SPJ STRATEGIC PLAN FRAMEWORK

• The Society of Professional Journalists is the longest serving organization for journalists in the United States and has been a leader for journalism for over a century.
• In order to ensure that continues, SPJ commissioned a strategic planning task force to study and develop the future priorities for the organization, and the result is a clear and concise set of four identifying statements (pillars) and a number of strategies that will drive SPJ into its next era. This framework honors SPJ’s legacy, meets the present moment for our members, and casts compelling ideas for the future.
• Unlike most strategic plans that set forth goals for 5 years or more, SPJ recognizes that these turbulent times for journalism require much more adaptability. Thus, using the framework as the anchor, SPJ will instead build annual plans that are much more immediately responsive to the needs of our members and the industry.
• While it is a framework, it’s also a vision. It’s a bold delineation of the essence of the contemporary journalism organization. This strategic plan framework calls upon SPJ to be:
  • Champions for Journalists
  • Fighters for the First Amendment
  • Stewards of Ethical Journalism, and
  • Producers of Journalism’s Future

WE ARE CHAMPIONS FOR JOURNALISTS
We recognize the achievements of journalists and best practices of media organizations through our awards programs.

We educate journalists on best practices, skills and new innovations.

We create products and services that help instill pride of vocation in journalists at all stages in their career.

We encourage news organizations to build newsrooms that are diverse, equitable and inclusive and make staff and management demographic data public on a regular basis.

WE ARE FIGHTERS FOR THE FIRST AMENDMENT
We monitor and fight against efforts to violate the First Amendment and suppress free press through a DC-based advocacy team.

We defend journalists through legal defense funds and activate initiatives to protect the First Amendment through our First Amendment Forever Fund.

We increase public awareness and support of the First Amendment through training and education.

WE ARE STEWARDS FOR ETHICAL JOURNALISM
We build public trust in the media and greater accountability in the profession via an ethics response team, ethics hotline, and other programming.

We promote and advance ethics through a continuously updated Code of Ethics that is the prime ethics code taught in Journalism schools and referenced in newsrooms.

As our Code of Ethics states, we encourage journalists to boldly tell the story of the diversity and magnitude of the human experience.

WE ARE PRODUCERS OF JOURNALISM’S FUTURE
We proactively design initiatives that amplify new and diverse voices for both SPJ and journalism overall.

We provide examination, thought leadership and resources that support a more sustainable future for journalism.

We help prepare the next generation of journalists through our student and young professional programs.

We embrace, employ and educate journalists on technology and innovation to build journalism’s future.