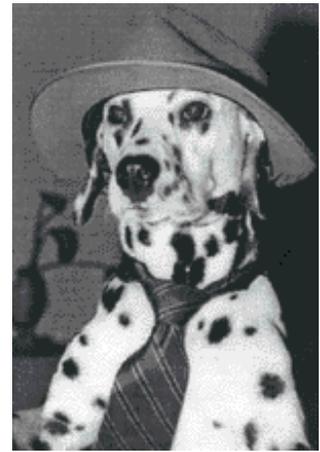


Spot News

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Officers glean ideas at SPJ training program

by Larry Aldridge

Chapter President-elect Adina Chumley and Vice President Larry Aldridge got a refresher course on the “inside story” of the Society of Professional Journalists in June. They attended the Ted Scripps 2001 Leadership Training Program in Indianapolis, Ind. June 1-3. Their trip was sponsored by the East Tennessee chapter.

The convention program included a history lesson about SPJ, which for more than 90 years has been dedicated to quality, responsible journalism. At the initial opening night reception at SPJ headquarters, session leaders Jim Gray and Al Cross briefed journalists on recent FOI cases where SPJ has gotten involved.

SPJ Decision Tree

Much of the convention was about the mechanics of organizing and running a local chapter, getting new members and retaining them. One of the most creative tools provided is the “SPJ Decision Tree” which offers answers to the top 10 excuses that journalists offer for not joining SPJ.

Speakers offered a number of good program ideas, such as inviting newsmakers to a “notebook closed” session to talk off the record to area journalists. Another suggested a

“reverse press conference,” in which officials get to ask questions of journalists before an audience.



From left, Adina Chumley, Bonnie Hufford and Drew Edwards dine at Indianapolis conference.

Fundraising Ethics

Other sessions provided tips for successful fundraising, which generated some discussion about ethical considerations when seeking sources of funding.

The session concluded with an official SPJ induction program complete with black robes and candles. It was definitely *deja vu* all over again for a few of us who went through the ceremony in the early 1970s.

Overall, the program was a good primer on SPJ for students and young journalists, and also provided some fresh information for veteran members of the organization.

Inside

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Chumley elected president of ETSPJ

Adina Chumley, a freelance broadcaster and spokesperson for the Blount County sheriff's office has been elected president of ETSPJ for 2001 to 2002.

Other new officers are as follows: Larry Aldridge, first vice president and chair Front Page Follies; Lisa Hood Skinner, second vice president and chair, Golden Press Card; Jan Maxwell Avent, secretary; Dorothy Bowles, treasurer; Bonnie Riechert, immediate past president and co-chair GPC; Jean Ash, board member-at-large for a two-year term; Michelle Silva, membership chair for a one-year term; Bryan Mitchell, program chair; and Alan Carmichael, board member-at-large and co-chair of Front Page Follies.

Aldridge is executive editor of The Daily Times of Maryville. Skinner is senior account manager with

Ackermann Public Relations. Avent is assistant editorial page editor, The Knoxville News-Sentinel. Bowles is a professor in the School of Journalism at U.T., and Riechert is an assistant professor there. Ash is a freelancer and leader of tours to China. Silva is a morning and noon anchor at WBIR-TV. Mitchell is a reporter at The Knoxville News-Sentinel. Carmichael is a partner and co-president of Moxley Carmichael.

ETSPJ officers recognized for work, accomplishments

ETSPJ second vice president, Lisa Hood Skinner, has been promoted to senior account manager and team leader for Ackermann Public Relations' health-care practice specialty area. Skinner will oversee such accounts as Team Health and St. Mary's Health System, as well as the account for a large hospital in New Mexico.

Before joining Ackermann, Skinner was employed with Methodist Medical Center of Oak Ridge. She has worked with the health care industry for a number of years.

Treasurer Dorothy Bowles has been selected by the Student Press Law Center to receive its first Distinguished Service Award. The Student Press Law Center, a non-profit organization, was founded in 1974 with contributions from the Senator Robert F. Kennedy Memorial foundation.

Bowles was a member of the organization's board of directors for more than 15 years. She was made an honorary life member when she resigned three years ago.



That much, eh? Kathleen Kinser, Bonnie Hufford and Larry Aldridge clown around at the SPJ Leadership conference

Officers and Board ET SPJ

President Adina Chumley
First Vice President Larry Aldridge
Second Vice President Lisa Hood Skinner
Secretary Jan Maxwell Avent
Treasurer Dorothy Bowles

Board Members
 Jean Ash
 Alan Carmichael
 Bryan Mitchell
 Bonnie Riechert
 Michelle Silva

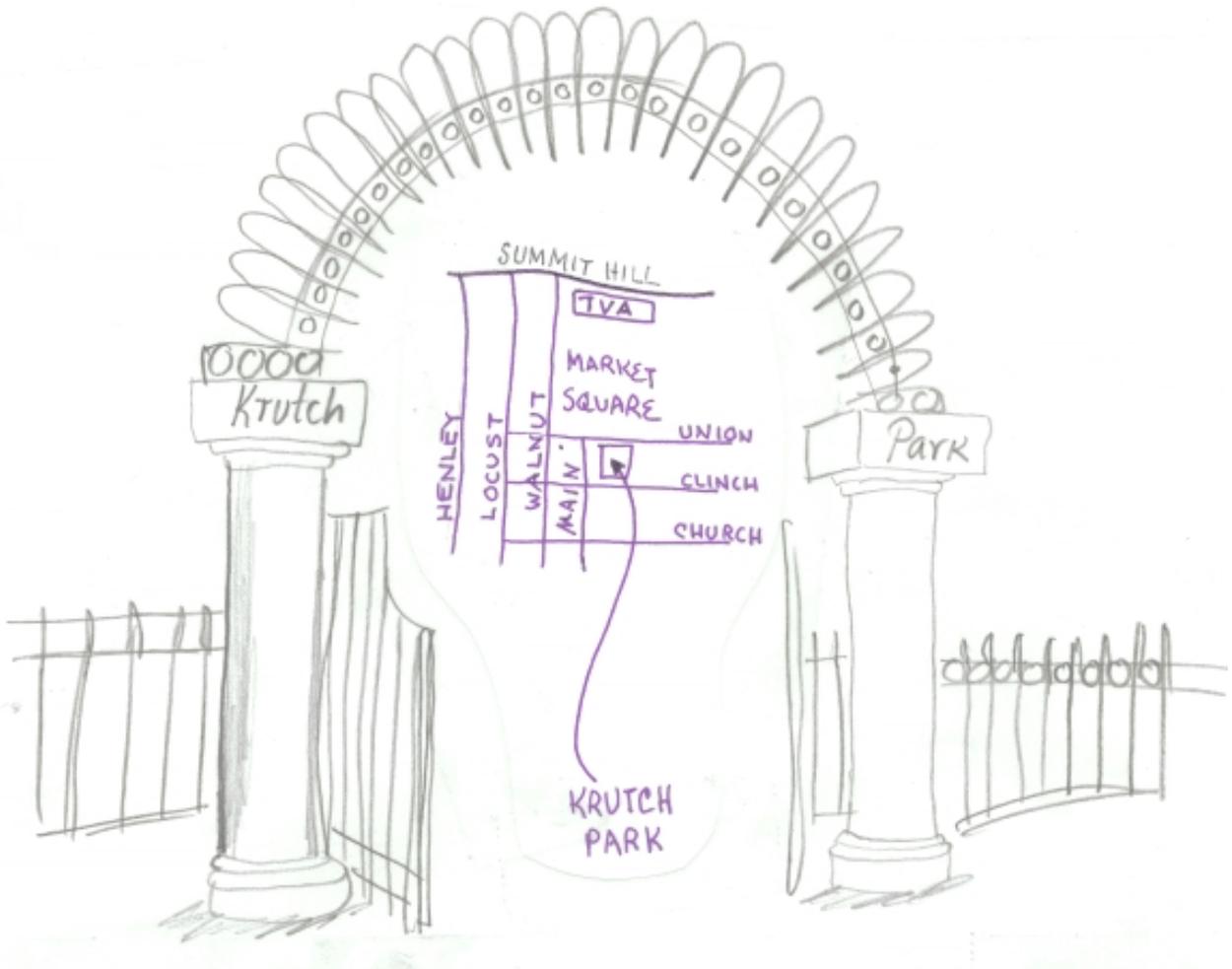
Communications Coordinator
 Sally Guthrie (588-1474)

Picnic in the city

September meeting to be held at Krutch Park

ETSPJ will kick off the new season with a potluck picnic at Krutch Park from 6 to 8 p.m., Sept. 11. Please let Bryan Mitchell know what you plan to bring so he can coordinate the food. You can phone him at 342-6306 or send an e-mail message to MitchellB@Knews.com.

Bring your friends, family and potential members and enjoy an evening in the park.





Drew Edwards, Bonnie Hufford, Larry Aldridge, Adina Chumley and a couple of candles in Indianapolis

Mark Your Calendar

Sept. 11, 6 p.m. Picnic in the Park

Oct. 4-6, National Convention, Seattle

Annual Picnic . . . 6:00 to 8:00 p.m., Sept. 11, Krutch Park