

**IUP Chapter, Society of Professional Journalists
Meeting Minutes**

Feb. 11, 2014, 5:30 p.m., Stabely 101

Attendance: Kayle Scott, Kelsey Breunig, Jake Williams, Eden Kayle, Meghan McDonald, Dave Gershgorn, Adam Harring, Rachel Clippinger, Dr. David Loomis (faculty adviser)

Business agenda:

- The Hawk Report recap
 - Podcast of debut Feb. 9 radio broadcast to be posted asap on The HawkEye
- Ethics Week events, March 25-28, 2014:
 - Google doc proposal finished
 - Tom Rosenstiel
 - Maybe 28 keynote speaker??
 - Kayle Scott liaison to IUP chapter of PRSSA
 - PRSSA is in, and in the process of searching for speakers
 - 2-person committees for each day of the event to divide organizing responsibilities
 - March 25, Day 1 = Jake Williams and Adam Harring
 - Day 2 = Dave Gershgorn and Meghan McDonald
 - Day 3 = Eden Kayle and Kayle Scott
 - March 28, Day 4 = Kelsey Breunig and Rachel Clippinger/Hannah McCracken
 - Rachel Clippinger for PR and Marketing of the week's events
 - Day 1: Introduction (low-key kickoff)
 - Film screening
 - "The Paper" and other suggestions
 - Day 2: When do journalists call B.S.? [SPJ Code of Ethics: "Seek Truth and Report It"]
 - Day 3: PRSSA and SPJ speakers for ethical scenario comparisons
 - Dr. Papakie, Dr. Loomis, Jake Williams (SPJ president) and Anastasia Gaines (PRSSA president)
 - Day 4: Local media and ethics
 - Representatives of local media, including The Indiana Gazette, WDAD-AM (Renda Broadcasting), The Penn, The HawkEye, WIUP-FM, IUP-TV
 - Committee in-charge of each day videotaping/audio recording for their respective events
 - Comm Media/JRNL student to videotape?
 - SPJ may be able to tap Journalism Department funds for small stipend to pay Comm Media students?
 - To do: Page-long document of notes/research for professors regarding ethical issues in the news and p.r. professions (Adam is in charge of this)
 - Poynter.org/Dr. Loomis as sources of information for this
 - Code of Ethics from both SPJ and PRSA sites
 - How do we start to get interest from students and others?
 - Professor involvement, advertising to the community via Renda (Brittany Madera) and The Indiana Gazette
 - Use next meeting (Feb. 25) as a workshop/committee work session
 - Motioned for by Eden
 - Seconded by Dr. Loomis

- Bring a camera and mic from JRNL department for Dave to give a quick how-to, presentation
 - Loomis will start to contact The Gazette and Renda to invite reps to event panel
 - Others need to be contacted in the near future
- Next J-Jobs Boot Camp guests speakers, recent IUP JRNL alumni:
 - Andrew Hesner
 - Brittany Madera
- SPJ Officer positions open for next semester
 - Upcoming elections – April 2014
 - RECRUIT NEW MEMBERS!
 - Pitch SPJ to students in lower-level JRNL class sections (e.g., JRNL 105)
 - Make a committee in charge of this
 - Fun promotional events to attract new members
- Society of Performing Journalists?™ Dave Gershgor
- Finalize PLANNING FOR March 7 “Get Down at the Brown” annual SPJ fundraiser
 - Need promotions ASAP
 - PSA on The Hawk Report
 - Twitter
 - Jake, Adam and Rachel meeting next Tuesday (Feb. 18) at 5:30 p.m. in the library
 - Jake will email Rachel about GDATB and Ethics Week promos
- Bill Harder Scholarship Fund
 - Dave Gershgor proposal to attend photography workshop approved on unanimous voice vote
 - Loomis will write a check to cover Gershgor’s conference registration -- \$210

Next meeting: Feb. 25, 5:30 p.m., Stabely 101

Meeting adjourned: 6:20 p.m.

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