
April Board Meeting

Wednesday, April 11, 2018 / NOON / ADG 3RD FLOOR CONFERENCE ROOM

Attendees

Jennifer Ellis, Sonny Rhodes, Kelly Kissel, Sarah Campbell-Miller, Syd Hayman, Sarah DeClerk, Wendy Miller

Agenda

1. Conference Recap
2. Programming Committee Update
3. Financial and Nonprofit Status Update
4. FOIA Task Force Updates
5. Scholarship Application Status
6. Contest Committee
7. Call for Board Applicants
8. EIJ18

Discussion

1. Conference Recap
 - Jennifer shared results from a post-conference survey.
 - We had 118 attendees and 18 survey responses. The survey showed that most respondents felt like the Life and Death theme tied things together and made the conference fun; most respondents stayed at the conference hotel; respondents also would have liked to see sessions with broadcast representation, a focus on multimedia journalism and other topics. Criticism from respondents were related to the Google News Lab sessions, food and a need for audio equipment during the breakfast session.
 - We still need a \$350 check from AY Magazine
 - We need to do a request for \$500 from SPJ national

NEXT STEPS:

- **Follow up** about money from AY and SPJ national
2. Programming Committee Update
 - Covering the Medical Marijuana Beat is postponed.

- We are waiting on a major speaker for this kind of event. We are hoping to get someone from a magazine in Denver to present. Kelly mentions there is a direct flight from Little Rock to Denver.
- SPJ's 15th Annual Ethics Week, April 23-27
 - Jennifer proposed a movie night in recognition of Ethics Week. Board members suggested a documentary on how Fox News operates; Sonny R. said the film is about 10 years old and does have its weaknesses. Sonny R. also suggested "All the President's Men." Kelly asked if we should look into Flying Saucer as a space to view a film; there is a food charge required for that space. Jennifer suggested Whole Hog Cafe or the Butler Center.
 - Wendy suggested the movie "Truth."
- May: Apt to Instagram
 - Sarah D. and Polly will lead an photo/Instagram captioning event that provides photo editing tips. This will serve as both professional development and student outreach.
- June: Annual Chapter Meeting/Board Election
- Ready, Aim Fire: Journalists and Guns is also a proposed June event for professional development.

3. Financial and Nonprofit Status Update

- We paid our state taxes today.
- Tara from SPJ national OK'd us pursuing our nonprofit status ourselves without the help of a lawyer.
- Chelsea will work toward the nonprofit status.

4. FOIA Task Force Updates

- (Rob absent)

5. Scholarship Application Status

- We have one applicant from Ouachita Baptist University and two from UA Little Rock. Sonny R. shares the application submission with the board.
- We have two \$1,000 scholarships for the Dean Duncan award and we have an unnamed scholarship.
- The board reviews the scholarship application materials voted unanimously to give awards to the two UA Little Rock students. Those two students will learn of their award today and will be invited to our awards dinner.

NEXT STEPS:

- **Inform** winners of their award.

6. Contest Committee

- The contest is live; it is in need of marketing.

NEXT STEPS:

- **Develop** marketing action plan for contest.

7. Call for Board Applicants

- The slate of board candidates must be up for at least 30 days from the election date. A call for board candidates is to go out this week; Jennifer will send that out.

NEXT STEPS:

- **Send** email blast for board candidates.

Announcements & Comments

- Kelly has already signed up for EIJ18. The board typically helps send two members to this conference each year.
- Sarah Campbell-Miller and Bobby have now joined new committees. Sarah C. has joined the contests and scholarship committees.

Next Meeting Agenda

- Programming Committee Update
- Financial and Nonprofit Status Update
- Scholarship update
- Contest update
- Board applicants update
- EIJ18