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2007-08 Pro Chapter Annual Report Guidelines and Submission Form

Due Date: May 1, 2008

Covers period from May 1, 2007 to April 1, 2008

Your Proposal Has Been Sent

Thank you for your submission. Please print a copy of your submission (below) for your records.

Please remember to e-mail a copy of your chapter's bylaws and IRS form 990 (if applicable), fax it to 317/920-4789, or mail it to: Society of Professional Journalists, 3909 N. Meridian St., Indianapolis, IN 46208.

Thank you for your annual report submission. Please print a copy of your submission (below) for your records.

Please remember to e-mail a copy of your chapter's bylaws and IRS form 990 (if applicable) to lhall@spj.org. You may also fax it to 317/920-4789, or mail it to: Society of Professional Journalists, 3909 N. Meridian St., Indianapolis, IN 46208.

Pro Chapter Annual Report Submission

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Date/Time Posted: 3/21/2008 12:06:13 PM

Region Number: 7

Chapter Name: Southwest Missouri PRO

Submitted By: David L. Burton

Submitter E-mail: burtond@missouri.edu

Chapter Web Site: http://www.spj.org/southwestmo

PRESIDENT INFORMATION

President's Name: David Burton

Term Expires: May 1, 2008

Mailing Address: 2311 E. Kentwood

City, State, Zip: Republic, Mo. 65738

Preferred Phone: 417-732-6909

Preferred E-Mail: burtond@missouri.edu

NATIONAL AND REGIONAL REPRESENTATION

At 2007 Convention? Yes

Representative(s) at Convention: Elizabeth Kelly Klay

At 2007 Regional Conference? Yes

Downloadable Resources

[Newsroom Outreach Program](#)
[Eight Simple Rules](#)
[Code of Ethics](#)
[Fact Sheet](#)
[Training Opportunities](#)
[Volunteer Opportunities](#)
[Hi-res Logos](#)
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Leadership Tools

[Grants](#)
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[Get a Chapter Web Page](#)
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[Journalismtraining.org](#)
[Non-Profit Tax Info \[IRS\]](#)
[Message Board](#)
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Start a Chapter

[Professional](#)
[Campus](#)

About the Chapter Doctor

The chapter doctor is a front-line caretaker who helps new and struggling pro chapters. Let us be a resource to resolve outstanding chapter issues and serve as a liaison to national headquarters.

Chapter Doctor Committee Chairs

Bill McCloskey
4709 Overbrook Road
Bethesda, MD 20816
E-mail
[Bio \(click to expand\)](#)

Sally Lehrman
Independent Journalist
Bestwrit
Montara, Calif.
Work: 650/728-8211
E-mail
[Bio \(click to expand\)](#)

Local Connection

[View Map by Region](#)
1 | 2 | 3 | 4 | 5 | 6 | 7
8 | 9 | 10 | 11 | 12

[Get Involved](#)
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[Region Reports](#)
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The National Academies
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NOW BEING ACCEPTED
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Engineering, and Medicine

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 Freelancers
 Educators
 International
 journalists
 Arab journalists

Representative(s) at Regional Conference: Angie Weidinger

CHAPTER MEMBERSHIP RECRUITMENT

Description of Recruitment Activities:

Our chapter held monthly social gatherings in September, October and November at a pub in Springfield with the purpose of recruiting new members. We gained three new members from these social gatherings. Our primary membership recruitment activity this year has been increased programming. Area media companies no longer pay memberships for their journalists and absent that type of support I don't think our membership will grow much. The chapter promotes SPJ through e-mails, programs and word-of-mouth. We continue recruiting by challenging board members to talk to colleagues and promote SPJ, which we feel we can do because our members work at daily newspapers, weekly newspapers, television stations and area universities as well as work as freelance writers and public relations specialists. Our largest problem is turnover in area newsrooms.

CHAPTER MEMBERSHIP RETENTION

Description of Retention Activities: Providing quality programming is our membership retention activity. Without providing quality programs no one will want to be a member.

CHAPTER PROGRAMMING

Diversity Project or Program? Yes

Description of Program: Local Society of Professional Journalists members met Thursday, Sept. 13 at Clara Thompson Hall on the campus of Drury University, Springfield, Mo. Members got to hear Vietnamese-American Betty Nguyen, who joined CNN in April 2004 and anchors Saturday Morning and Sunday Morning. Her presentation was entitled, "Humanitarian Work Will Change Your Life." SPJ members and area journalists ate lunch after the program at Lucy's Chinese Food and then attended a special Q&A with Nguyen.

SPJ members in southwest Missouri were invited to attend the regular monthly meeting of the Ozarks Regional Alliance / Alianzas to discuss the impact of the growing Hispanic population in this region on media coverage. The program was held from 11 a.m. to 1:30 p.m. on February 15, 2008 at the Happy House in Monett, Mo. The meeting had 36 people in attendance. Between 1990 and 2000 the Latino population in Missouri increased by nearly 92 percent. Since 2000, these increases in Latino population have continued. Latinos have come to Missouri to work and to find educational opportunities for their families. Challenges facing these new immigrants include language and cultural differences and low-pay employment. Communities with increases in Latino populations also have challenges. For example, community media outlets have had to find new ways

FOI Project or Program? Yes

Description of Program: Members of the Society of Collegiate Journalists at Evangel University and members of the Southwest Missouri PRO Chapter of SPJ hosted a Freedom of Information Act training workshop from 1 p.m. to 4:30 p.m., on Monday, March 30 on the campus of Evangel University in Springfield, Mo. Members of the public, as well as area journalists, were invited to come and participate with all Evangel communication students in this important training. Charles Davis, associate professor of journalism and the executive director of the National Freedom of Information coalition (<http://nfoic.org/foi-center/index.html>) at the University of Missouri, was the instructor for the event. The training began with a general overview of FOIA, and then segments on actually using the laws will be presented followed by a question and answer session.

Total registration for the event was 85.

Ethics Project or Program? Yes

Description of Program: ETHICS & ANDY - On Monday, September 24, 2007, two chapter members visited Aurora High School. We watched an Andy Griffith episode with two classes of journalism and English students at Aurora High School in Aurora, Mo. To be more specific, it was episode #61, "Andy on Trial," which aired in April 1962. We discussed the journalism Code of Ethics put together by the Society of Professional Journalists. Then we watched the video and applied the Code of Ethics to what happened in the story. It is a topic that struck a cord of interest with the students. In some ways the Andy Griffith story reminded me of recent situations in southwest Missouri where journalists used their position to grind a personal ax. That is a dangerous and unethical practice and something most honest journalists avoid. But, it is something that is easy to let happen when newspaper staffs are so thin.

CITIZEN JOURNALISM -Chapter members attended a session on Citizen Journalism, along with 32 college students and 12 members of the public, on Wednesday, Nov. 14, in Plaster Student Union, Room 313, on the campus of Missouri State University. Dr. Andrew Cline, a member of the local Southwest Missouri Chapter of the Society of Professional Journalists, along with other faculty members at Missouri State University put together this program. Doug McGill, a former reporter at the New York Times and a nationally known speaker on media ethics and citizen journalism was the featured speaker (which also included a panel of local bloggers and citizen journalists).

Project Watchdog Project or Program? Yes

Description of Program: SUNSHINE AUDIT -- We conducted a Sunshine Law Audit in Greene and Christian County seeking copies of Sunshine Law Policies from various government boards and councils. The results of that effort were printed and the policies were posted online.

SUNSHINE LAW - The local SPJ Chapter, in cooperation with University of Missouri Extension, held two Sunshine Law clinics on Oct. 11 in Springfield. Assistant Missouri Attorney General James Klahr ran through the basics of the law and then answers questions from participants. Both sessions lasted for three years and attracted over 60 journalists and members of the public.

SUNSHINE AT EVANGEL - The "Practical Use of the Sunshine Law" was the topic of a panel discussion co-hosted by the Evangel University (EU) chapter of the Society for Collegiate Journalists, the EU Christian Pre-law Society, the Southwest Missouri PRO Chapter of the Society for Professional Journalists and University of Missouri Extension on Thursday, Jan. 15. Seventy-eight students, professional journalists and interested citizens attended the Nov. 15 event, which was free and open to the public. Panelists were Tony Messenger, Springfield (Mo.) News-Leader editorial page editor (Sunday circulation of 92,586); Ron Davis, KSPR (Springfield, Mo., television station) senior news producer; James Klahr, assistant attorney general, state of Missouri; and Ernie O'Gaffney, Christian County (Mo.) citizen.

Participate in Service Project? Yes

Description of Program: Yes, the Sunshine Law programs we had were geared toward members of the public and elected individuals. The program was done free-of-charge as a public service.

Other Programs/Activities: 1. ETHICS WEEK -- Our chapter supported Ethics Week with media stories and a mailing of the SPJ Code of Ethics to all journalists in southwest Missouri.

2. STUDENT NEWSPAPER -- The Region 7 president asked our SPJ chapter to investigate the reduction in budget for student newspaper at UMR. I made phone calls to campus,

talked with faculty and students to try and learn the facts about the situation and reach a resolution. Our calls and research brought additional pressure to the situation and got the parties involved to talk.

3. STUDENT ESSAY CONTEST - The Southwest Missouri PRO Chapter again hosted a local student essay contest. We had 19 students enter and address "Why Free News Media are Important." Students placing first- through third-place in the southwest Missouri contest received award certificates from the local SPJ chapter, a small cash prize, an opportunity to see their essay printed in area newspapers and they were also invited to the Ozarks Press Association conference where they read their winning essays.

4. SUNSHINE LAW AUDIT - Local SPJ members David Burton and Mert Seaton, managing editor of the Community Free Press, conducted an electronic Sunshine Law Audit of public boards, city councils, fire districts and library districts in Greene and Christian Counties. The audit was done to determine whether or not all of these public entries had an approved Sunshine compliance policy. The audit found three agencies that did NOT have a policy in place. Each of those agencies/boards is working on a policy now. The audit also found great consistency among the other policies regarding the prices charged for research and copies.

5. DAY-LONG PRESS PROGRAM - The Ozark Press Association Annual Meeting was held March 28 in the Keeter Center at College of the Ozarks, Point Lookout, Mo. The event was co-hosted by our SPJ Chapter, included SPJ members on the program and was attended by SPJ members. Program speakers included: Dr. Jim Wirth on "Managing Stress at Work," local SPJ President David Burton on "Conducting a Sunshine Law Audit," Columbia Missourian Editor John Schneller on "Flirting with the Digital Frontier, and attorney Jean Maneke with a legal and legislative update.

CHAPTER FUND RAISING
Successful Fund-raising Programs: None

CHAPTER COMMUNICATIONS
Methods of Communication: We use e-mail to communicate chapter events, programs and meetings with the membership. This is the only method that our budget can support.

ADDITIONAL COMMENTS
Comments:

TREASURER'S REPORT
Financial Institution: First Independent Bank/Aurora,
Missouri
Account Number: 478717
Cash on Hand: \$3,677.18
Investments on Hand: 0
Total Cash, Investments and Assets: \$3,677.18
Outstanding Debts: 0
Restricted Funds: 0
Closing Bank Balance: \$3,677.18
Tax ID Number:
Did Chapter Receive More Than \$25,000 in Gross Revenue?
No

RECORD REVIEW
Submitter indicates that review was performed.
Reviewer #1 Name: Andy Cline
Reviewer #1 E-mail: ACline@MissouriState.edu

Reviewer #2 Name: David Burton
Reviewer #2 E-mail: burtond@missouri.edu
Reviewer #3 Name: Angie Weidinger
Reviewer #3 E-mail: angiemweidinger@hotmail.com

EDUCATIONAL FOUNDATION
Has chapter established a 501 (c) (3) educational
foundation? No

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Society of Professional Journalists

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