe: Created a Freedom of Information Award in our annual awards contest.

Program: Clery Act

Please describe: SPJSoFla allocated \$500 to be used for an investigation on whether or not universities are properly reporting their on campus crimes according to the Clery Act.

Ethics

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

Program: Ethics Hold 'Em Tournament

Date of Program: July 6, 2012

Approximate Attendance: 20

Please describe: SPJSoFla hosted an SPJ Code of Ethics-themed poker tournament at Florida Atlantic University. Students showed up to play some cards and got an ethics lesson, too. From non j-students saying they'd come back for more to j-students arguing over ethics and sharing anecdotes with the student newspaper's adviser, the game was a hit.

Program: [Ethics Hold ‘Em Tournament](#)

Date of Program: Sept. 20-23

Approximate Attendance: 15

Please describe: SPJSoFla board member Gideon Grudo hosted SPJ Code of Ethics-themed poker tournament at the 2012 SPJ National convention in Fort Lauderdale, Fla.

Program: [Ethics Hold ‘Em Tournament](#)

Date of Program: April 23

Approximate Attendance: 15

Please describe: SPJSoFla hosted an SPJ Code of Ethics-themed poker tournament as one of its monthly mixers.

Service Project

Program: [Will Write For Food](#)

Date of Program: Sept. 1-3, 2012

Approximate Attendance: 23

Please describe: Students from around the country attended the fourth installment of one of SPJ's strangest (and most exhilarating) programs. In 36 hours, the students took over the Homeless Voice, the country's second-largest homeless newspaper, and produced it beginning to end. From undercover homelessness to standing on street corners to join the ranks of the homeless that sell the newspapers at South Florida intersections, the event was a hit once again. Video, blogs, photos and articles accompanied the project. Former SPJ President John Ennslin said of this year's event: "If any of you harbor doubts about the future of journalism, you ought to pay attention to these young journalists and what they were able to accomplish in one crazy, frenetic and sometimes improvisational weekend." [Recap](#).

Student Scholarships: Awarded 1 student scholarship. [Erica Alyssa Hernandez](#), a first-year student at the University of Florida, was awarded \$2,500 for the SPJ South Florida Chapter 2012 scholarship. The 2011 graduate of Coral Gables High School majors in journalism with a history minor.

Program: [South Florida Media Jobs](#)

Date of Program: Bi-weekly

Please describe: This year we took over the local website South Florida Media Jobs, incorporating it into our website in order to provide the South Florida journalism community with job listings. Categories include freelance, blogging, internships, writing, editing, design, and broadcast.

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):

Program: [Death Race](#)

Date of Program: Jan. 19, 2013

Approximate Attendance: 30

Please describe: SPJSoFla hosted an interactive obit writing program where journalists could sharpen their skills. The event included a seminar about writing obits by a Miami Herald reporter to holding a full memorial service for three "dead" SPJ board members. After the service, participants interviewed family members and then had one hour to write an obit. Their work was judged by the "dead" SPJ board members and the Miami Herald reporter.

Program: [Scrabble Tournament](#)

Date of Program: Feb. 23, 2013

Approximate Attendance: 30

Please describe: The event pitted eight two-player teams against each other in tournament style, and forced the players to abandon the loopholes they had learned from Web-based word games. Participants weren't allowed to look up words on their phones instead relying on what they knew. The winning team, Chris Hamman and Laura Jockers, each received a \$10 Amazon gift card and all of the participants were sent home with a desire to ditch their iPhone games and pull out a Scrabble board.

Program: [One Night Stand](#)

Date of Program: August 11, 2012

Approximate Attendance: 20

Please describe: SPJSoFla held a 'zine party at a Hollywood Beach tiki bar and hotel. Participants showed up to make an old style "zine." On a Hollywood beach hotel, the group divvied up into two teams and "competed" with two (very) different zines getting produced. Video and blogs accompanied the final products, which were a hit. [Recap](#).

Program: [Awards Reception](#)

Date of Program: June 23, 2012

Approximate Attendance: 50

Please describe: SPJSoFla held its annual awards banquet at Calder Race Track & Casino to celebrate the finest journalism in Florida and mingle with fellow journalists.

Program: [We The Journalists](#)

Date of Program: Ongoing [Launched March 2013]

Please describe: SPJSoFla launched a weekly Q&A series featuring prominent Florida journalists highlighting their careers, work and achievements. So far we've featured 7 with the series expected to run through June.

Program: [MediAtlanta](#)

Date of Program: March 15-16

Please describe: We sent four board members to our regional convention, MediAtlanta. Not only did we sponsor the convention, all four board members participated in the organizing and hosted workshops which included a 3-hour long workshop on how to get story ideas out of big, hard-to-read datasets; conducted a dozen or so mock job interviews and resume critiques; conducted a three hour workshop on web design covering everything from color theory and column options, to re-purposing print content for the web and moderating comments.

Chapter Communications

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

We communicate with our members through email blasts, regular Facebook (including Facebook events) postings, Twitter (more than 270 tweets since June 1) and our website which includes blog posts (more than 35 since June 2012). This year we appointed a Social Media Director, launched a Google+ account, and held a chapter planning meeting via a Google Hangout and two chapter-wide Google hangouts for our membership to attend. We added MailChimp as an email marketing component, promoting our recent chapter news, upcoming events, networking opportunities, Sunshine State Awards news and even **job openings**. We use Doodle to schedule our board meetings, as well as share Google docs to keep our board informed. This year we added Google forms to conduct the board's email votes during months we do not meet in person and to collect data from our membership. We also assigned board member Lynn Walsh to cover the [Red and Black controversy](#) in Georgia to keep our members updated and informed.

Chapter Fundraising

Did your chapter hold any fundraising activities this year? Yes

If so, please describe any successful fundraising campaigns: Our annual Sunshine State Awards, which we were able to increase the number of professional entries by 38 (up 6 percent).

Additional Comments

Professional Scholarships: Launched the SPJSoFla Pro Michael McQueen Memorial Journalism Training Grant: The chapter awarded two \$250 training grants in memory of former chapter president Michael McQueen. The grants were for two members to attend the Excellence in Journalism 2012 conference, September 20-22 in Fort Lauderdale. They went to Daylina Miller, a multimedia freelancer and correspondent for the Tampa Bay Times from New Port Richey, and Arlene Satchell, a business staff writer at the Sun-Sentinel in Fort Lauderdale.

Campus Chapter Relations:

1. Paid the \$25 application fee for the new Florida Atlantic University student chapter.
2. Appointed a student member (Ryan Cortes) to our board.
3. Created chapter liaison spots on our board to foster a relationship between our professional board and our local campus chapters. Appointed two Student Chapter liaisons to the board (Dylan Bouscher from FAU; Barbara Duarte from FIU).
4. Allocated a \$500 grant to the FAU chapter for their first student program, One Wild Weekend, which will be an interactive environmental journalism exercise in late 2013 consisting of a group of students spending the weekend in the Everglades and reporting on their findings.
5. One of our Ethics Hold 'Em Tournaments (mentioned above under ethics programs) we held at Florida Atlantic University for student journalists.
6. Each year we hold our Will Write For Food (mentioned under service project) for student journalists across the country.
7. Judged the FIU student chapter's national photo contest.

Freedom of Speech Lawsuit: Was apart of a Freedom of Speech lawsuit against the City of Fort Lauderdale. We finally settled the lawsuit out of court this year.

CMA Convention: In late October's CMA/ACP held their national college media convention in Chicago, where SPJ board member Gideon Grudo attended partly in an SPJ-centric capacity. He ran the national SPJ Program First Amendment Free Food Festival, in which more than 200 students participated. He also hosted a session on how SPJ's FAFFF can be taken to other schools and hosted there, at which time SPJ was offered up as a prime resource for the program. He ran a session on various web applications and their journalistic use, a session designed by SPJ HQ's Tara Puckey. Finally, Gideon hosted and ran Midnight Snack, an SPJ-stamped program that drew a crowd of around 500 students to get on-the-spot, free critiques from the various attending advisers.

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, jeparsley@gmail.com

Reviewer #2 Name and Email: Brandon Ballenger, btballenger@gmail.com

Reviewer #3 Name and Email: Gideon Grudo, ggrudo@gmail.com

Chapter Bank Statements

Chapters are required to provide bank statements for all twelve months of this reporting period (example, May 1, 2012 – April 30, 2013) 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.

If you have questions or concerns about this report, please contact Chapter Coordinator Tara Puckey at tpuckey@spj.org or 317-927-8000, ext. 215.