

AGENDA
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
TIME: 9:30 A.M.
SEPTEMBER 19, 2015
ORLANDO MARRIOTT WORLD CENTER
ROOM: ATLANTA

1. Call to Order – *Leger*
2. Roll Call – *Kirtley*
 - a. Leger
 - b. Gratz
 - c. Dubin
 - d. Kirtley
 - e. Aeikens
 - f. Albarado
 - g. Baker
 - h. Brown
 - i. Carlson
 - j. Cross
 - k. Cuillier
 - l. Ensslin
 - m. Evensen
 - n. Fletcher
 - o. Geimann
 - p. Gillman
 - q. Hawes
 - r. Hernandez
 - s. Jones
 - t. Ketter
 - u. Kopen Katcef
 - v. Leeds
 - w. Lehrman
 - x. Limor
 - y. McCloskey
 - z. McKerral
 - aa. Neuts
 - bb. Pulliam
 - cc. Smith
 - dd. Walsh
3. Approval of Board Meeting Minutes - *Leger*
 - a. April 19, 2015, Board of Directors [**page 2**]
4. Report of the SDX Foundation President – *Leger* [**page 6**]
 - a. History Book Update
5. Report of the SPJ President – *Neuts* [**page 7**]
6. Foundation Staff Report – *Vachon* [**page 10**]
7. Report of the Treasurer – *Dubin*
8. Pass-through Contributions - *Vachon* [**page 12**]
9. Officer and Director Elections – *Leger* [**page 13**]
10. Executive Director Evaluation (executive session)
11. Programming Committee Report– *Limor* [**page 14**]
12. Projects Committee – *Gillman* [**page 16**]

13. Memorializing Dori Maynard – *Lehrman*
14. SPJ Diversity Committee Report and Fellowship Survey – *Bethea* [**page 21**]
15. Update on Pulliam Editorial Fellowship – *Gillman*
16. Update on Pulliam First Amendment Award – *McKerral* [**page 32**]
17. Rainbow Source Book – *Lehrman*
18. Bylaws Committee Update – *Gratz*
19. Dates for Calendar
 - a. SDX Foundation board meeting - New Orleans, April 17, 2016
 - d. EIJ16 – New Orleans Sheraton, Sept 18-20
 - e. EIJ17 – Anaheim Marriott, Sept 7-9
20. New Business
21. Adjourn

THE SIGMA DELTA CHI FOUNDATION

BOARD OF DIRECTORS MEETING

DATE: SATURDAY, SEPTEMBER 19

TIME: 9:30 A.M. – NOON

ORLANDO, FLORIDA



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
BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
APRIL 19, 2015
SKYLINE CLUB
INDIANAPOLIS, IND.**

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 a.m. Sunday, April 19 at the Skyline Club in Indianapolis.

ROLL CALL

In addition to Leger, the following board members were present: Vice President Irwin Gratz; Secretary Jane Kirtley; Treasurer Howard Dubin; Directors Sonny Albarado, Rebecca Baker, Fred Brown, Dave Carlson, Al Cross, David Cuillier, Jay Evensen, Paul Fletcher, Steve Geimann, Todd Gillman, Kelly Hawes, Tony Hernandez, Sue Kopen Katcef, Al Leeds, Hagit Limor, Bill McCloskey, Dana Neuts, Kevin Smith and Lynn Walsh.

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

MINUTES

Upon proper motion and second by Limor and Brown, respectively, the board approved the meeting minutes from the December 11, 2014 executive committee meeting and the September 6, 2014 board meeting.

TREASURER'S REPORT

Treasurer Howard Dubin indicated that the foundation's investments continue to produce enough money to fund existing programs and that any attempts to be more aggressive would not be advisable. As of April 14, the Pulliam General Fund had \$9.5 million, the Pulliam Editorial Fund had \$2.5 million and the Quill Endowment had \$447,500.

PASS-THROUGH CONTRIBUTIONS

The list below represents pass-through contributions that have occurred during the current fiscal year. These pass-through contributions are allowed under IRS rules because they fall in line with the Foundation's charitable purpose: Education and recognizing journalism excellence.

Scripps Howard Foundation to SPJ for EIJ15	\$5,000
Scripps Howard Foundation to SPJ for Scripps Leadership Institute	\$50,000

Upon proper motion and second by McCloskey and Geimann, respectively, the board approved the pass-through contributions outlined above.

GRANTS COMMITTEE

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

SPJ 2015 Convention Education	\$85,000
SPJ Diversity Committee-Reggie Stuart Fellowships	\$8,820
SPJ Region 7 Fellowships	\$8,500
Tennessee Coalition for Open Government	\$2,500
Reporters Committee for Freedom of the Press	\$3,600
Colorado Freedom of Information Coalition	\$2,500
Total grants awarded	\$110,920

Upon proper motion and second by McCloskey and Hawes, respectively, the board approved funding the grants listed above.

FISCAL YEAR 2016 BUDGET

Executive Director Skeel answered questions about the proposed budget. Skeel then shared some highlights, noting that the presented budget was approved by the Foundation finance committee.

Upon proper motion and second by Hawes and Carlson, respectively, the board approved the Fiscal Year 2016 budget.

PULLIAM EDITORIAL FELLOWSHIP UPDATE

Committee chair Gillman reported that he talked with the 2014 fellow, Farah Stockman, and she is well on her way with her project about bussing segregation. Besides focusing her research on Boston, she also has an international component to the research and so she traveled to Japan and Israel where bussing segregation was an issue too. Stockman took four months away from the Boston Globe for this project.

DEVELOPMENT COMMITTEE

Development chair Cuillier reported that he will be coordinating SPJ advocacy fund efforts with the foundation’s fundraising efforts so as not tangle up the two efforts. The SPJ board approved \$30,000 being moved to the advocacy fund, putting the fund’s total at \$105,000.

SPJ PRESIDENT’S REPORT

SPJ President Neuts shared an update from SPJ’s board of directors’ meeting, which took place the previous day. SPJ is undertaking some new diversity initiatives, more to come on that in the coming months. The Career Center has been revamped and as a result, is much more robust for members. The supplemental material for the revised ethics code is being added to the website soon. Neuts outlined changes to the Wells Key selection process. She reported that SPJ is looking into the actions by the state of Louisiana regarding their Marriage and Conscious Act because of the fact that EIJ16 is scheduled to take place in New Orleans.

SDX FOUNDATION PRESIDENT’S REPORT

President Leger shared that he has been joining committee meetings for the following committees (development, programming and grants) and he has appreciated the extra work of all the volunteers.

CALL WITH ATTORNEY BILL CULBERTSON (BAKER HOSTETLER)

Upon proper motion and second by Fletcher and Geimann, respectively, the board voted to go into executive session at 9:45 a.m.

Upon proper motion and second by Geimann and Limor, respectively, the board voted to exit executive session at 10:30 a.m.

Upon proper motion and second by Albarado and Smith, respectively, based on the executive session discussion and conversation with counsel, the board voted to move forward with the transition between SPJ and the foundation. Kirtley voted no.

PROGRAMMING COMMITTEE

Programming chair Limor reported that the committee brainstormed and came up with an idea that it wanted to vet with the board. The idea is to create a full-time staff position that would serve as a trainer and as a resource to journalists in the areas of ethics, journalists' rights and open records. After discussion from the board with comments and questions, the committee was directed to answer some questions from the board and additionally, they were directed to create a timeline, a budget and a job description.

BOARD MEMBER TERMS

Terms for the following board member terms will expire in September 2015:

- Todd Gillman
- Irwin Gratz
- Alex Jones
- Bill Ketter
- Al Leeds
- Hagit Limor

Leger indicated that he would be interested in receiving suggestions for any possible new board members.

BYLAWS

There was discussion about ways to give the SDX Foundation a more official role in the hiring, firing and evaluation of the Executive Director.

A motion was put forth, and discussion ensued about how the foundation would go about it.

Kirtley called the question, seconded by Dubin. Vote on call the question passes unanimously.

Upon proper motion and second by Hawes and Dubin, respectively, the board voted to ask SPJ leadership to investigate its bylaws and seek ways to include the SDX Foundation in the hiring, firing and evaluation of the Executive Director.

HISTORY BOOK UPDATE

Leger asked for a reminder as to who is on the reviewing committee for the history book and they are as follows:

Brown	Cross	Geimann
Hawes	Dubin	Limor
Stuart	Vines	

MEMORIALIZING DORI MAYNARD

Leger explained that he would like the board to consider some action(s) to memorialize the late Dori Maynard, a long-time foundation board member. Several ideas were supplied to the board in the board packet. The board decided to continue the discussion at the September 2015 board meeting in order to fully flesh out all the ideas provided.

Leger asked for a committee to be formed to bring forward ideas for the September 2015 board meeting. Those volunteering were: Hernandez, Albarado and McCloskey. Leger indicated Lerhman would probably be interested in serving on committee (in her absence).

Upon proper motion and second by Hawes and Geimann, respectively, the board voted to rename the Diversity Leadership Program and call it the Dori Maynard Diversity Leadership Program.

NEW BUSINESS

Upon proper motion and second by Carlson and Kirtley, respectively, the board voted to ask the grants committee to look at considering limited funding for salaries in grant requests.

Leger suggested that the SPJ bylaws committee be asked/invited to assist Gratz with updates to the foundation's bylaws. Leger also suggested that the foundation's bylaws committee become a governance committee and that it looks into appointing a new director for Maynard's seat.

ADJOURNMENT

Upon proper motion and second by Limor and Brown, respectively, the board voted to adjourn the meeting at 11:35 a.m.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: September 1, 2015
FROM: Robert Leger, President
SUBJ: President's Report
FOR: SDX Foundation Board of Directors

It's been another good year for the Foundation.

The biggest news since we last met is Associate Executive Director Chris Vachon's securing of \$70,500 from Google to train journalists in using Google tools. Half the money will train trainers and pay their travel expenses; the other half is our fee for administering the program. As Executive Director Joe Skeel noted, Google tools are among the most popular sessions at EIJ. We can now extend this training across the country.

Some of you may have noticed, as I did, that the press release announcing this program mentioned SPJ but not the Foundation. This is one of the issues we'll need to figure out as we move forward in our new world.

When should SDX be credited, and when should we be a silent partner? Is any purpose served by crediting SDX, when SPJ is the more well-known name? Does SDX need to grow our brand? Does using our name build awareness among potential donors? Does any of this matter as long as good work is being done? Your thoughts throughout the weekend will be welcomed.

Now, to more concrete matters:

- Our portfolio rises and falls with the stock market. We all know how volatile that has been of late. Our portfolio was valued at \$11.9 million at the end of July, down \$577,000 for the year. By the end of August, the portfolio value was over \$11 million.
- We wrote our first check (\$7,000) for Quill expenses this quarter. We are a publisher.
- With your vote to ratify, we will welcome new members to the board: Evelyn Hsu of the Maynard Foundation and Sonya Ross, the AP's first ever reporter on race and ethnicity.
- The projects committee has refined the description of job duties for the proposed "Captain J" (the description is smarter than that: it doesn't give the position a name). It will come before the board today for conversation.
- We have tremendous winners of the Pulliam First Amendment Award and Pulliam Editorial Fellowship.

And sometime this weekend, let's raise a toast to SDX and to all on our board for everything you do. Thanks.

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DATE: Sept. 4, 2015
FROM: Dana Neuts, SPJ President
FOR: SPJ and SDX Foundation Boards of Directors



SPJ PRESIDENT'S REPORT

This year was a flurry of nonstop activity with daily work by SPJ committees, communities, volunteers and staff. It is hard to encapsulate all of our great work in one report, so I'll hit the highlights. Other reports in the board packet will provide more detail.

ADVOCACY

The Freedom of Information Committee led by Dave Cuillier worked hard on advocacy this year, partnering with IRE and SPLC to create the J-Team which is already in action. Committee member Kathryn Foxhall worked with Jennifer Royer and Dave on several advocacy projects, including a letter to the White House, following up on last summer's letter. As Dave indicated in his report, 53 journalism and open government organizations signed onto the letter. The White House Press Secretary has been in touch with Jennifer, and we're trying to set up a time to meet to discuss transparency issues further.

SPJ continued to add its name to letters initiated by other organizations to support journalists' rights and the free flow of information. Throughout the year, Dave continued to promote the advocacy fund he created last year, so that SPJ can continue its good work in this area. A big thanks to Dave for his hard work and dedication on behalf of SPJ!

Ethics

Following the approval of a revised Code of Ethics, this was a big year for SPJ. Under the leadership of committee chair Andrew Seaman, the committee created supplemental materials for every line of the Code, making it fully interactive. In addition, the committee worked closely with the International Community to get the Code translated into eight languages – Arabic, Chinese, English, French, German, Spanish, Russian and Persian – with more languages on the way.

Andrew has gone to conferences across the country to promote the Code and explain the recent changes. He and his committee have also fielded media requests, done interviews, and managed requests from the Ethics Hotline. It seemed that virtually every day something was happening on the ethics front, and Andrew and his team handled it all in stride.

One area for improvement: rollout of the new Code. While we made great strides promoting the Code, the rollout is not complete. President-elect Paul Fletcher will work with Andrew and Jennifer to continue the rollout. I hope to help with this effort as a member of the Ethics Committee in the coming year.

MEMBERSHIP

Though membership numbers continue to drop, the Membership Committee has been active this year. Led by Robyn Sekula, the committee created a master plan for engaging and retaining members. Among other projects, the committee continued its volunteer of the month awards which gave SPJ the opportunity to recognize a dozen of our passionate volunteers.

Without question, the highlight was the #SPJ4ALL promotion done in May that reminded members and nonmembers that SPJ does not discriminate. Developed by Robyn and done in conjunction with the Diversity Committee, this one-day promotion was a “feel good” activity that garnered a lot of social media attention and participation. I’d love to see SPJ do more of this to promote membership. Well done, Robyn!

DIVERSITY

When I became president last fall, one of my focuses was diversity. Committee chair April Bethea and the Diversity Committee took that to heart, continuing their good work. A key achievement of the committee was the creation of the Reginald Stuart Diversity Management Program. With funding from the SDX Foundation, the program launched this fall. From a pool of 13 applicants, two fellows were selected to attend the Executive Leadership Program held by Poynter.

The committee also reached out to past diversity fellows to survey their experiences with the program and to find out if they are still in journalism and involved with SPJ. Survey results accompany the Diversity Committee report in the packet. Other committee activities include Georgiana Vines’ attendance at the UNITY Diversity Summit in April, the creation of programming ideas resources for chapters and regions, and considering asking members from minority-based organizations to join the committee as a pilot.

While I wasn’t able to personally spend time on some of these projects as I’d hoped, I hope Paul and April will allow me the opportunity to continue that work in the coming year.

COMMUNITIES

SPJ has five communities: Freelance, Digital, International, Student, and Generation J. Freelance and Digital held their first election cycle in January. The other communities have not held elections, but most are actively reaching out to members to engage them in different ways. The Freelance Community, for example, hosts regular hangouts. The Digital Community is very active on the blog and social media. Generation J is continuing its work reaching out to new graduates and journalists in transition. The International Community is under new leadership, with founder Carlos Restrepo stepping away for a bit.

Earlier this summer, I handed the reins over to community coordinator Alex Veeneman. He’s been working with Tara Puckey and Paul to manage the communities. Next up: a rural journalism community, led by SPJ past president Al Cross. Another consideration for communities will be how they are represented on the national board and at convention. A big thanks to Alex for his hard work and diligence to keep the communities running smoothly!

COMMUNICATIONS

This was the first year we’ve had a communications strategist, since I joined the national board six years ago. It was a position I pushed for over the last several years, and I couldn’t be more pleased at how it’s worked out. First of all, Jennifer was a great hire. She’s experienced and talented. Second, she has been a great team player and support system for me. She made my job as president much easier. Third, over the course of the last year, our internal and external communications have improved dramatically. We react more quickly now, and I can always count on Jennifer to keep me in the loop on what’s going on. With assistance from Joe and leadership, Jennifer has shaped our processes and procedures, so we have a system and a hierarchy, making it much easier to make decisions and follow through.

Now that we have a year under our belts, I see two areas for improvement: setting priorities for the year, which Jennifer will do with the new leadership team, and focusing more on advocacy. This was a big news year, and we spent a lot of time making statements, doing interviews, etc. This was important and necessary, but it didn't leave a lot of time for the communications team to focus on advocacy and positioning SPJ as a journalism leader. Some of this happened by virtue of past relationships and our being so quick to react, but I'd like to see us put more of an emphasis on strategy in the coming years.

MISCELLANEOUS

In addition to the work of the committees and communities, SPJ completed or started other important projects over the last year. Most recently, board member Mike Reilley led a team of volunteers to brainstorm ways to improve delegate training.

Perhaps one of the things that has changed the most in the last year is a shift in SPJ's culture. To outsiders, the shift is subtle. To those who've been involved at the national level, the shift is more significant – it's more open and transparent than in recent years, and the relationship between staff and volunteers is a collaborative one. It feels like a partnership to me.

That's not a criticism of past leadership, but more a natural evolution and something I felt was important to nudge along. That's the reason I chose to let the board review and approve my committee appointments, which Paul plans to continue this year. I felt the board should have a say in who leads the organization. I also felt it was important to make a push for more diversity in the organization. This is something that can't be accomplished in a year's time, but something we all most dedicate ourselves to over time. I hope that shift will continue.

As president for the last year, SPJ has challenged me in new ways, highlighting my strengths and weaknesses, and pushing me to work harder and smarter than ever before. It forced me to hone my delegation skills, to rely on others to carry the water up the hill, and to look at things in new and different ways. As the organization's spokesperson, I got credit for many of the good things SPJ does, but I also bore the brunt of criticism when things didn't go as planned. There were many high highs and low lows.

But I wouldn't change a minute of it. Even on the toughest days, I learned something about journalism, people or myself. I developed a keen understanding of what I'm good at and what I'm not, but most of all, I developed a deep appreciation for the dedication of our board, our volunteers across the country and around the world, and our staff. I learned something from each person I interacted with this year, and I'm grateful for the opportunity to lead this amazing organization.

SPJ is in good hands with Paul as its president and a hard-working, passionate board. I look forward to taking a back seat for a while, but I'm not going far. Our work is too important, and each of us is needed, no matter what our role.

Thanks for giving me the privilege of working with you, and thanks for all you do for SPJ. It's been an honor.

Sincerely,
Dana Neuts
SPJ President
#SPJLove



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: September 1, 2015
FROM: Chris Vachon, Associate Executive Director
SUBJ: Foundation Staff Report
FOR: SDX Foundation Board of Directors

INDIVIDUAL GIVING

From August 1, 2014 to August 1, 2015, \$25,514 was contributed by individuals to the foundation. For comparison purposes, \$23,390 was donated from August 1, 2013 to August 1, 2014. We experienced an 8% increase. Within the SDX foundation board we are two people shy of 100-percent participation. Similarly, the SPJ board is two board members short of 100-percent giving. The staff's participation continues at 100-percent. Three members and two staff members are set up for monthly auto contributions to the foundation.

The spring appeal raised \$3,170. This is a 31% increase from last year's spring appeal of \$2,200. Thirty percent of the donors were first-time contributors and 30 percent of the donors increased the amount over their last contribution.

For 2016 we will look for another method for the spring appeal. The vendor we have been using now only accepts very large jobs and a thorough search for another vendor did not turn up anything helpful yet.

We continue to encourage foundation board members to become 1909 Society members. To date, three board members have made this commitment. There is a list of four people that have expressed interest. They have been provided with the necessary information and are scheduled for a follow up in the fall.

Robert and I attempted to meet with donors while in D.C for the SPJ executive committee and SDX Awards Banquet. We had no takers, but all were appreciative of the contact.

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FUNDING PARTNERS

The partnership with the Kiplinger Program for two upcoming JournCamps will continue.

By now, you have probably read about the partnership with the Google News Lab. The first round of trainers have been trained and the next step is get them out to conduct training sessions for chapters, regional conferences, journalism organization conferences, newsrooms, state press/broadcast associations and more.

Based on a submitted request, the Gannett Foundation contributed \$25,000. It is a pass-through to SPJ, RTDNA and NAHJ for EIJ15. Each time we have contact with other funding partners it is a way to build relationships and is a win-win.

NEW FUNDRAISING COORDINATOR

We welcome Katie Hunt to the newly created position of Fundraising Coordinator. Katie will be joining us at the foundation board meeting. Katie is a graduate of Wittenberg University in Springfield, Ohio, where she studied economics and international studies. She has a minor in Russian and Central Eurasian Studies and Russian Language. She also studied at Corvinus Egyetem in Budapest, Hungary. Her long-term goal is to earn a law degree. For the past year, she served as a community liaison for [Jameson Camp](#) in Indianapolis. It was a new position that Katie helped define as an [AmeriCorps VISTA](#). In that role, Katie spent much of her time researching perspective donors and grant opportunities. She gained experience working in fundraising software programs, tracking donations and making follow-up contact with those who supported the camp. Furthermore, she helped plan and secure items for the camp's annual casino night fundraiser and auction. Lastly, she assisted in recruiting and coordinating volunteers by working with universities and Indianapolis civic groups.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: September 1, 2015
FROM: Chris Vachon, Associate Executive Director
SUBJ: Pass-through Contributions
FOR: SDX Foundation Board of Directors

The list below represents pass-through contributions that have occurred during the current fiscal year.

A pass-through contribution occurs when a person or organization writes a check to the Foundation with the specific intent that it be used by SPJ national or an SPJ chapter. People and organizations do this in situations where they can only contribute to a 501(c)(3) or they are looking for a tax deduction.

These pass-through contributions are allowed under IRS rules because they fall in line with the Foundation's charitable purpose: Education and recognizing journalism excellence.

At the board meeting, we will vote to approve these pass-through contributions:

Gannett Foundation for EIJ15	\$25,000
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Foundation Board Member Terms

OFFICERS		Expires	NOTES:
President	Robert Leger	9/19/2016	<i>2-year term</i>
Vice President	Irwin Gratz	9/19/2015	<i>1-year term</i>
Secretary	Jane Kirtley	9/19/2015	<i>1-year term</i>
Treasurer	Howard Dubin	9/19/2015	<i>1-year term</i>

BOARD MEMBERS	Expires	Group	Notes
Todd Gillman	9/19/2015	C	3-year term
Irwin Gratz	9/19/2015	C	3-year term
Alex Jones	9/19/2015	C	3-year term
Bill Ketter	9/19/2015	C	3-year term
Al Leeds	9/19/2015	C	3-year term
Hagit Limor	9/19/2015	C	3-year term
David Carlson	9/19/2016	B	<i>3-year term</i>
Al Cross	9/19/2016	B	<i>3-year term</i>
Howard Dubin	9/19/2016	B	<i>3-year term</i>
Steve Geimann	9/19/2016	B	<i>3-year term</i>
Russel Pulliam	9/19/2016	B	<i>3-year term</i>
Dave Aeikens	9/19/2016	B	<i>3-year term</i>
John Ensslin	9/19/2016	B	<i>3-year term</i>
Sonny Albarado	9/19/2017	A	<i>3-year term</i>
Fred Brown	9/19/2017	A	<i>3-year term</i>
Jay Evensen	9/19/2017	A	<i>3-year term</i>
Kelly Hawes	9/19/2017	A	<i>3-year term</i>
Jane Kirtley	9/19/2017	A	<i>3-year term</i>
Mac McKerral	9/19/2017	A	<i>3-year term</i>
Sally Lehrman	9/19/2017	A	<i>3-year term</i>
Kevin Smith	9/19/2017	A	<i>3-year term</i>
<i>David Cuillier</i>	<i>9/19/2015</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Sue Kopen Katcef</i>	<i>9/19/2015</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Bill McCloskey</i>	<i>9/19/2015</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Tony Hernandez</i>	<i>9/19/2015</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Dana Neuts</i>	<i>9/19/2015</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Paul Fletcher</i>	<i>9/19/2015</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Rebecca Baker</i>	<i>9/19/2015</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Lynn Walsh</i>	<i>9/19/2015</i>	<i>SPJ</i>	<i>1-year term</i>

Bold indicates term expires in 2015

Italics indicates SPJ appointee for one-year term expiring in 2015

Expiration terms are approximate, determined by annual convention.



SIGMA DELTA CHI
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MEMORANDUM

DATE: September 1, 2015
FROM: Hagit Limor, Programming Committee Chair
SUBJ: Job Description
FOR: SDX Foundation Board of Directors

At the direction of the board, the staff drafted the job description below and the committee has reviewed it.

POSITION DESCRIPTION

Position: Xxxxx xxxxxx
Reports to: Associate Executive Director, Sigma Delta Chi Foundation

Positional goal: Create and fill a position that can serve as a one-stop-shop for journalists needing assistance, specifically in the areas of journalism ethics, rights and responsibilities, and open records.

Basic Function: The Xxxxxx xxxx is responsible for developing, managing and delivering educational programming and resources for journalists. This work will be done on behalf of the Sigma Delta Chi Foundation, the supporting foundation for the Society of Professional Journalists.

Responsibilities:

- Develop and implement educational curriculum, specifically in the areas of journalists' rights, open records and journalism ethics.
- Deliver training/information via SPJ's various channels. This could include:
 - SPJ.org.
 - Webinars.
 - Conference programming.
 - SPJ's member magazine.
 - Chapter programming.
 - Newsroom training.
- Serve as a resource, trainer, facilitator and/or adviser to journalists, specifically in the areas of journalists' rights, open records and journalism ethics. This could include:
 - Responding to telephone inquiries.
 - Responding to E-mail inquiries.
 - Creating/monitoring list-serves.
 - Connecting journalists to other resources.
- Serve as an on-site resource by traveling to locations where assistance is needed.

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- Create mechanism for timely (ideally immediate) responses to inquiries.
- Create partnerships with other organizations in an effort to aggregate journalism resources.
- Aggregate other applicable resources, timed with breaking news events.
- Stay abreast of current journalistic issues.
- Work with SPJ's communications team to promote all programs and resources outlined above.
- Other duties as assigned.

Minimum Qualifications:

1. Bachelor's degree preferred.
2. Experience in developing educational programs/curriculum is preferred.
3. Possess strong training and presentation skills.
4. Knowledge of the journalism landscape is a must.
5. Ability to use social media and other new technology in communications.
6. Ability to manage multiple projects and follow each carefully from inception to completion.
7. Excellent attention to detail and accuracy in work.
8. Strong organizational skills are a must.
9. Persistent self-motivator who can work with minimal oversight and achieve team goals on a consistent basis.
10. Good interpersonal skills.
11. Excellent writing and communication skills.
12. Proven ability to meet deadlines and successfully motivate a wide variety of individuals.
13. Strong computer skills, with the ability to use Microsoft Word, Excel and databases.
14. Comfort in utilizing online communications tools such as Google Hangout, Skype, webinar software, etc.
15. Some local and national travel will be required.

Watchdog: Raising the Bar Grant Update and Application for Third-Year Funding

Program Watchdog: Raising the Bar, a series of in-person workshops, online training and one-on-one consulting

Grantees: New England Center for Investigative Reporting and Investigative Reporters & Editors

Grant Period: 2015

We continue to be very pleased with the progress we've made conducting the Watchdog: Raising the Bar program. Thus far, over the past two years, we've held six on-site workshops, done follow-up consulting and launched a webinar series.

In the first phase of the program, we reached 30 newsrooms and about 60 journalists with the in-person training sessions held in Philadelphia, Chicago and Fort Worth. During phase two, we had similar reach (30 newsrooms and about 60 journalists) in Los Angeles, Omaha and Atlanta.

After the initial workshop in Philadelphia in 2014, we made some changes to the program to include one-on-one time with each news organization's participants. The goal of this was to improve the connection between trainers and attendees to allow more focus on developing and mapping out stories and provide a basepoint for post-workshop consulting. The modification worked well for the following two workshops.

Partner organizations that hosted us in year two were the University of Southern California in Los Angeles, University of Nebraska at Omaha, and Clark Atlantic University in Atlanta.

While all the workshops filled to capacity and the attendee mix was strong, we had a somewhat smaller pool of applicants in the second cycle. One possible reason is that we increased the requirements for attendees, with the largest change being that we asked that they propose a specific project they would work on, instead of submitting several ideas. In retrospect, this may have kept some worthy organizations from applying because they did not already have a project idea in the works. Going forward, we would modify that requirement to go back to our wording from the first year.

We have had productive follow-up consultation with most of the participants which is reflected in the number of projects that have emerged from our second year of training. Seven projects have already published and 16 more are in the works. Our trainers/reporters also remain in touch with reporters who participated in our first year workshops.

About 20 of the 28 newsrooms we've worked with in year two have been involved with us in some way since their initial workshops. We are continuing to reach out to participants on a regular basis. In addition to helping generate in-depth pieces, our workshops have provided participants with the skills they need to improve daily reporting. Those improvements manifest themselves in an increasing number of regular public document requests and the investigative edge that many participants now apply to their beat reporting.

Among the stories that have been done following the training are:

- an in-depth series of reports on food additives published by WebMD: <http://www.webmd.com/news/breaking-news/food-additives/default.htm>
<http://www.webmd.com/news/breaking-news/food-additives/default.htm>
<http://www.webmd.com/news/breaking-news/food-additives/20150723/hidden-food-allergens-threat>
- Atlanta, Georgia's [11alive.com](http://www.11alive.com) has produced several stories using skills taught in our workshop. One story revealed that the TSA is not compensating most passengers for lost items and another piece revealing the exact cost of paid administrative leave in DeKalb County. The station also has done a series of stories on nursing homes including this one: <http://on.11alive.com/1KN3DPY>
- Roxana Kopetman at the Orange County Register authored a story on the detention of transgender immigrants and said our training motivated her to look for public records to better tell her story. <http://www.ocregister.com/articles/detention-670927-immigration-transgender.html>
- Reporter Lili Tan at KSBY also said she used new skills to crunch data for her story on a pipeline company with a history of spills. <http://www.ksby.com/story/29131087/as-oil-spill-clean-up-efforts-intensify-so-do-questions-about-pipeline-companys-history>

Among the projects that are being completed and scheduled to run are:

- Council Bluffs, Iowa newspaper doing an investigative piece on food inspections in grocery stores, restaurants and convenience stores.
- Chain of Illinois television stations doing a piece using NICAR data on safety of bridges
- Lincoln, Nebraska newspaper examining public/private partnerships for an innovation campus at the University of Nebraska.
- Atlanta, Georgia newsroom investigating fatal police pursuits.
- Macon, Georgia newsroom pursuing piece on how a new charter school is taking largely white and higher income students from public and private schools when its mission is one of equal education for all.
- Louisville, Kentucky newsroom pursuing story on escorts

- Memphis, Tennessee TV station pursuing a story about crumbling infrastructure that may have killed a baby in low-income housing.
- OC Register story about increased wait times at the DMV since the passage of a new law providing licenses to undocumented immigrants.
- A story on dangerous unlicensed bouncers working at private bars.

Stories currently in the works in newsrooms that participated in year one workshops:

- Philly alternative paper looking into relationship between former mayor's large concession business and the state through contracts.
- Philly public radio station pursuing national story on HIV funding misuse.

Comments from reporters we've trained over the past two years:

--Freelance journalist/radio producer

"Just wanted to let you know that my latest story about women in energy got a lot of traction locally and on twitter last week. I just got a call from the local editor at KXWT, and he said that The Texas Standard, a statewide news outlet wants to run my story. Here's the original story. <http://kxwt.org/in-the-male-dominated-oil-industry-efforts-to-build-stronger-networks-among-women/>

Thank you for pep talk. It helped me focus. I'm using the tools you gave us in Ft. Worth last year.

So exciting - Just had to share with you! Much love and respect."

Atlanta 11Alive TV reporter

"The excel skills that I learned HAVE been put to use several times since the workshop. In fact, had it not been for the section on pivot tables, at least two stories that I worked on would not have had the depth and context that they did. The skills I learned in that class allowed me to turn a story in one day – which is what they needed. I have another story I am working on now regarding fatal police pursuits. It's another one where those excel skills have been critical."

TV reporter in California:

"As far as the tools, I have definitely put them to use. I've used Excel on several stories now to gauge some incoming data, and used the conversion tool to get PDFs converted into spreadsheets, which saved HOURS (possibly days) of manpower. It helped us make a neat map of water tiers across California. Check it out here: <http://4.nbcla.com/56WGh51>."

Some Lessons Learned

We are now spending about half of our workshop time very focused on mapping out a strategy to get stories done. In the past, participants would merely throw out random ideas, but in year two we required that each reporter come to the workshop with one or two working ideas. While these were not always the ones they

eventually pursued, it was the case for at least 75 percent of the newsrooms. That change has allowed our trainers to give reporters specific advice that they, in turn, are definitely using. We also have stressed –in our year two workshops--that our main goal is not necessarily one story, but rather instilling in each reporter a different way to approach their beat, meaning they should be incorporating the tools we teach them into daily reporting. Another point we stress is that an investigative series can be a group of stories that run over the course of a year (this is to help them deal with their number one complaint: having to churn out stories on a regular basis, with no time to pursue only one in-depth story).

NEXT YEAR--2016

We continue to see substantial evidence that the training is producing tangible results and benefits in the newsrooms that have signed up and are hoping the foundation will be interested in supporting the program for a third year.

We view the combination of onsite training with follow-up consulting as a successful combination that leads to results so we recommend continuing to pursue that model going forward. We also foresee NECIR taking on more of the responsibility for the program, including taking over the recruiting of participants, taking a bigger role in the onsite workshops and handling the bulk of the follow-up consulting. IRE training materials would continue to be used; IRE trainers would have involvement and would continue to assist with follow-up consulting for data-related issues.

We are proposing the following:

- Three regional workshops that reach areas of the country not served by the 2014 and 2015 programs. We anticipate holding the three workshops in the Midwest, most likely Ohio; the Pacific Northwest, most likely Seattle and the Northeast, New York or Boston. While we initially proposed two workshops for year three, we hope the foundation will consider three workshops given the overwhelming success of years one and two.
- As in the previous two years, 10 newsrooms would participate in each workshop, sending two journalists each. When possible, this pair would consist of an editor/manager and a reporter. The total number of journalists trained in each location would be about 20 per workshop.
- Follow-up consulting would be held with each newsroom to facilitate projects, stories and stronger beat coverage.
- Other resources would be made available from IRE's online training collection, including webinars, audio and relevant tip sheets.

About the Trainers

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 and WGBH (PBS and NPR) in Boston. 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 the six 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 500 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, China, Russia, Serbia and Croatia.

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 Institute for Nonprofit News (INN), a national organization linking together more than eight dozen nonprofit centers.

Investigative Reporters and Editors, Inc. (IRE)

IRE is a non-profit 501c3 educational and professional organization of more than 5,000 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 25 years.

DATE: Aug. 16, 2015
FROM: April Bethea, Diversity Committee chairwoman
FOR: SPJ Board of Directors



DIVERSITY COMMITTEE REPORT

Committee members

April Bethea, chair; Georgiana Vines, vice chair; Athima Chansanchai, Tracy Everbach, Sandra Gonzalez, Sally Lehrman, Walter Middlebrook, Robert Moran, Jocelyn Pruna and Rebecca Tallent.

Update on 2014-15 activities:

Our committee had [five projects for the year](#) coming out of last year's conference, and I'm happy to say we've accomplished or made some progress on all of them. Here are the projects, along with a status update:

1) MANAGEMENT TRAINING: *One of our major goals for the year is to launch a project to help train journalists from diverse backgrounds who want to be managers. One idea is to sponsor someone to attend the Executive Leadership Program held by the AAJA. Walter Middlebrook has been taking the lead on this. This would require funding from SDX, and we'd need to first submit a proposal to the SPJ executive committee by January.*

Status: I'm very proud to say the Reginald Stuart Diversity Management Program was established this year with funding from the Sigma Delta Chi Foundation to pay for two fellows to attend Poynter's Leadership Academy in the fall. We had 13 applicants for the first pair of fellows, who should be named by the time EIJ is held.

This was a great project for our committee to work on. Just about everyone on the diversity committee was involved in helping to draft the proposal for the fellowship or in spreading the word about the program. I'm excited to meet the first fellows, and hope we can continue the program in future years.

2) RAINBOW SOURCEBOOK: *We'd like to make another run at updating the sourcebook, including reaching out to journalism schools or other educators to help with the work.*

Status: The request for proposals for the sourcebook was reopened this winter and while we received some initial interest, this project still on our to-do list. Perhaps we can explore some alternative ways to update the sourcebook, including perhaps working with other journalism organizations or recruiting a college journalism class to help.

3) CATCHING UP WITH DIVERSITY LEADERSHIP FELLOWS: *There have been eight classes of fellows since 2005, and we're looking for 1-2 people to reach out to alumni to learn what they are doing now and if they are still involved with SPJ. This year's fellows also suggested creating a Facebook group to help alumni stay in touch.*

Status: A survey was sent to past diversity fellows this summer, and we received responses from 20 out of 44 recipients (45.45 percent). A full report on the survey is attached, but results show that about half of fellows are still involved with SPJ. The fellows offered some great insight into how to improve the program, and most expressed interest in finding a way to stay involved either by serving as a mentor to

other fellows or participating in webinars or other activities during the year. I'd like to use this feedback to help create our committee's projects for the coming year. Special thanks to committee member and past diversity fellow Becky Tallent for spearheading this project.

We'll have four Dori Maynard Diversity Leadership Fellows at this year's conference, and you can learn about them at <http://bit.ly/1fiUyUm>. New this year: Applicants were asked to be willing to join at least one national committee or community. In addition, we've set up a time for fellows to meet in a smaller setting with SPJ leadership on Sunday morning of the conference. I'm hoping both of these will give fellows another chance to learn more about SPJ and stay involved with the organization after the conference.

4) PROGRAMMING AT FUTURE CONFERENCES: *There was a lot of concern about the lack of diversity in much of the programming at EIJ and a desire to push for change. I've shared those concerns with Dana Neuts, and Sandra and I both shared it with Chris Vachon during a debriefing on the fellows program. Athima Chansanchai, one of this year's fellows, has expressed interest in helping with programming for EIJ15 and I also shared that with Dana. In the meantime, the request for EIJ15 proposals should be going out within the next month. I encourage you all to submit proposals and let me know if you have other thoughts on this issue.*

Status: I'm excited about the lineup of topics and speakers at this year's conference. Diversity committee members are speakers on at least four panels at the conference, including sessions on Cuba, the Affordable Care Act, voting rights and high school journalism. Additionally, the Diversity Leadership Fellows will be recognized during an SPJ/SDX leadership reception on the Saturday of the conference.

Finally, our committee meeting is set for 3:30 p.m. Saturday, Sept. 19.

5) WRITERS NEEDED: *Finally, we're looking for volunteers to help update our blog and social media accounts, as well as write for Quill on diversity-related topics. I'd like to see the blog updated at least twice a month, including a roundup of articles or other posts on diversity in journalism.*

Status: We've had eight posts on the "[Who's News](#)" committee blog since September, post frequently on our social media accounts and have had diversity-related columns in Quill in the past year.

A big thank you to SPJ's board and staff for your support this year. Please let me know if you have any questions about this report and feedback for things we can do in the future.

April Bethea
SPJ Diversity Committee chair
News producer/Social Media Manager, The Charlotte Observer
adbetha@gmail.com
twitter: @aprilbethea

Attachment: Dori Maynard Leadership Fellows survey

Dori Maynard Diversity Leadership Program

A survey of the first ten years of fellows

For the past decade, the Sigma Delta Chi Foundation and Society of Professional Journalists has offered fellowships for SPJ members from diverse backgrounds to attend the annual Excellence in Journalism conference. Up to six Diversity Leadership Program fellows are named each year, with 48 people completing the program since 2005. The effort was renamed the Dori Maynard Diversity Leadership Program this spring in honor of longtime diversity champion and SDX board member Dori Maynard, who died earlier this year.

According to SPJ's website, the Diversity Leadership Program is "an opportunity for members to become more acquainted with SPJ through exposure to the Society." Fellows attend numerous programs during the conference, including luncheons or other gatherings with other fellows and guest speakers, meetings of SDX and SPJ leadership, and conference workshops and other events. Through these programs, the goal of the fellowship is to "increase membership retention and to create a larger pool of local and national SPJ leaders."

As we reach the 10th anniversary of the fellows program in 2015, the diversity committee wanted to step back and reconnect with past fellows to gauge their continued involvement with SPJ and get feedback on how to strengthen the fellows program. In addition, SDX is interested in looking for more ways to encourage fellows to stay involved with SPJ, including joining the national board and/or committees. As an initial response, a new eligibility requirement was added to the 2015 diversity fellows application for recipients to be willing to serve on a committee and/or community.

The diversity committee also surveyed fellows alumni about the program. Their responses are thought-provoking and offer both praise of the program and identify areas where the organization could work harder to retain fellows as members and encourage them to get more involved in the organization. This feedback could help guide the programming of not only SPJ's diversity committee, but the entire organization.

How the survey worked:

A 10-question survey was sent via Survey Monkey to fellows alumni in mid-July, with fellows getting more than two weeks to respond. In all, we received responses from 20 of 44 people who received the survey, including everyone from the 2007 class of fellows. This represented a 45.45 percent participation rate.

Questions were written by members of the SPJ Diversity committee and the survey was sent by committee member and past fellow Rebecca Tallent.

Survey Highlights:

-- Among fellows who answered the survey, most are still active in journalism and working for media outlets. But a couple said they have left journalism for either public relations or another field, and believe they are no longer connected with journalism and ineligible for SPJ membership. Most also reported staying in touch with members of their fellows class.

-- Less than half of fellows (7 respondents) reported still being a member of SPJ. Five said they were not members, and two were unsure of their status. [Editor's note: Past SPJ fellows are current or past members of SPJ's board and in the diversity and other national committees]

Six fellows also reported being members of other organizations, including the Online News Association, the National Association of Black Journalists, the National Association of Hispanic Journalists, Asian American Journalists Association and the Investigative Reporters & Editors association.

-- Asked why they joined SPJ, half of respondents cited professional development (conference, training) as their top reason. Eight said networking opportunities, one said advocacy and a final fellow said they joined for all three (development, advocacy and networking).

-- For fellows who are no longer members of SPJ, their reasons for leaving varied. A few cited a change in their job or family life. A few other reasons:

- I didn't see a lot of benefit professionally. I felt that I got more attention and training from other journalism organizations as a Black woman.
- I was burned out on doing local programming for my chapter and I also changed fields
- Didn't help with professional development in blogging

Post-fellowship activities

There is overwhelming interest from fellows in programs that would be held outside of the national conference. Most were interested in a mentoring program for diversity fellows, with 12 saying they would serve as a mentor. In addition, an overwhelming number of fellows (17/20) are interested in attending webinars on topics such as diversity, leadership or SPJ.

We also asked fellows to tell us more about what programs they'd like to see from SPJ and other feedback on the fellows program. Rather than paraphrase the responses, their answers are printed below:

What other programs would you like to see SPJ provide to Diversity Fellows or other members?

- More digital training.
- I'd like to see sessions on managing up

- Do some joint programs with NABJ, NAHJ and other minority journalists organizations
- How to make it into management
- If there are any workshops on editorial-adjacent careers like product development or digital niches
- More check-ins after the diversity fellow year.
- Something that makes them feel like valued members of the overall organization.
Something beyond just attending the convention. Some of the programming set up for the Fellows at the convention I attended felt like it was shoehorned into the agenda. That didn't feel welcoming and could've set a bad tone for my future interactions with SPJ.
- I'm a semi-veteran of media fellowships - having participated in three one-year fellowships in recent years, including with Stanford University, the US State Department, and the Center for International Media Ethics. The one thing that any program needs as it grows and builds alumni is some way to capture and connect the people who graduate from the program. I think a true benefit of any fellowship is not just the work done during the dedicated time as a fellow, but the "connection" to the larger cohort of people who've shared the experience. There is a definite value in convening these people to share information, resources, and networking capacity - and as past fellows - we are all interested in the ongoing success of the program. This can be as formal as a physical event or as virtual as a simple closed Facebook group. That's my quick thought.
- As the leadership program evolves and expands under its new name -- Dori Maynard, a closer relationship with the Maynard Institute would be a great continuing education opportunity. The reality is that not enough of the Diversity Fellows are stepping up to national leadership. The current SPJ Board is lacking in diversity, with really only one member of color. We don't have a pool of strong candidates for SPJ National Office who reflect diversity. So MORE needs to be done in this area.
- Online training and certificates
- Mixers etc.
- Leadership training in today's ever changing media world.
- I'd like to see fellows in more SPJ leadership positions, in general.
- How to become a leader at both SPJ and their own community journalism organizations

Is there anything you would like to say about the SPJ Diversity Leadership Program?

- A very worthwhile program, where I met some amazing people. Keep up the good work!
- Nothing at this time
- I really enjoyed my experience as a fellow. After the fellowship, I didn't feel that there was anywhere for me to go. I served as a judge for Sigma Delta Chi but other than that, there wasn't much use for me within the organization. There needs to be a mentorship program or something more effective to encourage retention.
- I'm very honored to have been chosen. I spread the word about SPJ all the time. Wish I had more time to dedicate to the organization
- Great effort and much needed as nation changes and newsrooms struggle to adapt culturally and resource-wise.
- Great program, keep it going & encourage more fellows to run for national office.

- Overall, I was somewhat lukewarm about the Diversity Fellows program. I ended up being friends outside of journalism with some of the other Fellows from my year and I became more active in SPJ at a national and local level, but that wasn't necessarily because of the Fellows program. While SPJ's leadership may value diversity, I never got the feeling that the everyday rank-and-file members of the organization actually did.
- One thing I might recommend (and apologize if this is already in place) is ensuring there is some success metric for the program to help ensure metrics surround the effort. In many of these programs, not having explicit, tangible outcomes for the program can tend to yield to ambiguity of performance. What does success look like? How does that differ from wild success? — happy to help more if needed: Sam (mediasam@stanford.edu)
- Keep up the good work! I'll always support the program if capable.
- This was a very beneficial program. But, we need to do MORE to continue to develop it.
- The networking was great. There were too many scheduled things which didn't allow for much attendance at the conference.
- It was a great way to see what SPJ was about and learn more about the organization.
- It was a great program and I was happy to be part of it. I enjoyed getting to know my mentors.
- It was a great program, and I hope it continues.
- I think it's a great program and I'm very glad that I found the program.

We're appreciative of our Diversity Leadership Program alumni for offering their feedback on the fellows program. Special thanks to Rebecca Tallent for creating the survey. Again, we hope this survey will offer insight for both SPJ and SDX in looking for ways to strengthen the fellows program and other areas of the organization.

Submitted by SPJ Diversity Committee
Chair: April Bethea

FULL RESULTS

Question 1 In what year were you a Diversity Fellow?

2005
 2004
 2012
 2014
 2010
 2013
 I don't recall
 2007
 2014
 2007
 2007
 2007
 2012
 2007
 2006
 2014
 2013
 2010
 2014
 2007

Question 2 Are you still a member of SPJ? If you are a member of another journalism group, would you please list them as well?

Yes	35.00% 7
No	25.00% 5
Don't know	10.00% 2
Responses I am a member of:	30.00% 6
Total	20

ONA

Yes, still member of SPJ. Also member of ONA and NABJ and SPJ

SPJ & IRE

CMA, ONA, PRSA, IABC

SPJ, NAHJ and AHCJ

AAJA

Question 3 What was your primary reason for joining SPJ?

Networking	40.00% 8
– Advocacy (ethics, freedom of the press)	5.00% 1
– Professional development (training, conferences)	50.00% 10
– Responses Other (please specify)	5.00% 1

All of the above

Question 4 What is your current job and title?

- Producer, Bay Area News Group
- Editor at Yahoo Finance
- Education reporter
- Producer
- Anchor/Digital Journalist
- Graduate Student, University of Missouri
- Product Director at NBC News Digital
- Deputy Public Information Officer
- Managing Editor, Red Bull Media House
- Associate Professor
- I'm in corporate communications at a large retailer
- Project Lead, Verified Pixel Project (Knight Foundation Grantee)
- Multnomah County/Gresham reporter at The Oregonian
- Blogger
- Assistant Dean
- Dept. Chair, Associate Professor and a Student Media Director
- Health reporter
- Digital Director
- Digital storyteller, Microsoft News Center
- Senior Communications Manager, Heard Museum and freelancer

Question 5 If you are no longer an SPJ member, why did you leave?

- Had a baby, got busy!
- I think I am, but I can't remember my renewal date.
- I didn't see a lot of benefit professionally. I felt that I got more attention and training from other journalism organizations as a Black woman.
- Career has shifted from editorial to product management
- I took a buyout from journalism
- I was burned out on doing local programming for my chapter and I also changed fields

- Didn't help with professional development in blogging
- non-applicable
- n/a
- My membership may have run out and I didn't renew.

Question 6 Do you stay in touch with other Diversity Fellows from your class or others?

Yes	84.21% 16
– No	15.79% 3

Question 7 Would you be interested in participating in a mentoring program for Diversity Fellows?

Yes, as a mentor	63.16% 12
– Yes, as a mentee	10.53% 2
– No	26.32% 5
Total	19

Question 8 Would you attend webinars on topics such as diversity, leadership, SPJ, etc. with other Diversity Fellows?

Yes	85.00% 17
– No	15.00% 3
Total	20

Question 9 What other programs would you like to see SPJ provide to Diversity Fellows or other members?

- Answered: 14
- Skipped: 6
- More digital training.
- I'd like to see sessions on managing up
- Do some joint programs with NABJ, NAHJ and other minority journalists organizations
- How to make it into management
- If there are any workshops on editorial-adjacent careers like product development or digital niches
- More check-ins after the diversity fellow year.

- Something that makes them feel like valued members of the overall organization. Something beyond just attending the convention. Some of the programming set up for the Fellows at the convention I attended felt like it was shoehorned into the agenda. That didn't feel welcoming and could've set a bad tone for my future interactions with SPJ.
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- Mixers etc.
- Leadership training in today's ever changing media world.
- I'd like to see fellows in more SPJ leadership positions, in general.
- How to become a leader at both SPJ and their own community journalism organizations

Question 10 Is there anything you would like to say about the SPJ Diversity Leadership Program?

- Answered: 15
- Skipped: 5
- A very worthwhile program, where I met some amazing people. Keep up the good work!
- Nothing at this time
- I really enjoyed my experience as a fellow. After the fellowship, I didn't feel that there was anywhere for me to go. I served as a judge for Sigma Delta Chi but other than that, there wasn't much use for me within the organization. There needs to be a mentorship program or something more effective to encourage retention.
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- The networking was great. There were too many scheduled things which didn't allow for much attendance at the conference.
- It was a great way to see what SPJ was about and learn more about the organization.
- It was a great program and I was happy to be part of it. I enjoyed getting to know my mentors.
- It was a great program, and I hope it continues.
- I think it's a great program and I'm very glad that I found the program.



DATE: Aug. 5, 2015
TO: SDX Board
FROM: Mac McKerral, chair
SDX Grants Committee
RE: 2014 SDX First Amendment Award

Colleagues:

The 2015 SDX First Amendment Award goes jointly to the Columbus Dispatch and the Student Press Law Center for a series of reports in the Dispatch focusing on sexual assault on U.S. college campuses, FERPA regulations tied to sexual assault and reports on student judicial proceedings that deal with campus sexual assaults and other violent crimes.

I recommended to President Robert Leger that the \$10,000 award be split between the co-nominees, which was the sentiment of the committee.

Again, this was a very difficult choice. The nomination pool drew a diverse group of nominees:

- In all, there were **14** nominations for 2015.
- Nominations included independent journalists, metro dailies, international journalists, minority/ethnic affiliated media professionals, student newspaper advisers, community activists and nonprofits.

Each committee member was asked to review the nominations — which included nominees from the two previous years — and trim them to a top four/five for the purpose of a conference call on July 20. The committee this year included me, David Cullier, Sonny Albarado, and Lisa Marie Pane (Associated Press). Russ Pulliam — a standing committee member — was unable to participate in the judging this year but pledged to return to the committee in 2016.

The committee discussion was thorough and thoughtful, and as always, the nominations revealed a high-level of quality journalism directed at fighting government for access in order to report on compelling community, national and international issues, and also strong advocacy efforts on behalf of the First Amendment and FOI.

The committee's choice of the Dispatch/SPLC nomination focused on: the depth and range of the reporting, the doggedness of the reporting effort with regard to records access, the importance of the issue in light of the national attention focused on it, SPJ's and SDX's longstanding focus on FERPA and student judicial issues and the uniqueness of the partnership.

I received this email from Frank LoMonte at the SPLC:

Mac,

Please accept my belated but heartfelt thanks for the SDX recognition for Sara Gregory's work with the Columbus Dispatch on the "Campus Insecurity" crime series. Having watched Sara slog through a filing cabinet full of records for more than a year, and listened to her haggling with uncooperative college legal departments, I can tell you that she earned this recognition with the kind of old-fashioned door-busting journalism that few places have the luxury of pursuing anymore. It has been kind of mind-blowing for all of us to see SPLC's name up there alongside these huge national news organizations, and I want you to know how much it validates our work and challenges us to reach even higher and do even better. Thank you again to everyone on the committee for considering this untraditional but, we think, very deserving entry -- see you in Orlando!

*Frank D. LoMonte, Esq.
Executive Director
Student Press Law Center
1608 Rhode Island Ave. NW, Suite 211
Washington, D.C. 20036*

Recommendations:

- I think we should continue to utilize the SPJ website to publish and promote the journalistic work produced by these nominees to educate, inspire and prompt others to take on the heavy lifting of public protection.
- The committee finalists for the purpose of discussion included only nominations for the current year award, even though the rules allow it to consider nominees from the two previous years. The committee recommends that the “hold over” rule for the First Amendment Award be eliminated. While that approach works for some of our other awards, it does not seem to fit for this award, particularly with regard to nominations that involve timely news reporting.
- The committee recommends that in the cases where nominations involve ongoing First Amendment/FOI efforts, lifetime achievement in the First Amendment/FOI arena, etc., (non-news reporting nominations), that those making the nominations should be encouraged in writing to re-nominate those individuals/entities.

I also want to thank Abbi Martzall, SPJ headquarters, and the committee members for their work on this important award.