AGENDA
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
AUGUST 25, 2013
TIME: 9:00A.M.   ROOM: GOLD KEY 1
ANAHEIM, CALIFORNIA

1. Call to Order – Leger

2. Roll Call – Kirtley
   a. Leger
   b. Gratz
   c. Dubin
   d. Kirtley
   e. Aeikens
   f. Albarado
   g. Brown
   h. Carlson
   i. Cross
   j. Cuillier
   k. Eckert
   l. Ensslin
   m. Evensen
   n. Geimann
   o. Gillman
   p. Jones
   q. Ketter
   r. Leeds
   s. Lehrman
   t. Levins
   u. Limor
   v. Maynard
   w. McCloskey
   x. McKerral
   y. Neuts
   z. Porter
   aa. Pulliam
   bb. Ralston
   cc. Smith

3. Approval of Board Meeting Minutes – Leger
   a. April 21, 2013 [page 2]

4. Report of the SDX Foundation President – Leger

5. Report of the SPJ President – Albarado


7. Foundation Staff Report – Vachon [page 8]

8. SPJ Staff Report – Skeel [page 12]

9. Discussion Item
   a. Projects committee report – Gillman [page 14]

10. Officer and Director Elections – Leger [page 21]

11. Old/New Business
    a. Update on history book – Leger
    b. Update on Rainbow Source book – Lehrman [page 22]
    c. Pulliam Editorial Fellowship award winner – Gillman
    d. Pulliam First Amendment award winner – McKerral

12. Adjourn
The Sigma Delta Chi Foundation

Board of Directors Meeting

Date: Sunday, Aug. 25
Room: Gold Key 1
Time: 9 a.m. – Noon
Anaheim Marriott

Founded in 1961, the Sigma Delta Chi Foundation is dedicated to ensuring that those who carry on the tradition of a free press are prepared for the challenge. Its goal is to support the educational programs of the Society of Professional Journalists and to serve the professional needs of journalists and students pursuing careers in journalism.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
APRIL 21, 2013
INDIANAPOLIS SKYLINE CLUB

MEETING CALLED TO ORDER
With President Robert Leger presiding, the meeting of the board of directors of the Sigma Delta Chi Foundation was called to order at 9:07 a.m. Sunday, April 21 at the Skyline Club in Indianapolis.

ROLL CALL
In addition to Leger, the following board members were present: Vice President Jane Kirtley; Secretary Irwin Grat; Treasurer Howard Dubin; Directors Dave Aeikens, Sonny Albarado, Fred Brown, David Carlson, Al Cross, Dave Cuillier, Brian Eckert, John Ensslin, Jay Evensen, Steve Geimann, Todd Gillman, Bill Ketter, Al Leeds, Sally Lehrman, Hagit Limor, Bill McCloskey, Gordon “Mac” McKerral, Dana Neuts, Sue Porter, Neil Ralston and Kevin Smith.

Staff members present included Executive Director Joe Skeel and Associate Executive Director Chris Vachon.

SDX FOUNDATION PRESIDENT’S REPORT
SDX Foundation President Robert Leger felt the year got off to a great start with Jerry Roberts’ donation of $50,000 in stock. The money was a portion of his legal victory against his former employer, the Santa Barbara News-Press. SPJ honored him for ethical journalism nearly a decade ago for leading his staff in resigning from the paper to protest the publisher’s undue involvement in newsroom operations.

Leger reported that the financial news has gotten better as the stock market has risen, so have the Foundation’s holdings. We are up 9.6 percent for the fiscal year, with our corpus now at $11.4 million. It’s among the best six months in quite a while.

Finally, Leger was pleased to share that at this point, all but three board members have made a donation since the beginning of the fiscal year, July 1. And two of those members regularly give, so it’s just a matter of timing. This is a result for which we should be very proud. Our goal every year is to have all Foundation board members make a donation. The amount isn’t important; participation is.

MINUTES
Upon proper motion and second by Geimann and Eckert, respectively, the board approved the meeting minutes from Sept. 21, 2012 and Dec. 19, 2012.
FISCAL YEAR 2014 BUDGET
Executive Director Skeel answered questions about the budget. Skeel then shared some highlights, noting that the presented budget was approved by the Foundation finance committee.

Upon proper motion and second by Dubin and Aeikens, respectively, the board approved the Fiscal Year 2014 budget.

SPJ PRESIDENT’S REPORT
SPJ President Albarado shared an update from SPJ’s board of directors’ meeting, which took place the previous day.
- The board approved three Legal Defense Fund grants
- The board is developing social media guidelines
- A policy is being developed for regional director funds
- Guidelines are being finalized regarding chapter transparency and another set of guidelines for chapter finances

TREASURER’S REPORT
Treasurer Dubin indicated there are no major changes in investments since the last board meeting. With today's low rates, we will not earn 4.5% cash flow to support a 4.5% grants program. At some point, the Foundation will need to sell something and take some capital gain profits.

The finance committee voted to release a restriction in the investment policy forbidding international fixed income investments. This was a restriction from a long time ago when only U.S. treasuries were considered safe. The Foundation has been invested in international bond funds for more than 20 years. These funds are currently paying more than 5% and have been steady and consistent.

Upon proper motion and second by Dubin and Limor, respectively, the board approved to eliminate the restriction in the investment policy that forbids international fixed income investments.

GRANTS COMMITTEE
The Grants Committee recommends that the Foundation fund the following grant requests:

- SPJ Training Place..................................................$187,722
- SPJ 2013 Convention Education...............................$85,000
- SPJ Mark of Excellence Awards support....................$27,201
- SPJ Chapter Programming grants............................$7,660
- SPJ Diversity Leadership Program...........................$7,570
- Will Work for Food program (M Koretzky)...............$3,000
- Unethical Press program (M Koretzky)......................$350
- SPJ Madison Chapter/Wells Key Event......................$2,000
- National Freedom of Information Coalition..............$7,500
- Student Press Law Center.......................................$6,500
- Reporters Committee for Freedom of the Press...........$1,000
Total grants awarded……………………………………$335,503

Upon proper motion and second by McKerral and Ensslin, respectively, the board approved funding the grants listed above except the Wells Key event grant.

Upon proper motion and second by McKerral and Ensslin, respectively, the board approved funding the Wells Key event grant. Many board members abstained because they are Wells Key winner who are attending the event.

The board discussed the Ethics AdviceLine grant request and how to support it and how it differs from the SPJ Ethics Hotline. The group suggested that Fred Brown have a conversation with Casey Bukro on the two entities working together. Brown agreed and will report back at the fall board meeting.

FOUNDATION STAFF REPORT
Associate Executive Director Vachon reported that individual giving from April 1, 2012 to April 1, 2013 totaled $50,400 with 250 donors averaging $200 per contribution. In comparison, from April 1, 2011 - April 1, 2012, individual giving totaled $42,100.

Vachon informed the board that a handwritten appeal is in progress. The notes were mailed last week.

The board supported Vachon's participation in the Indiana University's School of Philanthropy's Fundraising School and she provided a brief overview of the training she received.

Vachon continues to be the point of contact regarding the current partnerships with RTDNA, NAHJ, NPR, Google, Chrysler and Lilly.

Work has begun to put together a plan of work for the Foundation staff position.

Vachon reported that she has been doing the following:
  • applied for a McCormick Specialized Reporting Institute grant, but SDX Foundation was declined
  • updated the SDX Foundation grant process, for example, moved the process online for both possible grantees and for the committee
  • working with the SDX Foundation projects committee
  • overseeing the Diversity Leadership Program funded by the SDX Foundation
  • assisting with the management of the SPJ history book

Finally, Vachon encouraged all board members to become 1909 Society members and lifetime SPJ members.
**SPJ Staff Report**
Skeel shared that the SDX Awards banquet will take place in Washington, D.C. on June 21, 2013.

Skeel also updated the board on upcoming staff changes. Awards Coordinator Lauren Rochester is leaving SPJ to pursue a master's degree. Director of Events Heather Dunn is pregnant and will be on maternity leave in July, August and September.

**Projects Committee**
Committee chair Todd Gillman provided an update on the committee's work. The committee is focusing on three ideas:
- a training program called For Journalism
- ideas that have generated out of the ACES Plagiarism Summit
- training related to investigative reporting

The committee will continue to work between now and the convention in hopes of presenting a proposal to the board in August.

**History Book**
President Leger discussed the progress of the book by Marion Street Press. The progress has been slow going. Two deadlines have already been missed by Marion Street Press. Leger is to call the company and discuss the board's concerns, but the board will continue the project with Marion Street Press.

**Board Member Elections**
Terms for the following board members will expire in August 2013:
- Dave Carlson
- Al Cross
- Howard Dubin
- Steve Geimann
- Hoag Levins
- Russell Pulliam
- Dave Aeikens

**Excellence in Journalism Conference Update**
The board was reminded that the Excellence in Journalism 2013 conference is in Anaheim, Aug 24-26 and that the SDX Foundation board meeting will take place Sunday, Aug 25 at 9 a.m. The 2014 conference will be in Nashville at Opryland. The 2015 conference will take place in either Orlando or Las Vegas and the 2016 conference is set for New Orleans.

**Gift Acceptance Policy**
Skeel presented a revised acceptance policy based on the board's feedback at the last board meeting.

*Upon proper motion and second by Geimann and McCloskey, respectively, the board approved the Gift Acceptance Policy.*
**AUTO BILLING FOR FOUNDATION CONTRIBUTIONS**

Skeel reported that SPJ is purchasing software that will allow for automatic billing of member dues on a monthly, quarterly and/or annual basis. The same software can be used for contributions to the Foundation. As a result, Skeel asked the board to pay for 15% of the software cost.

**Upon proper motion and second by Geimann and Porter, respectively, the board approved paying for 15% of the automatic billing software.**

Kirtley expressed concern about security of credit card information if the information is stored in the Cloud. Skeel indicated he is still gathering information about the Cloud and its security.

**RAINBOW SOURCE BOOK**

Board members Sally Lehrman and Sue Porter presented a proposal to the board regarding long term funding for the sustainability of the Rainbow Source book. The book was initially funded by the Foundation and unless the board wants outside funders involved, the Foundation could continue to fund it. Lehrman presented three possible approaches for updates to the book: a faculty teaching and/or research grant; faculty curriculum development grant; a multicultural sourcing fellowship; or a graduate research fellowship. Lehrman explained that these approaches are all tied to a higher education institution overseeing the book's maintenance and upkeep.

McCloskey asked for metrics regarding the use of the book. Lehrman did not have those available.

Skeel suggested looking into the Pulliam-Kilgore internship guidelines to see if this work would fall within the realm of the internship responsibilities.

The board suggested putting out an RFP for a mechanism for the updating of the book both short-term and long-term.

**Upon proper motion and second by Gratz and Geimann, respectively, the board directed that Lehrman put on an RFP (Request for Proposal) for the Rainbow Source book. The RFP should include continual updates to the book as well as ongoing marketing and promotion of its existence. Additionally, the RFP should look for a curriculum development component. The Executive Committee is to review the RFP before it is distributed.**

**ETHICS BOOK**

Fred Brown provided an update on the book as provided to him from Marion Street Press. To date, it has sold 1,350 copies, 119 of those are e-books, 1,074 are distributor sales to bookstores, 61 direct Internet sales and 96 tradeshow sales. Over 200 desk copies were sent to university professors. This is the most effective marketing method as it puts the product in front of the decision maker, who can place their order with the university bookstore. SPJ has advertised the book in Quill, at EIJ and on online outlets. About 50 colleges and universities have placed the book.
ADJOURNMENT
Upon proper motion and second by Geimann and Ralston, respectively, the board voted to adjourn the meeting at 11:45 a.m.
MEMORANDUM

DATE: Aug. 15, 2013
FROM: Chris Vachon, Associate Executive Director, Foundation
SUBJ: Foundation Staff Report
FOR: SDX Board of Directors

FUNDRAISING
From Aug 1, 2012 to Aug 1, 2013, $26,883 was contributed by individuals to the Foundation. For comparison purposes, $20,230 was donated from Aug 1, 2011 to Aug 1, 2012. Within the SDX Foundation board we are one person shy of 100-percent participation. The SPJ board is a few folks short of 100-percent giving. The staff has 100-percent participation in terms of donating to the Foundation.

HANDWRITTEN APPEAL
This appeal, conducted in the spring, raised $3,000. When comparing the amounts these same donors contributed from their last donation to this appeal, 57 percent of people increased their contribution. In addition, the amount donated by this same list of people increased by 50 percent.

1909 SOCIETY
We welcomed a new member to the 1909 Society recently, Georgiana Vines. Promotion of the 1909 Society now runs periodically in Leads. After Vines became a member, we obtained a quote from her about why she joined and included that in the Leads promotion.

GRANT SUBMISSION FROM SDX FOUNDATION
A grant proposal was submitted to the Gannett Foundation for $22,000 to fund more JournCamps. The Gannett Foundation notifies applicants in September or October about the status of submitted grants.

PLAN OF WORK
After attending the fundraising school in the spring, and after meeting with Foundation development committee chair Sue Porter, the attached Plan of Work was developed. This will guide me as we move forward.
Foundation revenue sources, in terms of staff responsibility, fall into two categories: individual and organizational. Focus throughout the upcoming years, on the individual and the organizational contributions, will be as follows:

**INDIVIDUAL REVENUE GENERATION**

- **Continue current approaches:**
  - at membership renewal time (online and mail)
  - at tax statement time
  - at end of year time
  - at convention registration time
  - handwritten note appeal
  - encouragement of leaders

- **Implement new and/or different approaches:**
  - Equip our staff with better processes that would allow us to develop more effective data and statistics
  - A thank you call from me, or board members, to donors (review history first)
  - Set up non-member donors to receive Leads and Quill
  - "Sell" lifetime memberships to donors (include in thank you letter, email and phone call)
  - Work to get a majority of SDX Foundation board members to be 1909 Society members
  - "Sell" 1909 Society to donors (include in thank you letter, email and phone call)
  - Establish contact with Ruth Ann Harnisch and others like her
  - Invite Ruth Ann to EIJ14 in Nashville, she has a strong connection to the city
  - Invite D.C. donors to SDX banquet
  - Anniversary project: letters to members on the anniversary of when they joined and ask for $5 for every year they have been a member
  - Social media ideas from SPJ communications team
  - After SDX Foundation grants are determined, letter to all that contributed that year telling them about the upcoming grant projects
  - Research solutions to find new, large donors, such as: etapestry, wealthengine and DonorPro
  - Use a photo album, such as SnapFish, to show what 1909 would fund and/or what donations would fund

- **Audience focuses for the upcoming year:**
  - 1909 Society
    - audience: current and past board members, 20 year + members
    - promote that Jean Otto was a member of the 1909 Society and she gave $25,000 from her estate
    - get stories from current members as to why they made the decision to join 1909 and use as promo
• include a check box for donors to indicate if they want planned giving (1909 Society) info and/or lifetime membership info
  ▪ Handwritten Card Appeals
    • audience: past presidents, Fellows, 1909ers, retired members, SDX award winners and winners of awards (specifically those receiving awards from the Foundation), EIJ speakers, SPJ committee chairs/members
  ▪ End of Year Appeal
    • audience: those who gave the prior year but didn't give the current year
  ▪ Tax Statement Appeal
    • audience: all who donated the prior year
  ▪ Random Giving
    • audience: periodic mention in Leads, on Facebook and on Twitter
  ▪ Membership Renewal/Join
    • audience: continue as is
  ▪ Board Giving
    • audience: provide reminders before fall board meeting

ORGANIZATIONAL REVENUE GENERATION

  o Focus on the organizational contributions will be as follows:
    ▪ Apply for a McCormick Foundation grant to support some, or all, of JournCamps (or something else if a new idea pops up)
    ▪ Apply for a EEJF grant
    ▪ Apply for a Harnisch Foundation grant
    ▪ Apply for a Gannett Foundation grant to support some, or all, of JournCamps (or something else if a new idea pops up)
    ▪ Apply for a McCormick Specialized Reporting Institute grant (partnering with another j org)
    ▪ Write a proposal to Austin Kiplinger to fund training (see kiplingerprogram.org)
    ▪ A list has been developed of Foundations from which applying for grants makes no sense in order to work more efficiently moving forward

GRANT GIVING

Chris has already made some changes to the grant giving program and has some other plans in the works:

  o application was moved online
  o application questions were updated
  o used Google Drive for the committee's management of the application and selection process
  o planning to develop an action plan for those non-SPJ grants that are funded in terms of SDX's involvement, if appropriate
WISH LIST

Chris has only one wish...that SPJ obtain members' ages - it would assist in more targeted audiences for Foundation contributions, lifetime memberships and 1909 Society prospects.

PROFESSIONAL DEVELOPMENT

Chris has put together a plan for her professional growth for the next year:

- Principles & Techniques of Fundraising (Mar)
- Developing Annual Sustainability (2014)
- Fundraising for Small Nonprofits (2014)
You will read about the majority of our foundation work in Chris Vachon’s report. Information below is simply to bring you up to speed on some of the happenings within SPJ – as it relates to the Foundation.

**AUTO DUES BILLING**
Staff has signed up a few people for the auto-dues billing, including Dana Neuts and Dave Cuillier. I have also signed up for auto-donations.

When individuals go to join or renew on SPJ.org, there is a message that alerts them to the option of paying dues in monthly installments by calling headquarters. We will continue this low-profile approach until staff returns from convention and digs out. This also allows us to work out the bugs with a small group.

Within the next few weeks, however, we plan to launch a full-blown marketing plan to share the news with members and donors.

Our next technological task is making it seamless as part of the online join/renewal form. For the time being, however, they can simply call HQ.

**SCRIPPS LEADERSHIP INSTITUTE UPDATE**
We have trained about 70 SPJ chapter leaders through three of our Scripps road shows. Stops have included Memphis, Denver and Indianapolis. We will conduct our final stop of 2013 in November in historic Richmond. We anticipate by year's end, we will have trained 100 current/future SPJ leaders for about the same cost we used to train 50 in Indianapolis.

Furthermore, the synergy created between leaders within a region seems to be more meaningful. This is especially true when it comes to the concept of student and professional chapters working together.

I believe the new Scripps format was the Society's greatest achievement in 2013. Of course, this is based on short-term information. Time will tell if the impact is lasting.

None of this would be possible without the support of Sue Porter and the Scripps Howard Foundation.

**PROGRAMMING**
SPJ conducted two JournCamps in 2013, and have another slated for Minnesota in November. In January, we will take the program to Nashville. About 300 people attended the programs in Chicago and Washington, D.C. We expect slightly less
turnout for the upcoming programs, as there is a smaller pool of potential attendees.

We launched our latest track of on-demand videos on SPJ.org earlier this month: Data visualization. The tracks were recorded by Andy Boyle, News Applications Developer at the Chicago Tribune.

The Society recently purchased a license for Adobe Connect webinar software. Beginning this fall, we plan to launch a monthly webinar series.

We will be conducting a newsroom training program Sept. 12 at the University of Georgia and another sometime soon at Columbia College in Chicago.

All of the training above is because of generous grants from the Sigma Delta Chi Foundation.

Lastly, we are in communication with Google about a traveling training program. This one, however, is being spearheaded by Google. They have asked us to help support them and market to our members/followers.

WHAT LIES AHEAD?
While at EIJ, we will lead a focus group of about 10 bright journalism minds. It will be led by Scott Leadingham, Monica Guzman and Steve Buttry.

The people invited to participate (in their 20s and 30s) are being counted on by their employers (and peers) to lead us into the next generation of journalism. However, at their core, they are/were still young journalists with their own insecurities and questions.

They have the journalism chops, but not necessarily the leadership skills for maximum impact. Therefore, we believe it’s critical that bright, young journalists receive some sort of leadership training to help them cope and flourish within journalism.

This focus group will provide some insight into what they would find helpful and necessary. What are their biggest hurdles? What do they need to better navigate the newsrooms? If they are creating startups, how do they lead a team?

In short, they will answer this question: “When you were coming out of school and into the industry, what kind of leadership skills would have benefited you?”

The end game is to develop a unique leadership program for the brightest of the bright in journalism.
MEMORANDUM

DATE: Aug. 15, 2013
FROM: Todd Gillman, Projects Committee Chairman
SUBJ: Projects Committee Report
FOR: SDX Foundation Board of Directors

The Projects Committee’s charge has been to identify the highest and best use for $250,000 the board set aside. From the outset, it was understood that these funds were special and should be directed in ways that would maximize their impact. To that end, we have been deliberate and even a bit picky as we brainstormed, debated, researched and narrowed our options.

The last six months have been especially productive and I want to thank the committee members (Steve Geimann, Dave Aeikens, Bill Ketter, Dana Neuts, David Cuillier) for all their hard work and patience. Chris Vachon and Joe Skeel provided invaluable due diligence and input, as well.

RECOMMENDATIONS, SUBJECT TO APPROVAL BY THE FOUNDATION BOARD:
$48,500 for one year of funding for the SPJ Investigative Journalism Institute. This would be a training partnership with IRE and the New England Center for Investigative Journalism, with an eye toward renewal for another 2 years.
$12,500 for "Street Shooters." This is a collaboration with the National Press Photographers Association that would provide training aimed at eliminating friction and confrontations between police and photojournalists.
$10,000 to help launch “For Journalism” (as of press time for this report, the committee hadn’t finalized that, but we will do so before the board meets in Anaheim). This is a start-up that aims to offer fairly sophisticated training in data and programming to serve the modern journalist, newcomer and veteran alike. Skills to be taught include Django, charting and visualization, mapping, responsive design and information management.

“For Journalism” rounded up more than $30,000 through a Kickstarter campaign earlier this year, plus a substantial but undisclosed sum in a deal with ONA that provides a year’s worth of training to ONA members. A number of committee members and staff have spoken with For Journalism’s founder. We are convinced this is a worthwhile project, that it presents a smart strategic partnership, and that a modest initial investment is the right way to go, as we see how it progresses.

Backup material for each proposal follows.

The philosophy driving these recommendations can be boiled down to this:

- We weren’t prepared to spend the entire sum on any single project we considered.
- We find merit in each of these proposals.
- There are some valuable collaborations here that, even without the good works involved, are worth some investment.
The Accountability Project: Arming journalists to use data and documents to hold those in power accountable

**Summary:** This program mixes in-person training, distance learning and ongoing consulting to arm journalists in markets small and large to serve as community watchdogs and produce public-interest results.

**The Need:** Accountability Journalism is the centerpiece of our profession and vital to the survival of democracy. But in large numbers of newsrooms, reporters lack the skills and training to perform basic data analysis, mine documents and engage in serious watchdog reporting. This has been exacerbated by economic cutbacks in recent years. This proposal seeks to address that challenge.

**Training Program Concept:** This proposed training program incorporates in-person, hands-on training with webinars, Google hangouts and consulting that sustains and builds on each initial training session. The goal is to train journalists to step up the level of watchdog reporting by producing content that matters and makes a difference in civic life.

We believe there is great value in providing training to reporters and editors in-person because it establishes an important initial connection that is crucial to the learning process.

Additionally, with hands-on data training, being able to stand next to someone and assist them, or talk them through a problem during a break, can be invaluable. We also have seen the value of ongoing contact with those who have been through an initial training session and have incorporated that into this program. A key element is assisting investigative projects to completion.

**Training Program Specifics:** Over three years, we will conduct eight regional workshops lasting two days each, allowing us to reach communities throughout the country. We are proposing a three-year training plan, largely to allow time for follow-up sessions with the attendees at each in-person workshop.

The specific content for each workshop would be developed in communication with SPJ, but the curriculum would include hands-on training in data journalism including Excel. The goal of the data-focused portion of the training would be to provide participants with a solid grounding in computer-assisted reporting skills and the ability to both do some data analysis and to understand how it can be incorporated into beats and coverage.

Each workshop would be followed by two webinars designed for those in the region who could not attend the in-person training. These webinars have the potential to significantly increase the reach of the workshops. The webinar curriculum would include two of the key sessions from the in-person training.

We would also offer a menu of consulting options as follow-up. These would range from help with data analysis to consulting on a specific reporting project (a series of calls to help with steps from conception to conclusion). Participants would be able to sign up for one such option.
In addition, we would hold 10 online Google hangouts throughout each of the three years, where participants who are working on data projects, or who want to learn a new skill, can join a trainer in a less formal setting. These would be ideal to answer both individual questions and to teach small groups new tools.

We believe this combination of approaches would help the training program have significant reach and impact. It would also help us measure that impact, as we can collect examples of stories and projects done directly as a result of the training. This would strengthen the SPJ brand in an aspect of American journalism that is central to the mission of journalism.

Overall, these workshops, and the follow-up offerings, will be designed for journalists with a wide range of experience-levels. Everyone from fairly young reporters and editors to veterans would be able to participate and to strengthen their watchdog reporting skills.

Training Program Schedule:
Year One—Three regional Watchdog Reporting Workshops
Year Two—Three regional Watchdog Reporting Workshops
Year Three—Two regional Watchdog Reporting Workshops

20-25 participants for each workshop, representing 10-12 news organizations.

Each year:
* Webinars — each workshop would be followed by two webinars. Six webinars in year one and two; four webinars in year three.
* Web Hangouts — IRE/NECIR will offer several one-hour hangouts/per year for journalists to ask questions relative to training or stories in progress.
* Consulting – Participating newsrooms would be able to sign up for individualized consulting. We are continuing to examine options for this, but two options will be Data consulting and specific project consulting

About the Trainers:
Investigative Reporters and Editors, Inc. (IRE)
IRE is a non-profit 501c3 educational and professional organization of more than 4,000 members internationally, working to foster excellence in journalism.

Founded in 1975, IRE provides extensive training and resources through seminars, publications and its website: www.ire.org. IRE also runs the National Institute for Computer-Assisted Reporting (NICAR), a joint program of IRE and the Missouri School of Journalism. IRE’s mission is to foster excellence in investigative journalism, which is essential to a free society. We accomplish this by providing training, resources and a community of support to investigative journalists, promoting high professional standards, and protecting the rights of investigative journalists. IRE is also the world’s leading organization in providing training for data journalism.

IRE has conducted more than 70 training events each of the past several years, and has extensive experience doing in-newsroom training, in addition to regional, national and international workshops and conferences. IRE has been a leading training organization worldwide in data journalism for more than 20 years.

New England Center for Investigative Reporting (NECIR)
The New England Center for Investigative Reporting (NECIR) is a nonprofit investigative
reporting newsroom and training center based at Boston University. Launched in 2009, the center’s mission is to boost the quality and quantity of investigative journalism in New England and across the nation by producing high-quality, high-impact investigative reports and by training a new generation of investigative reporters. NECIR is the only center of its kind that includes training as part of its core mission.

Over four and a half years, NECIR has conducted numerous training programs including a joint training with IRE for Hearst Television (2012 and 2013). In addition, the center has conducted investigative reporting workshops for at least 300 college and high schools journalism students from around the nation and the globe as well as training for hundreds of professional journalists, bloggers and citizen journalists worldwide. The center’s director, Joe Bergantino, also has trained journalists in Vietnam and will be conducting an investigative reporting workshop in China in July 2013.

NECIR’s launch sparked a nationwide movement to create nonprofit investigative reporting centers. NECIR has provided guidance to the founders of many of those centers and was instrumental in creating the Investigative News Network (INN), a national organization linking together more than five dozen nonprofit centers.

THREE YEAR BUDGET

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<td><strong>$131,000</strong></td>
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Overview: This $12,500 grant would enable SPJ to collaborate with the National Press Photographers Association (NPPA) on a national training program for police and journalists, to foster greater understanding of the right to take photographs and video in public without being harassed or jailed.

The Need: Since 9/11 there has been a heightened awareness of anyone taking pictures or recording events in public. The proliferation of cell phone cameras has exacerbated tensions. Many in law enforcement have the erroneous belief that they can order people to stop taking pictures or recording in public. Interference and in some cases arrests have led to a number of court cases, and some six-figure settlements, new policies and procedures, and serious disciplinary actions against the officers involved.

The Trainer: As the general counsel for the NPPA, representing 7,000 visual journalists throughout the country, Mickey Osterreicher deals with these issues on a daily basis. As a uniformed reserve deputy with the Erie County Sheriff’s Department since 1976 and a former photojournalist in print and broadcast for almost 40 years he brings a unique perspective to this growing problem.

Mickey has helped develop guidelines and policies for a number of departments, including the Miami Beach and D.C Metro Police Departments.

He has made presentations for the International Association of Chiefs of Police and Georgia Chiefs of Police. He has provided training for police in Washington, Chicago, Tampa and Charlotte in preparation for last year's NATO Summit and the national political conventions. He worked with police and media to resolve issues. Compared with previous conventions and protests at which scores of journalists faced arrest or interference, none were arrested in Tampa or Charlotte, and only one photographer arrested in Chicago.

Training Plan: The plan is to present five programs to police and journalists around the country in 2013-14. In each city, the program would consist of three parts, over one or two days: separate workshops for journalists and police, followed by an evening panel discussion moderated by Mickey, with a journalist, police official and local First Amendment lawyer. The audience would include members of the public, journalists, law enforcement personnel and students.

The program will address First and Fourth Amendment rights, search and seizure, exigent circumstances, federal civil rights lawsuits against police agencies, and analysis and update on the most recent relevant cases and court rulings.

Mickey also will discuss the “coextensive” right of both the press and the public to photograph and record as well as provide practical advice regarding the best ways to handle these situations. The proposal is designed to be flexible in that it can be as short as one hour for each section or can be expanded if time is not a constraint.

There is also the ability to partner with local media, law schools, journalism schools, the ACLU and local journalism chapters such as SPJ, RTDNA, NPPA and ASMP.
Budget: The program would hit five key cities, geographically diverse and designed for ultimate impact. Depending on police cooperation, they could be San Diego, Miami, New York, Chicago, and Los Angeles/San Francisco. A residual benefit is that word-of-mouth of the training could spread through the law enforcement community to create buzz and further interest in more training. The budget estimates $2,500 per program, typical of the news training program:

- $1,000 for airfare for Mickey and an SPJ staff member
- $500 for two nights’ hotel stay for Mickey and an SPJ staff member
- $500 honorarium for Mickey’s time
- $500 for food, room rental and miscellaneous expenses
FOR JOURNALISM

Background
For Journalism is a start-up organization still in the initial stages of formulation. It is the brainchild of Dave Stanton, a University of Florida journalism instructor and web developer. Stanton is a former Poynter technology fellow who helped develop NewsU, and a former student of Dave Carlson.

What For Journalism aims to do is expand and improve the technology skills of journalists, particularly those coming into the profession from colleges. However, the project is not aimed exclusively at students.

Stanton has assembled a group of nine other journalists and web developers to offer online classes on various topics, including data visualization, data science/statistics, mapping and web coding.

Website:
forjournalism.com

Kickstarter funding campaign:
kickstarter.com/projects/gotoplanb/for-journalism

Why Different?
The topics that For Journalism has initially proposed are meant to address technical skills that journalists and journalism students need to have in an increasingly digital and Web-first industry. Its founders know there will be a need to expand, adapt and update as time goes on.

Ultimately, this type of training is available from different sources for people who truly want it. What differentiates For Journalism from others, including Poynter and SPJ, is its comprehensive scope. The courses aren't meant to be one-time events such as webinars, but rather long-term classes that take participants from beginning to end. Lessons will include e-textbooks and virtual study groups with peers. In this sense, courses will be more like a semester-long college class than a one-hour lunchtime webinar.

For Journalism describes its mission this way:

"We have a pipeline problem for people with data and programming skills for journalism. There are great organizations and institutions making tremendous headway, but we need an industry-wide solution for educating the next generation of journalists.

"Today there are no course materials for learning skills for building modern news applications. Although there are many books, videos, and other training materials that may utilize programming, none have journalism-centric projects as the end goals. That is where For Journalism fills an enormous need and void in existing technical journalism training.

"We are creating resources to address this need by employing professional experts in specific skill areas, and we will structure our materials to have journalism contexts.

"For Journalism is an effort to equip every student, mid-career journalist, professor and graduate student with the knowledge they need to learn technical skills for doing journalism."
# Foundation Board Member Terms

## OFFICERS
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<tr>
<th>Position</th>
<th>Name</th>
<th>Expires</th>
<th>Notes</th>
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<tr>
<td>President</td>
<td>Robert Leger</td>
<td>9/5/2014</td>
<td>2-year term</td>
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<td>Vice President</td>
<td>Irwin Gratz</td>
<td>8/25/2013</td>
<td>1-year term</td>
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<td>Secretary</td>
<td>Jane Kirtley</td>
<td>8/25/2013</td>
<td>1-year term</td>
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<tr>
<td>Treasurer</td>
<td>Howard Dubin</td>
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## BOARD MEMBERS
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<td>Russel Pulliam</td>
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<td>Dave Aeikens</td>
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<tr>
<td>Dana Neuts</td>
<td>8/25/2013</td>
<td>SPJ</td>
<td>1-year term</td>
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**Bold indicates term expires in 2013**

**Italics indicates SPJ appointee for one-year term expiring in 2013.**

Expiration terms are approximate, determined by annual convention.
The Sigma Delta Chi Foundation, the educational arm of the Society of Professional Journalists, seeks proposals for a one-year, renewable project to develop new sources, update existing ones, and incorporate social media information for the Society of Professional Journalists Rainbow Sourcebook — an online database and mobile app designed to make it easy for journalists to widen the demographic band of sources typically found in the news. (spj.org/divsourcebook.asp)

Originally funded by the SDX Foundation as its signature diversity project, the sourcebook requires regular updates of source contact information and ongoing expansion as beats, news interests and reporting habits change. The sourcebook was developed by and for journalists, without influence by public relations interests. It focuses entirely on underrepresented voices, specifically people of color, women, those in the LGBT community and people with disabilities.

This RFP is part of a three-year, pilot maintenance project. Priority will be given to projects that, in addition to updating and adding to the existing sources, incorporate 1) an educational, research or training component or tool(s) to support diverse source development; 2) a plan to promote awareness and use of the sourcebook in university classrooms or in journalism practice; 3) a transferable model to support long-term sourcebook maintenance. The maximum funding amount is $6,000 annually, but the award will be based on the scope of project and budgeted expenses.

We are requesting that individuals partner with an organization, such as their own newsroom or another news organization, in order to enhance transferability and awareness.

Here are some examples of the type of project you could propose:

1. A faculty member could develop an underrepresented source research project, hire student researchers and/or incorporate source development and updates into a school or department’s existing courses.

2. A faculty member could direct a Rainbow Sourcebook update while developing lesson plan(s) and assignment(s) to teach diverse source development within a wide range of communication courses.
3. A freelancer could partner with a news organization, blogging about interesting people encountered along the way.

4. A news organization could use staff to update underrepresented voices at both local and national levels, and to develop an app or tool to analyze source use.

5. A graduate research fellow could conduct research on sourcing practices and update the database with underrepresented sources under the supervision of a faculty member.

Applicants are strongly advised to study the database, contact a sampling of sources to evaluate the need for updating, estimate the time necessary to contact sources, and make a careful assessment of timeline and budget required.

**Proposals will be accepted online, beginning in October, at spj.org. The deadline to apply is Jan. 13, 2014.**

**Information to determine before applying:**

- Project description, including:
  - Analysis of sourcebook needs
  - Specific plans for update
  - Frequency of updates
  - Time frame (one, two or three years)
- Suggested new expertise areas or existing areas that need more attention
- Educational and/or research component
- Promotion and awareness component
- Continuity and transferability
- Proposed timeline
- Itemized budget
- Evaluation plan, including numerical goals for sources
- Your bio and qualifications for this work
- Why you are interested in participating in this project

For questions or more information, please contact: Sally Lehrman, slehrman@bestwrit.com.