

IUP Chapter of the Society of Professional Journalists

Regular meeting

March 11, 2014

Stabely 101

Attendance: Kayle Scott, Meghan McDonald, Dave Gershgorn, Kelsey Breunig, David Loomis, Adam Harring, Jake Williams

Meeting called to order at 5:39 p.m.

- I. Get Down at the Brown review
 - a. Packed house, huge turnout, as big as Dr. Loomis has seen
 - b. Brought in \$207 + \$9 in the top jar, \$216
 - i. William Harder Scholarship Fund thus supplemented
 - c. Adam, master of ceremonies, pleased with all performances
 - d. Hula-hoopers performed in the back dining room
 - e. Cover charge miscommunication
- II. Vox Video
 - a. Hiring people for fellowships
 - b. Vox.com
- III. Ethics Week
 - a. Loomis has invited Eric Ebeling (Indiana Gazette), Mark Bertig (Renda Broadcasting) and Dave Gershgorn (The Penn) to serve as panelists for March 28 event.
 - i. Dave Gershgorn is our only yes
 - ii. Bertig said he would find someone, if not him
 - iii. Will likely find someone
 - iv. Late breaking news: Ebeling agreed to join the panel
 - v. Discussion on whether to invite Pittsburgh media that covered IUPatty's Day
 1. KDKA
 2. WTAE
 3. WPXI
 - vi. Should we have an ethics panel focused on IUPatty's coverage?
 - vii. Was the broadcast coverage unethical?
 - viii. Loomis will investigate and we will decide
 - b. Promotion needs to be ready to go by end of week
 - i. Newspaper ads
 - ii. Posters
 - iii. Jake texted Rachel and will connect Rachel and Loomis regarding ad copy for Ethics Week by the end of the week
 - iv. Social Media promo

- 1. Arrange with Lee and Rachel
 - v. Ad copy for Gazette and Penn
 - 1. Quarter page display ad?
 - 2. Loomis can send Rachel example (DONE)
 - c. Catering
 - i. Someone check with Lee Vest re: Aramark service
 - 1. Friday event
 - a. Aramark: Bottled water, light snacks
 - b. Service for ~ 30 people at March 28 event
 - 2. No need to cater March 27 event
 - d. Attendance Vouchers will be provided at March 28 event
 - e. Journalism professors to offer extra credit, we hope
 - f. Other departments might have related classes – sociology, polis sci?
 - g. If anyone has an ethics question to put to the panel, let us know
 - i. Audience questions also will be invited
 - ii. Panelists: War stories? Should journalists fact-check and truth-squad false statements made by their sources?
- IV. Journalism Portfolio and Resume Review TK??
- V. Elections for 2014-2015 SPJ officers will be conducted in April 2014.
 - a. Nominations?
- VI. Adjourned: 6:35 p.m.
- VII. Next SPJ meeting:
 - a. Tuesday, March 25, 5:30 p.m., Stabely 101

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