

SPJ Meeting: February 7, 2011

- Attendees: Kenneth Oldham, Alycia King, Mike Wilson and Dr. David Loomis

TOPICS:

1) SPJ's 5th Annual "Get Down at The Brown" Fundraiser

- Date: Saturday February 26, 2011, at 9 p.m. at The Brown Hotel
- Performers: Ray's Firecracker Grits, Mike Wilson & Cole Comstock, Grist for the Mill, Natalie Schaefer, Brian Hayes & Friends, among others
- SPJ members are welcome to attend the pre-fundraiser event starting around 5 p.m. at Dr. Loomis's house
- Flyers for the event were prepared by Danielle Bashore and officers are encouraged to pick some up/print some out for distribution
- Other promotional activities such as Facebook updates and social media updates should also occur

2) J-Jobs Workshop

- Featured Speaker: Cindi Lash of <http://www.patch.com/>, an IUP graduate
- Date: Wednesday February 23, 2011, 4 – 6 p.m., in Davis Hall 410
- Worked formerly as a metro editor at Pittsburgh Post-Gazette
- Handles online community news for localities in Western Pa. for patch.com
- Flyers for this event were prepared by Alycia King and officers are encouraged to pick some up in the Journalism Department for distribution
- Active members of SPJ are invited to attend a dinner event after the J-Jobs Workshop

3) SPJ Symposium

- Topic: Social Media and the Effects on Journalism
- Date: End of March/Early-Mid April
- Mike Wilson will survey the HUB in an effort to determine reservations for the various rooms
- Possible panelists for this event include Michele Papakie, IUP journalism and social media professor; Daniel Victor, PSU graduate and journalist at an online start-up company in Washington D.C., <http://www.tbd.com/> ; among others
- Other possible panelists include [Jan C. Leach](#) of Kent State University; [Rem Rieder](#), editor and senior V.P. of *American Journalism Review*; and Ruth A. Harper, author of the graduate thesis titled [“The Social Media Revolution: Exploring the Impact on Journalism and News Media Organizations”](#)
- Discussion should revolve around “uses and gratification” theory
- Active SPJ members are encouraged to attend a pre-event dinner with the panelists

4) SPJ Website

- Mike Wilson has reviewed the website and modifications are due
- Up-to-date photographs of SPJ activities should be posted on website by early March - April

5) SPJ Promotional Activities for Bill Harder Scholarship

- Personal testimonies from people who have utilized money from the scholarship are needed
- Information on how and where to apply is also needed

- An online format on the SPJ website is most preferable to reach a more diverse community

6) SPJ Recruiting Activities

- Serious recruiting efforts are needed through multiple outlets
- SPJ provides hands-on experience, philanthropy, organizational skills, event planning, cross-over media opportunities (radio: Global Alert, online JRNL: *The Hawkeye*), networking and leadership opportunities, among others

Next Meeting – Monday February 21, 2011 – 8 p.m. – Lobby near Java City in Stapleton Library