

AGENDA
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
APRIL 17, 2016 @ 8 A.M.
NEW ORLEANS, LOUISIANA

1. Call to Order – *Leger*
2. Roll Call – *Limor*
 - a. Leger
 - b. Gratz
 - c. Dubin
 - d. Kirtley
 - e. Aeikens
 - f. Albarado
 - g. Baker
 - h. Brown
 - i. Carlson
 - j. Cross
 - k. Evensen
 - l. Fletcher
 - m. Gallagher Newberry
 - n. Geimann
 - o. Gillman
 - p. Hawes
 - q. Hsu
 - r. Jones
 - s. Ketter
 - t. Kopen Katcef
 - u. Leeds
 - v. Lehrman
 - w. Limor
 - x. McCloskey
 - y. McKerral
 - z. Neuts
 - aa. Pulliam
 - bb. Ross
 - cc. Smith
 - dd. Walsh
3. Approval of Board Meeting Minutes - *Leger*
 - a. September 19, 2015, Board of Directors **[page 2]**
 - b. January 6, 2016, Executive Committee **[page 7]**
4. Report of the SDX Foundation President – *Leger* **[page 13]**
5. Report of the SPJ President – *Fletcher*
6. Publications Committee Report – *Brown* **[page 15]**
 - a. History book update
 - b. Ethics book update
7. Programming Committee Report – *Limor/Leger* **[page 16]**
8. Treasurer’s Report/Spending Policy – *Dubin* **[page 23]**
9. Review/Adoption of Budget for Fiscal Year Ending July 31, 2017 – *Dubin/Skeel* **[page 24]**
10. Grants Committee Report/Recommendations – *McKerral* **[page 42]**
11. Pass-through Contributions - *Vachon* **[page 48]**
12. Foundation Staff Report – *Vachon* **[page 49]**
13. Rainbow Sourcebook Proposal – *Lehrman* **[page 53]**

14. Eldridge and Emily Lowe Scholarship Fund – *Kopen Katcef* [**page 56**]
15. Stephen Glass Contribution - *Leger*
16. Governance Ad Hoc Task force Report – *Gratz*
17. Budget Reallocation Policy – *Leger* [**page 57**]
18. Informational items
 - a. Pulliam Editorial Fellowship Update – *Gillman*
 - b. Project Watchdog revival – *Cross/Hawes* [**page 58**]
 - c. Board Members' Terms – *Leger* [**page 59**]
19. Calendar Dates
 - a. SDX Awards Banquet - June 24, National Press Club
 - b. EIJ16 - Sheraton New Orleans, Sept 18-20 (SDX board meeting, Monday, Sept 19)
 - c. EIJ17 – Anaheim Marriott, Sept 7-9
 - d. EIJ18 – Baltimore Hilton, Sept 27-29
 - e. EIJ19 – San Antonio Hyatt, Sept 5-7
20. New Business
21. Adjourn

THE SIGMA DELTA CHI FOUNDATION

BOARD OF DIRECTORS MEETING

SUNDAY, SEPTEMBER 17, 2016

8 A.M. – NOON

NEW ORLEANS, LOUISIANA



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
SEPTEMBER 19, 2015
MARRIOTT ORLANDO WORLD CENTER
ORLANDO, FLORIDA

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 9:03 a.m. Saturday, September 19 at the Marriott Orlando World Center Hotel in Orlando, Florida.

ROLL CALL

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

Staff members present included Executive Director Joe Skeel, Associate Executive Director Chris Vachon and Fundraising Coordinator Katie Hunt.

MINUTES

Corrections to the minutes were sent from Robert Leger to Chris Vachon, prior to the meeting. Upon proper motion and second by Geimann and Gillman, respectively, the board approved the meeting minutes, with Leger’s corrections, from April 19, 2015.

SDX FOUNDATION PRESIDENT’S REPORT

SDX Foundation President Leger reported that the foundation’s portfolio rises and falls with the stock market. At the end of July, it was valued at \$11.9 million and by the end of August it was valued at \$11 million.

Leger reminded the board that Associate Executive Director Chris Vachon secured \$70,500 from Google to train journalists in using Google tools.

Leger indicated that with a vote to ratify, later on the agenda, two new board members are welcomed at the meeting. Evelyn Hsu of the Maynard Institute and Sonya Ross, The Associated Press’ first ever reporter on race and ethnicity.

Leger shared with the group that Fred Brown, as the publications chair for the foundation, will oversee the history book project.

SPJ PRESIDENT’S REPORT

SPJ President Dana Neuts reported that SPJ’s advocacy efforts have ramped up. The advocacy activities include creating a J-Team with IRE and SPLC; a letter to the White House, which included 53 journalism organizations signing on, as a follow up to last

summer's letter about transparency issues. The White House press secretary has been in touch about setting up a meeting to discuss the issues.

Neuts indicated that she feels the organization's communication efforts have improved with the addition of the staff communications strategist position and specifically, the addition of Jennifer Royer in that role.

Finally, Neuts discussed the growth of the community concept within SPJ.

FOUNDATION STAFF REPORT

Associate Executive Director Chris Vachon reported that giving from for fiscal year 2014-15 (\$25,514) increased by 8% compared to fiscal year 2013-14.

Vachon, again, encouraged board members to join the 1909 Society.

Vachon indicated the Kiplinger Program will continue its partnership with the JournCamp program for 2016.

Finally, Vachon welcomed newest staff member Katie Hunt, Fundraising Coordinator, to the meeting. She encouraged board members to meet Katie while in Orlando.

TREASURER'S REPORT

Dubin reported the balances of the Schwab accounts:

Pulliam General	\$8,484,928
Editorial Fellowship	\$2,193,453
Quill Endowment	\$426,471
Total	\$11,104,853

Dubin suggested the board consider restricting foundation expenditures to actual income received by changing the funds to pay dividends and interest instead of allowing them to reinvest and grow. Another consideration, offered by Dubin, is to set a bottom figure on the total endowment. A final consideration is to reduce amount of dividends and interest spent from 4% to 3.5%. Dubin and the finance committee are going to meet and make a recommendation to the board regarding these suggestions.

PASS-THROUGH CONTRIBUTIONS

The list below represents the pass-through contribution that have occurred during the current fiscal year. A pass-through contribution is allowed under IRS rules because it falls in line with the Foundation's charitable purpose: Education and recognizing journalism excellence.

Gannett Foundation to SPJ for EIJ15 support	\$25,000
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Upon proper motion and second by Hawes and Cross, respectively, the board approved the pass-through contribution outlined above.

BOARD MEMBER ELECTIONS

The following slate of board members are being offered to the board for three year terms:

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

Leger presented Evelyn Hsu and Sonya Ross as possible new board members.

Upon proper motion and second by Baker and Aeikens, respectively, the board approved the appointments of the board members.

OFFICER ELECTIONS

The following slate of officers are being offered for the board's review:

- President - Robert Leger
- Vice President - Irwin Gratz
- Secretary – Hagit Limor
- Treasurer - Howard Dubin

Upon proper motion and second by Geimann and Albarado, respectively, the board approved the appointments of the officers.

Leger reported that John Ensslin has decided to step down from the board.

Mac McKerral asked if the board can implement a call for nominations when officer positions need to be filled and when officer appointments end. This process will be initiated beginning with the April 2016 board meeting.

EXECUTIVE DIRECTOR EVALUATION

Upon proper motion and second by Baker and Albarado, respectively, the board voted to go into executive session at 9:57 a.m.

Upon proper motion and second by Geimann and Cross, respectively, the board voted to exit executive session at 10:15 a.m.

PROGRAMMING COMMITTEE

Committee chair Hagit Limor provided an update of the committee's work to create a staff position that would be charged with providing resources and support to journalists in the areas of journalism ethics, rights and responsibilities, and open records. Limor reviewed the revised job description with the board. The board wants to be sure there are no duplication of efforts between the job description and current SPJ staff responsibilities as well as with other resources available to journalists.

Upon proper motion and second by Smith and Limor, respectively, the board endorses the concept of the position as along as SPJ endorses the concept and with the understanding that more information will be forthcoming at the April board meeting.

PROJECTS COMMITTEE

Committee chair Todd Gillman provided a proposal to the board from IRE and the New England Center for Investigative Reporting (NECIR) for \$48,500 to conduct a third year (foundation funded year one and two of this program) of workshops, Watchdog: Raising the Bar. The program includes three two-day workshops followed by two webinars. In addition, IRE and NECIR would host several web hangouts and offer consulting services.

Upon proper motion and second by Aeikens and Ketter, respectively, the board approved \$48,500 to IRE and NECIR for a third year of the investigative reporting workshop.

SPJ DIVERSITY COMMITTEE REPORT

SPJ diversity committee chair, April Bethea, provided information from a survey the committee conducted of past diversity leadership fellows (the program is funded by the SDX Foundation). 45% of past fellows responded to the survey. The results showed that about half of those that responded are still involved in SPJ and most expressed interest in serving as a mentor to other fellows.

PULLIAM EDITORIAL FELLOWSHIP AWARD

Pulliam Editorial Fellowship chair Todd Gillman reported that the 2015 award recipient is Ronnie Polaneczky of the Philadelphia Daily News. Polaneczky plans to dig deep on the topic of intellectually challenged adults, a hidden population whose enormous needs too often are neglected.

PULLIAM FIRST AMENDMENT AWARD

Grants and awards committee chair Mac McKerral reported that the recipients of the 2015 Pulliam First Amendment Award are the Columbus Dispatch and the Student Press Law Center (SPLC) for a series of focusing on the 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.

NEW BUSINESS

The board discussed the foundation's campaign guideline which states "Sigma Delta Chi Foundation board members are cautioned against actively participating in SPJ election campaigns."

Some board members felt that since it is a guideline, and not a policy, thus unenforceable, the guideline should be eliminated. Others felt that it is important for the board to have a guideline to communicate the board's philosophy.

McKerral moved to eliminate the guideline. Aeikens seconded. The motion failed. Six voted to eliminate the guideline, three abstained and 11 board members voted to not eliminate the guideline.

ADJOURNMENT

Upon proper motion and second by Baker and Gillman, respectively, the board voted to adjourn the meeting at 12:10 p.m.

**MINUTES
BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
JAN. 6 2016
CONFERENCE CALL**

MEETING CALLED TO ORDER

The meeting of the Executive Committee of the Sigma Delta Chi Foundation was called to order at 2:51 p.m. ET on Wednesday, Jan. 6, 2016 via conference call.

Those present were: President Robert Leger, Secretary Hagit Limor, Treasurer Howard Dubin and at-large members Paul Fletcher and Bill Ketter

Staff members present for the meeting were Executive Director Joe Skeel, Associate Executive Director Chris Vachon and controller Jake Koenig. Representing Greenwalt CPAs were Amanda Meko and Jennifer McVeigh.

FISCAL YEAR 2015 AUDIT

The purpose of the meeting was to consider the draft of the Fiscal Year 2015 audited financials.

Meko shared that the independent accounting team found no misstatements or errors while completing the audit. The SDX Foundation adopted no new accounting policies and didn't change any existing policies.

The accounting team returned a "clean" report, which is the best rating an organization can receive.

McVeigh walked committee members through a few of the financial statements, specifically the Statement of Activities and the Statement of Financial Position.

Regarding the Statement of Activities, McVeigh noted that a poor market during FY2015 contributed to much of the swing from 2014 to 2015. The foundation had lower unrealized gains, producing a gap of \$1.3M when comparing FY2014 and FY2015.

She also noted that expenses were way down. This is the result of the new arrangement with SPJ, where the Foundation is directly managing more training programs instead of granting that money to SPJ.

In past years, the Foundation was required to record expenses when grants were *awarded* (typically April). Recording in this manner is a requirement of Generally Accepted Accounting Principles. However, in FY2015, those grants weren't awarded. This gave the appearance that the SDX Foundation's expenses dropped.

In short, the combination of GAAP reporting requirements and the transition between SPJ and the SDX Foundation painted an inaccurate picture of the Foundation's true financial situation.

The anomaly will correct itself next year, as the new method of managing the educational programs will be comparable from year to year.

Regarding the Statement of Financial Position, McVeigh noted that the Foundation could operate 18.4 years should all revenue streams end. This is up from 13 years in FY2014. Again, this is simply a reflection of the lower expenses related to the transition of SPJ and the SDX Foundation.

The accounting team shared that the Foundation earned 34 cents per every dollar spent on fundraising. This was down from \$1.77 the prior year. Greenwalt shared that because the Foundation makes little of its money on contributions, one or two big donations can change the figures dramatically.

McVeigh noted that contributions went down \$14,000 (which were tied to a couple large corporate contributions) but expenses went up \$7,000.

Skeel explained that the biggest factor behind this figure, however, is salaries that are attributed to fundraising. In FY2015, that was Vachon. In FY2016, that will be an entry-level employee. The same work is being done, but by a different person.

Upon proper motion by Dubin and second by Fletcher, the executive committee voted to approve the audit draft for FY2015.

The Executive Committee then asked McVeigh and Meko to leave so that it may discuss the Foundation's spending policy.

Dubin raised concerns that the Foundation's spending policy may be too aggressive during the most recent market downturn. The market is predicted to remain flat, he said.

Skeel explained the purpose of the spending policy. Spending 4.5 percent of the corpus is designed to allow for consistent spending from year to year while growing slowly over time, he said. The policy is based on the idea that over time, the market will average growth higher than 4.5 percent. In some years, the market may grow 8-9 percent. In some years, such as FY2015, the market decreases. In some years, the Foundation is forced to sell in a down market, which is not ideal. However, this is offset over time.

Leger asked Dubin to work with the finance committee and bring a recommendation to the full board in April.

ADJOURNMENT

Upon proper motion by Limor and second by Fletcher, the executive committee adjourned at 3:10 p.m. ET on Wednesday, Jan. 6.

APPENDIX A

MEMORANDUM

DATE: October 22, 2014
FROM: Tara Puckey & Billy O'Keefe
SUBJ: SPJ Technology
FOR: SPJ Executive Committee

OUR CURRENT SET UP

Think of SPJ's integrated technology as having three main pieces:

- iMIS – our database that is used in-house (accessible reliably only through desktop versions on workstations). This software manages memberships, contact information, registration and accounting information, etc.
- INET – our hosting provider. This company hosts our website. Additionally, information collected on our website passes through their content portal – meaning we retrieve convention registrations, Annual Reports, etc., here
- Our website.

SPJ has been using iMIS since the late 1990s. We launched our website around the same time. Back then, nothing was integrated. The two operated separately from each other, and manpower bridged the gap. Furthermore, the database was rudimentary – and not user friendly. As we have learned over the years, SPJ didn't do a very good job of setting up the database the way it was meant to be used. It's akin to hammering a nail with a screwdriver. Nonetheless, we only knew how to use the database the incorrect way we were trained.

Over time, in our efforts to integrate our website with our database, the problems have been exacerbated. Because our database wasn't set up correctly in the first place, upgrades and web integration proved more difficult. Over the years, those upgrades and integrations have led to a tangled web that complicate day to day operations.

For example, when members join SPJ, they do so on our website, which talks through our host provider INET, which then talks to our iMIS database. Information is relayed through the channels and then back again, creating several places where errors can occur. Tracking down the location of those errors can sometimes be long processes that take significant staff and outside provider time to fix.

Not only are we battling challenges with all the pieces working together, we're also not using the technology to our advantage. For example, our conference registrations aren't integrated with the database, so they are entered manually, taking up valuable staff time and creating higher possibilities for error.

Changes to information we wish to collect require coding, often tasked out (and paid for) to our iMIS service provider and INET.

Bottom line – we’re working harder, not smarter.

Over the past six months, Tara and Billy have rolled up their sleeves and learned the ins and outs of our situation. They have attended database training courses and met with our providers. What follows is their recommendation, with the support of the executive director, for moving forward.

PROPOSED OVERHAUL TO DATABASE AND WEBSITE

Last year, iMIS created a different type of system with their latest upgrade. It’s called EMS (Engagement Management System) and it is the basis for iMIS 20. In a nutshell, the system works to bring together all the different solutions we’ve had in the past into one cohesive platform for almost everything we do.

On the website side:

- Members will have an easier-to-manage, more robust member profile section that allows them to quickly and easily update their information at any time.
- Our database and website would be tied directly together so members and non-members can register for conferences or events. The data moves seamlessly into our database and corresponding event registration sections (huge timesaver for convention registrations!).
- Board members can work within their own section of the website and see up-to-date information that is most important to them, as can chapter leaders (which will create a new place to share ideas and converse).
- We have the ability to create community workspaces and pages for each different community.
- Data from iMIS will be directly integrated with the website, so no more three step processes for usernames and passwords.
- Social sign in (allows members to sign in to their SPJ account with Twitter or Facebook).
- Cart view with multiple items (members can register for conferences, training programs, join SPJ, donate, etc. all in one step).
- SPJ retains total control on the look and feel of the site.

On the database side:

- We’ll be able to easily collect more member data, such as pictures, beats, categories, etc., and do so without having to custom code things on the back end.
- Staff can access the database anywhere via the web instead of being tied down to their HQ desktops, which will come in handy for convention and when working remotely.
- Our reporting will be more accurate and we can create our own reports using IQA (Intelligent Query Architect) to look at any piece of data in our system, where before we were tied to previously created reports or having them custom coded by our outside provider (which costs time and money).
- Each staff member will have targeted tools they need to succeed – for example, Linda will be able to quickly view up to the minute stats, access records easier and find the people she needs depending on different criteria; Chris will have access to live donation stats and be able to review donor data in a way that makes sense.

Things this upgrade will address:

- Integrating the AutoDues directly into our website for easier member experience.
- Accurate, deeper data – this is incredibly important since it will allow us to know our members better and figure out ways to engage with them about things that are of interest.
- Removing ancient processes from our database (i.e., software that is tied in currently that is no longer in use, cannot be upgraded, etc.).
- Allowing better communication with our members, creating a log of contact for historical records.
- Providing members with an easy overview of what is included in their membership (i.e., member of chapter, committee, community, etc.).
- Moving our website to a current code structure that allows us to “play nice” with other programs and software. This may be one of the most important aspects of this plan.

Overall, the technology allows us to collect better data and analyze it in a more accurate way, create a more user friendly experience on the website and save valuable time by automating some current manual processes.

THE COST

Our total cost for the upgrade is \$32,000 (estimated, obviously). This includes our licensing for the iMIS20 bundle (\$12,000) and the manpower to do the upgrade. We would pay for this out of our budget surplus from the prior fiscal year.

This cost could fluctuate, as Billy will be doing most of the website work that our service provider does during an upgrade and, once we’re in there, we may find that we need an additional module to meet our needs.

After the initial upgrade is complete, we’ll be eliminating our host provider, INET, which will save us roughly \$3,000 per year. As the Communications Module in iMIS gets better, we may also be able to eliminate our Constant Contact subscription, which would also result in a savings of nearly \$2,000 per year.

Bottom line, as we start using our database to its full potential, we may find cost savings from eliminating other software we won’t need. The extent of that is really unpredictable since we’ve not explored these options within iMIS before.

THE TIMELINE

One of the greatest things about this upgrade and the movement to a RiSE website is our ability to build our site in the background a little bit at a time. Once we have the “go ahead” to move forward, we will begin working in phases.

Phase I (Four to Six Weeks)

Upgrading the iMIS software

Fix all data issues discovered in data audit

Phase II (Six to Nine Weeks)

Begin work on Staff Site

Phase III

Though we'll begin work on our Member Site immediately, this is expected to take the longest and won't be able to swing into high gear until the first two phases are complete

Overall

We're looking at better data in three to four months, staff sites for better workflow and more opportunities within six months and a new Member Site rollout sometime in late 2015. Of course, we'd like to finish everything much sooner than that, but we're well versed in technology hiccups and want to make sure we're working through every single aspect of this upgrade correctly. Furthermore, big SPJ projects (such as our awards deadline and convention registration) make the timing trickier. i.e., we don't want to transition something two days before the awards deadline. We have to wait for gaps to do some things.

MOVING FORWARD

Upgrading our technology, both physical technology and software, should be a top priority. iMIS will continue to release new versions and while we don't need to purchase every



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 1, 2016
FROM: Robert Leger, President
SUBJ: President's Report
FOR: SDX Foundation Board of Directors

It's happening.

For the past few years, we've talked in the abstract about moving from a reactive, purely grant-making foundation to one with an entrepreneurial spirit that actively manages educational programming. Now, we see what that means in concrete terms: No more sleepy meetings in which the talent around the table is not fully utilized.

We have a complex agenda before us, filled with moving parts that influence other items. You will be asked to make choices, to prioritize and to set policy for matters we never would have thought about before.

I couldn't be more thrilled — even if it means starting the meeting an hour earlier than our norm.

Here's what's we'll tackle at this meeting:

- We will set a budget for next year. Our spending would have dropped anyway, based on the stock market's performance over the past year. The finance committee urges us to be even more conservative. Our current policy sets our spending cap at 4.5 percent of the rolling average for the past four quarters. The committee suggests we reduce the cap to 4.25 percent.
- This ultimately determines how much we have to give away. The grants committee has prepared two recommendations, one for each eventuality. Which one is placed on the table will depend on which spending policy you prefer.
- The projects committee has fleshed out the job description and cost estimates for the "Dr. J," or one-stop-shop trainer position. If you like what you hear, the next step will be to figure out how to pay for it: re-arranging our spending priorities, seeking outside deep-pockets or some other possibility.
- The Quill committee recommends keeping the magazine in print and digital form. We lose about \$60,000 to \$70,000 by printing the magazine; the committee believes the intangible benefits are worth it. You may accept that, or ask the committee to give the matter another look. Ultimately, it's up to this now-entrepreneurial board to decide if it's better to spend on the magazine or on something else.

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And we still have the normal course of business: Vice President Irwin Gratz will recommend a policy for nominating officers and members of the board. Al Cross and Kelly Hawes have a Project Watchdog proposal. Sally Lehrman brings us a proposal for the diversity sourcebook. An ad hoc committee will recommend guidelines for a scholarship fund created by a death 25 years ago. We have a controversial donation to address.

It's going to be a busy morning. I couldn't be happier that these decisions will be in the hands of such a talented group of people.

"Spotlight" won the Oscar for best movie. It also perfectly demonstrates what I had hoped would happen with our new mission.

Dave Carlson suggested we find a way to encourage chapters or newsrooms to show the movie, followed by discussion between journalists and the public. In our old model, we would have handed the idea off to SPJ, where it might or might not have taken root. In our new model, after Chris Vachon researched licensing issues, we were able to reallocate money in our training budget to support 16 showings. We had 20 takers within 90 minutes – which prompted discussion about finding ways to offer even more.

Seeing opportunities and taking advantage is different than waiting for others to ask us to fund their ideas. There will be a learning curve, and we'll likely make a mistake or two. But I am energized about our future.

In the past, I've started these president's reports with an accounting of our endowment. It should be no surprise that we took a beating as the year began; at one point our holdings were down nearly \$1.5 million compared to one year earlier. The market has recovered since then, and we've recovered about half of our losses. As of April 6, our investments were worth \$11.3 million, compared to \$12.4 million on March 31, 2015.

As always, thanks for all you do. I'm looking forward to a great meeting.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 1, 2016
FROM: Fred Brown, Publications Committee Chair
SUBJ: Publications Committee Report
FOR: SDX Foundation Board of Directors

The Publications Committee planned a conference call for February 26, 2015. Only Jay Evensen and Fred Brown actually called in. Other members either got distracted at the last minute or simply had senior moments, although they aren't really that old.

Jay and I had a good discussion with Scott Leadingham about Quill. It was short, and we didn't want to make any brash moves because there were only three of us. But I would say there was strong support for two ideas:

- First, that we should continue to publish a print edition of the magazine, as well as an online version, at least for now; and
- Second, that the "membership newsletter" function of Quill, if there is to be one, should be online only.

Scott pointed out that the information of interest primarily to members only already is available on the website. Our suggestion is that those elements of the website could be aggregated into a package reachable by one click from the online Quill -- and on the SPJ.org website too.

We talked about reaching out to a wider audience; perhaps other journalism organizations with which SPJ already has relationships. Scott said he and Joe Skeel have talked about that, too.

We talked about the mission of the magazine. We wouldn't want it to attempt to be an academic journal, but felt it should continue to be a voice for sustaining and improving quality journalism.

That would include a continued emphasis on professional development -- writing, images, etc., including online content -- and on a more philosophic note, the purpose and ethics of responsible, reliable journalism (my bias), such as, for example, discussions of transparency and independence.

As for other publications, Marion Street Press was going to provide me a spreadsheet showing what needs to be done for the history book. And I need to send them some updated copy, new case studies and other suggestions for a possible fifth edition of the ethics book.

My plan is to send Marion Street Press an ethics content update on April 1 -- a new first chapter, new codes of ethics from SPJ and RTDNA, maybe a couple of new case studies. I think they're waiting to hear from me while I wait to hear from them.

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SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 1, 2016
FROM: Hagit Limor, Programming Committee Chair
SUBJ: Dr J Funding
FOR: SDX Foundation Board of Directors

The job description and an FAQ, both of which have been distributed to the board several times, are included at the end of this memo for those who may need a refresher.

The focus now turns from the role of the position to costs/funding for the position.

A possible budget for the position has been drafted:

Salary	\$70,000
Based on the expectations of knowledge and work, \$70,000 seems fair in the middle. If the position is just a clearinghouse (but we think we want it to be more), then it can be less - \$40,000-\$50,000. But if the person is expected to have a bit of cache and credibility - maybe already known to some extent, then it might be closer to \$90,000-\$100,000. It's like hiring a Knight chair or a big professor of practice from the industry to bring prestige to a program. The problem with hiring big names, however, is they sometimes don't work hard and can be prima donnas. Someone in the middle would probably be best - hungry who can make a name for himself or herself. Romenesko was relatively unknown at first but became a household name in journalism over time, through hard work.	
Health Care Benefits	\$10,000
Based on someone in the 40-60 year old range.	
401K	\$4,200
6% of the salary.	
Travel	\$10,000
This person would travel to newsrooms; to conferences; to cities where journalists need assistance with issues related to rights and access.	
Marketing	\$10,000
The first year, and maybe subsequent years, money should be spent on getting the word out about the position. Besides social media, other promotional avenues could include booths at conferences, digital and print ads, etc.	
Technology	\$2,000
Cell phone and landline; computer (not an annual expense); database seat license; technology maintenance.	
Other Employment Costs	\$10,000
Payroll taxes; payroll service; workman's compensation; employee education; office supplies; utilities.	
TOTAL	\$116,200

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Outside Funding

The committee feels that getting outside funding is the ideal scenario, and this is the path we should try first. However, the funding must help endow the position permanently. Outside funding on a year-to-year basis would not be feasible. This would not allow for job security for the person, nor would it provide long-term benefits in terms of the position's impact on journalism and democracy. In order to endow the position, we would need \$2.6 million dollars (using 4.5% each year to fund the position). It's possible we could find a single person willing to support such a program. It's also possible we could find multiple organizations to pitch in, i.e. \$500,000 from five organizations (including the SDX Foundation). Having multiple organizations involved leads to a greater marketability, legitimacy and impact. "We have come together to help journalists in this fight." The challenge could be that we find multiple funders, but not enough funders, and not at the same time, and as a result, we have some of the money, but not all of the money.

Foundation Budget

Could the foundation's budget absorb \$116,200? Possibly, but at the risk of having no money available for providing grants and/or at the risk of cutting costs. Should we not be able to secure outside funding, we would recommend taking a hard look at the budget and see how it might be done. Also, we may find options that present themselves naturally as we seek outside funding. For example, the Quill committee will be discussing the future of the print edition of Quill. If Quill became available digitally only, about \$60,000 would be freed up in the organization's budget. We aren't advocating cutting print Quill to fund this position. But, if the committee decides independently that this is the direction we should go anyway, then money would become available. Again, just an example.

POSITION DESCRIPTION

Position: Director of Journalism Resources
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 director 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.
- 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 as a journalist and as a manager.
3. Demonstrated success working through journalism "battles."
4. Willingness to "roll up one's sleeves" to fight for journalists' rights.
5. Experience in developing educational programs/curriculum is preferred.
6. Possess strong training and presentation skills.
7. Possess a strong social media presence.
8. Familiarity with groups and resources available in the areas of journalists' rights, journalism ethics and FOI.
9. Knowledge of the journalism landscape is a must.

10. Ability to use social media and other new technology in communications.
11. Ability to manage multiple projects and follow each carefully from inception to completion.
12. Excellent attention to detail and accuracy in work.
13. Strong organizational skills are a must.
14. Persistent self-motivator who can work with minimal oversight and achieve team goals on a consistent basis.
15. Good interpersonal skills.
16. Excellent writing and communication skills.
17. Proven ability to meet deadlines and successfully motivate a wide variety of individuals.
18. Strong computer skills, with the ability to use Microsoft Word, Excel and databases.
19. Comfort in utilizing online communications tools such as Google Hangout, Skype, webinar software, etc.
20. Some local and national travel will be required.

FAQ

Does the position require someone with experience?

Yes, it needs someone who can say "I've been in his position/situation before." Wording related to that has been included in the job description.

Wouldn't our reputation be at stake with such a position?

Yes, as a result, we would have to execute this well. From the hiring process to the supervision of the person. This person should have some credibility in the journalism community.

Would having such a position allow SPJ/SDX Foundation to be on the front-line in education?

Most definitely.

Would this position only serve SPJ members?

No, the person would serve all people, not just members.

What if the person cannot answer a question?

He/she also connects people with resources. So the person needs to be knowledgeable about all the resources out there for journalists in the areas of open records, journalists' rights and ethics.

Is this too much for one person?

It could be. We don't know. We won't know until we get the person up and running.

Could this person take on tasks from other journalism organizations/associations?

Sure, there is no need to duplicate efforts. This person would need to have, or develop, good relationships with other groups in order for them to work in concert rather than in competition.

How does this position mesh with staff?

The person would work closely with the following HQ staffers: communications, education, fundraising, webmaster, executive director/associate executive director. This person would schedule training in collaboration with the director of education. He/she would share information back and forth with the communication team.

How does this position mesh with the president/board?

The person would keep the president/board informed of activity and board members would share information with the person about issues that arise.

Is there enough demand?

Judging by inquiries to current and past FOI committee members, along with ethics inquiries, the answer is yes.

Could the position be remote?

The position could be remote. Most of what the person does could be done from anywhere. However, it is probably not the most ideal situation for working collaboratively with staff.

Can the person give legal advice?

No, the person cannot give legal advice. He/she can connect people with resources that can provide legal advice.

Does the position duplicate efforts of current staff?

The position does not duplicate efforts of current staff. Currently, the only staff person who deals with journalists' rights and advocacy is Jennifer. She deals with it from a "let's take a stand" perspective. She does not do anything to assist a journalist.

Does this position duplicate current resources from other organizations?

Journalists' Rights

- State press/broadcast associations – the resources vary from state to state
- RCFP – [They have a legal hotline](#) (how timely is the response?)
- NPPA – [They have an active advocacy committee](#) and they have legal counsel who responds to photojournalist issues
- SPLC – [They offer legal advice to the high school and college audience](#)

FOIA

- State press/broadcast associations
- NFOIC's Knight FOI Fund – [This is a litigation fund](#)
- SPJ – Inquiries are forwarded to the FOI chair
- IRE - ??

Ethics

- SPJ – Has a hotline, response time is delayed due to structure
- Ethics AdviceLine for Journalists
- Poynter – Has "As the Ethicist," not a phone line, but a write-in situation

[Article that illustrates available hotlines](#)

Will this person need to coordinate with SPJ committees?

Yes, the person would need to coordinate with the FOI committee and the ethics committee.

Is SPJ ok with this person swooping into a city and speaking on behalf of SPJ?

This question will be posed to the SPJ board in April.

In a nutshell, how could the position be described/broken down?

1/3 educator, 1/3 administrator, 1/3 journalist. The person is someone who has been in the trenches. Someone who has fought open records battles, dealt with day-to-day journalism ethics issues and tackled questions regarding journalists' rights, freedom of speech and freedom of the press. The person has guided a staff, thus worked with reporters. The person has a fire in his/her belly about the issues, get jazzed when there is battle to be fought and is willing to roll up his/her sleeves to protect the First Amendment.

This position could not be a 365/24/7 type position. What would be the back-up plan when this person is unavailable?

Agreed, this could not be a 365/24/7 type position. We would create auto messages for phone and email indicating that a response would be forthcoming in xx hours; however, if information was needed sooner, than an alternative option is provided for the person to get an immediate response. It was also suggested that a service, like those used by a doctor's office after hours, be utilized for the position for evenings, weekends, vacations and holidays. Methods to address this concern need more research.

Conclusion

To date, a job description has been developed by the committee and vetted by the foundation board. All the questions/concerns that have been raised by the committee and by the board have been addressed in the FAQ (a helpful way to keep track of the ongoing discussions).

The next step is for the SPJ board to discuss the concept to be sure they are ok with the position speaking on behalf of SPJ at times. Additionally, the foundation board should review the proposed budget, in the first part of this memo, and share thoughts at the board meeting because this is the first time the board is seeing the position budget.

Finally, a few things have been done regarding funding for the position and they will be shared at the meeting. The board should determine the preferred course of action regarding funding during the meeting. Outside funding and funding from the foundation have been previously discussed; however, without a budget, the topic was a bit challenging to address. At this meeting, the board can have any even more meaningful conversation.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 1, 2016
FROM: Howard Dubin, Treasurer
SUBJ: Finance Committee Report
FOR: SDX Foundation Board of Directors

The committee met twice via conference calls and looked closely at the new budget format and the spending policy. We were asked to recommend a spending policy in this age of uncertain economic conditions and a volatile stock market. During the seven year bull market, we used 5% as our benchmark and then lowered it to 4.5% for 2013.

The SDX Finance committee now recommends a further cut to 4.25% because our corpus has declined from \$12,500,000 last April to \$11,390,000 as of this April 1, 2016. The stock market has declined, we continue to spend more than we take in, and we have sold stocks from our corpus which leads to further declines in our income. The Finance committee is bothered by the sales of our stock holdings which we must continue to meet our current commitments. Up until two years ago, we did not have to sell any of our portfolio. Now we think it is fiscally prudent to cut our spending by a small fraction while we closely monitor our finances.

The SPJ staff has made significant cuts in the budget and made significant assumptions. The Finance committee questioned a 4% increase in salaries. We also questioned Quill magazine's cost to SDX. We reviewed the budget in depth and we thought the staff has done an excellent job in supplying data. The cash management has been efficient. Key to our financial health will be our ability to capture outside grants for our programs.

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MEMORANDUM

DATE: April 6, 2016
FROM: Joe Skeel, Executive Director
SUBJ: Proposed SDX Foundation Budget for Fiscal Year 2017
FOR: SDX Foundation Board of Directors

Included with this cover memorandum is the proposed budget for the SDX Foundation for the fiscal year ending July 31, 2017.

BACKGROUND

The board of directors voted in September 2014 to take over management of SPJ's educational programming and Quill magazine. Like last year, this budget contains three new programs: Quill, Training Place and the Diversity Leaders Fellowship.

Although the structure of the budget remains the same, and the figures are fairly consistent with the budget adopted last year, they are quite different from what you may be used to in your time serving on the SDX Foundation board.

Until this current fiscal year, the Foundation typically funded the Fellowship and Training Place through grants. It also provides about \$12,000 a year to Quill through the Quill Endowment Fund. Quill expenses are new to the SDX Foundation, but SPJ won't be asking for other grants (Mark of Excellence support, for example) to help offset these new costs incurred by the Foundation.

GENERAL OUTLOOK

As you know, the market was not kind. As a result, this budget projects a surplus of just over \$65,000 if the Foundation uses 4.5 percent of the value of its assets – which is its current policy. However, the finance committee recommends spending 4.25 percent of the value of its assets. These presentation materials reflect that recommendation, with the exception of one sheet. Staff did provide a composite view of how the overall budget would look at 4.5 percent.

If the Foundation decides that it should only use 4.25 percent of its assets, as the finance committee recommends, then about \$40,000 would be available to provide grant funding for the annual Excellence in Journalism conference and requests from outside journalism groups. The Grants and Awards Committee considered both figures when recommending funding.

To help in the 4.5 percent vs. 4.25 percent discussion, president Robert Leger asked that staff prepare a document showing the Foundation's performance over the past decade. We actually went back to 2003. That document immediately follows this memo. It contains a lot of information, so we have highlighted the key elements.

With that said, this budget is really the first that represents the new entrepreneurial spirit for the Foundation. The biggest change you will notice is that we are budgeting partnership revenue (Google) that isn't a guarantee – although signs point in the right direction. We must go out and earn our money. With our new staffing structure, we are confident that can happen. Because of

this new approach, you will see that the revenue is actually projected to rise over the prior year – despite the market downturn.

You may be asking: If we have more revenue than last year, why is there less to give away?

Because that revenue comes with extra (restricted) expenses. The benefit is that we are able to conduct more training programs in a down year – without SDX footing the entire bill. If Google decides not to continue the partnership, we will automatically drop \$35,000 in expenses as well.

To combat this riskier revenue approach, I have still budgeted conservatively on some expenses. For example, we could lower printing costs a bit by producing a smaller issue. We can scale back on employee training. We could scale back food at training programs. None of these are ideal, but they are options we would have.

Below are the highlights of how this budget came about and the end result.

BUDGET PROCESS

Associate Executive Director Chris Vachon prepared the preliminary budget for our fundraising efforts and reviewed our traditional programs such as the Pulliam Editorial Fellowship and Harper Memorial Scholarship program. Director of Education Scott Leadingham prepared the Quill budget and worked closely with Vachon to provide the Training Place budget. I reviewed all of these program-specific budgets with staff. Once I felt comfortable with the numbers, they were inserted into the overall budget. I was responsible for budgeting all revenue and general management expenses (such as utilities, salaries, building maintenance, etc.) Several meetings were held over the course of several weeks to create the final draft. As a last step, Jake Koenig reviewed our work.

REVENUE HIGHLIGHTS

The Foundation has seven revenue streams, up from four over previous years. They are:

- Contributions/Grants
- Interest and dividends
- Advertising revenue (result of the transition)
- 4.25% of the rolling average
- Quill subscriptions (result of the transition)
- Registration fees (result of the transition)
- Lease management

Advertising and subscription revenue is a result of the Foundation taking over Quill responsibilities. Registration fees are those that we charge for our educational programming (JournCamps, newsroom training, etc.).

You will see “Internal Grants” as a revenue line item, but this is simply a budgeting mechanism we created to more effectively keep our books in order. You will also notice that we have an “Internal Grants” expense account. This results in a net effect that doesn’t impact the bottom line.

We created this mechanism to easily track money as it is moved from one account (FOI, for example) to another account (Pulliam General). This is necessary because Pulliam General is our operating account, and most expenses flow through there.

Below is an explanation for each of the traditional revenue variances when compared to the prior year.

- **Contributions/Grants:** The dramatic increase here is a reflection of the \$70,000 Google partnership.
- **Internal Grants:** This is a budgeting mechanism that we use. You can ignore it, but I'm happy to explain if desired.
- **Interest and Dividends:** This is a reflection of the market.
- **Rolling Average:** It was a down year and the finance committee recommend spending at a lower percentage.
- **Subscriptions:** Fewer libraries are subscribing to print publications.
- **Registration Fees:** This increase is a result of additional programming.
- **Lease Management:** This is the amount our friends upstairs will pay.

EXPENSE HIGHLIGHTS

In addition to typical operational costs (employee, utilities, insurance, legal, etc.), the Foundation funds some of its own programs: First Amendment Award, Editorial Fellowship, High School Essay Contest, Internships, etc. And, of course, it has a few more now – as mentioned above.

After subtracting these expenses from the available revenue, the remaining surplus is typically given away in the form of grants.

I do want to discuss allocated costs, and how they work between SPJ and the SDX Foundation.

In short, allocated costs are those shared between SPJ and the SDX Foundation. To arrive at each budgeted amount, we determine how much time (in percentages) that each staffer spends on each program. Time on each program determines the percentage that each program “pays” for a specific bill.

In the past, Chris, Jake, Sarah and I all allocated time for SDX Management. Because of the new programs being added (Training Place and Quill), Katie, Scott and Creative Director Tony Peterson now spend time working directly for the Foundation.

But, here is the important thing to remember: The Foundation has always paid for the majority of these expenses. In the past, it did so through grants. Now, it is doing so directly. The net effect is the same.

On to the variances:

- **Salaries:** This shows a four percent increase overall. However, 3 percent of that is budgeted staff pay increases. In past years, I budgeted for 4 percent increases. We are tightening our belt. The remaining 1 percent is the addition of Katie. Essentially, when compared to last year, the Foundation is doing the same programs and added a fundraising coordinator for an additional \$2,500. This is because Chris is doing more of the program planning where Heather did that last year.
- **Health Insurance.** I budgeted too conservatively in the past. I would take what our agent told me, and add two percent. Turns out, she has been accurate. So, we are going with what she provided.
- **401k:** In the past, we budgeted for all employees to participate in the 401k program. This year, I'm only budgeted for those that said they would participate.
- **Employee training:** This increase represents a desire to train-up both Chris and Katie. Last year's budget reflected just Chris.
- **Utilities:** This is based on actuals, which went up as the result of rate increases. To be conservative, we increased it another 2 percent.
- **Computer services:** This has dropped because we are less reliant on third-party tech vendors. For example, we no longer have an e-mail server – which required maintenance. We moved to a cloud-based email service that staff can manage. That subscription is less than our maintenance.
- **Legal fees:** In the past, we always budgeted some “contingency” money. We rarely used it, so we are lowering that amount based on history.
- **Postage/shipping:** This is a Quill charge, reflecting what we actually spend on postage. Last year, we budgeted to split one issue of postage (and printing) because we were in transition between SPJ and SDX.
- **Printing:** Just like postage, this is based on estimated costs (from the printer). Last year, we split one issue because of the transition.
- **Employee travel:** This is the result of more training programs because of Google.
- **Consulting/trainer fees:** This is the result of more training programs because of Google. Here's what's interesting: The Google partnership also impacted JournCamps trainer fees. This is because we use Google trainers in our JournCamp programs. However, we don't feel comfortable paying Google trainers \$500 while paying other JournCamp

trainers \$250. They are both presenting sessions at the same program – for the same amounts of time. Therefore, we increase our trainer fee from \$250 to \$500 across the board.

- **Contributions/Grants/Awards:** We removed the sponsorship of the AOJ luncheon (where we presented the Pulliam Editorial Fellowship) and winner travel to the event.
- **Internal grants:** This is a budgeting mechanism that we use. You can ignore it, but I'm happy to explain if desired.
- **Fundraising expense:** We are not repeating the hand-written spring appeal and are budgeting less for the year-end appeal.
- **Outside services:** This is the result of more training programs because of Google. Costs in this line item include primarily AV, internet, etc.
- **Events/Meals/Banquets:** Part of this is because of Google. But we would have increased this line item anyway, most likely. Heather (who did the budget last year) and Chris have a different philosophy on feeding people during our events. One thing that has proven very beneficial is a reception at the end of each JournCamp.
- **Participant travel:** Again, this is increase costs because of the Google partnership.

GIVING POTENTIAL

This budget sets the Foundation's expenses at about \$913,000. If the board votes to adhere to the 4.5 percent polity, this leaves just over \$65,000 available to award in the form of grants. Should the Foundation accept the Finance Committee's recommendation, this leaves just over \$40,000 to fund non-SDX journalism initiatives.

FINANCIAL PRACTICES

Lastly, I think it might be beneficial to understand the practice we use day-to-day. First and foremost, we use the cash on hand before selling any assets. In years when our interest and dividends exceed projections, that's less we've had to sell. If a 1909 member passes, that contribution is used before selling assets (if it's not restricted). If we exceed contribution expectations, or find a program partner like Google, that's cash we use before selling assets.

The percentage (4.5 percent, 4 percent or 5 percent – like it used to be) approved in the budget is a max limit. Not a minimum sell.

	Aug '03 - Jul '04	Aug '04 - Jul '05	Aug '05 - Jul '06	Aug '06 - Jul '07	Aug '07 - Jul '08	Aug '08 - Jul '09	Aug '09 - Jul '10	Aug '10 - Jul '11	Aug '11 - Jul '12	Aug '12 - Jul '13	Aug '13 - Jul '14	Aug '14 - Jul '15	TOTAL
Ordinary Income/Expense													
Income													
Administrative Fees	0.00	250.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00
Contributions	101,759.06	67,097.26	235,178.23	111,805.24	97,995.91	215,989.07	208,962.43	92,389.75	113,063.24	121,253.01	121,789.61	104,033.47	1,960,626.28
Contributions - %	0.00	385.00	0.00	429.10	94.00	1,714.67	0.00	0.00	200.00	0.00	0.00	0.00	2,880.77
Interest/Dividends/Capital Gain	344,195.13	303,182.21	456,477.05	500,526.07	616,812.58	385,349.99	316,452.47	373,917.12	331,042.98	383,907.47	434,277.96	484,373.86	5,020,514.89
Lease Management	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Miscellaneous Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Realized Gains (Losses)	-122,348.69	-31,975.21	19,071.25	61,806.74	89,938.53	-381,627.01	-25,216.38	7,561.74	14,379.76	-205,480.37	-121,155.13	6,461.11	-693,197.67
Royalties	0.00	0.00	0.00	0.00	6,873.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,873.27
Unrealized Gains (Losses)	86,844.87	972,090.33	320,654.89	1,259,490.40	-7,790,055.63	-1,872,802.39	1,181,096.26	1,134,341.78	311,803.60	1,773,150.69	1,135,613.41	-379,716.36	4,423,619.60
Gross Profit	1,190,448.37	1,402,038.44	1,039,781.48	1,534,106.55	-934,731.34	-1,651,464.58	1,681,852.76	1,615,676.02	147,492.30	2,089,389.86	1,636,916.62	302,433.30	10,452,851.78
Expense													
401k Match	1,370.04	1,884.27	4,342.88	4,184.79	4,206.79	3,375.89	4,734.70	5,403.94	4,503.38	7,439.55	7,633.39	7,285.53	56,364.05
401k/Pop Related Charges	92.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.47
Auditing/Accounting	16,657.57	15,212.58	8,000.00	8,226.00	9,442.00	7,776.00	10,526.00	12,023.00	14,837.00	10,700.00	12,700.00	13,500.00	197,861.15
Awards	2,422.72	0.00	0.00	3,300.00	3,074.82	12,719.75	12,507.32	13,394.75	3,507.62	2,368.36	87,484.75	87,044.37	226,466.46
Bank/Investment Fees	241.35	206.19	12,187.56	15,528.27	33,822.50	19,208.02	4,382.04	220.00	720.00	785.50	740.00	665.00	88,702.43
Board Related Expenditures	3,807.95	1,047.73	279.85	1,465.07	1,505.04	0.00	74.88	1,408.58	141.47	2,182.53	1,307.80	4,247.22	20,028.08
Building Maintenance	6,076.75	3,984.40	4,763.88	3,086.16	3,484.46	3,843.88	6,209.00	7,366.47	10,439.97	9,789.79	14,746.71	8,592.34	82,424.61
Computer Lease	650.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	650.89
Computer Services/Consulting	1,429.19	1,677.60	2,621.22	2,152.12	1,692.10	2,011.41	5,216.35	7,373.83	4,697.70	9,301.54	6,499.27	4,180.69	49,065.02
Development	1,989.22	0.00	0.00	0.00	1,900.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,889.22
Dues/Subscriptions	431.50	125.00	114.21	465.03	550.00	282.50	65.00	282.50	65.00	1,130.70	805.40	4,381.84	4,381.84
Employee - Training	5,565.00	513.00	0.00	191.42	0.00	0.00	0.00	0.00	0.00	1,664.42	1,991.00	1,066.55	10,971.39
Employee - Travel	2,200.08	3,842.26	3,204.70	4,942.96	2,338.63	316.88	497.42	2,331.99	2,300.83	3,351.64	3,481.02	5,653.38	34,608.36
Employment Recruiting	974.38	0.00	804.00	33.35	125.00	0.00	1,594.40	0.00	0.00	0.00	0.00	0.00	3,531.13
Equipment Rental	37.49	0.00	2,062.09	1,700.59	1,603.78	1,714.87	1,483.35	1,600.42	1,601.04	1,775.98	1,708.38	1,909.11	16,607.11
Events, Meals & Banquets	32.87	2,071.17	4,286.79	3,020.00	0.00	4,386.96	1,789.46	985.11	1,825.00	0.00	0.00	0.00	18,914.06
Facilities Rental	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	224.32	216.81	1,441.13
Fundraising	1,500.80	13,471.26	2,548.08	12,320.62	5,051.15	5,624.80	26,775.97	12,170.82	9,326.93	2,200.00	10,779.99	4,099.44	108,309.51
Grants	261,656.80	492,480.28	493,111.86	420,844.32	545,460.12	373,848.36	381,302.91	506,312.38	482,864.18	477,684.28	477,684.28	273,247.33	5,172,293.20
Health Insurance	5,240.70	9,697.91	9,166.24	8,016.66	9,367.21	12,203.43	17,013.32	16,236.96	8,750.48	5,687.79	5,033.15	5,390.01	111,810.80
Interest Expense	290.89	119.30	1,837.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	430.89
Interest Connectivity	261.84	414.85	284.18	279.00	338.84	393.81	293.11	273.26	439.80	616.88	660.39	439.29	4,387.99
Lease Management Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Legal	19,531.38	0.00	0.00	0.00	0.00	197.96	827.50	425.74	7,881.52	13,620.40	11,940.35	10,316.85	64,700.30
Liability Insurance	2,170.37	0.00	3,344.43	2,663.11	2,372.17	2,467.78	2,091.90	2,462.17	3,469.37	3,469.10	1,940.11	3,120.47	32,624.63
Management Expense	72.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,327.41	1,369.62	787.01	4,703.33	7,871.01
Merchant/Credit Card Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00	500.00	0.00	0.00	1,000.00
Miscellaneous Expense	802.60	2,285.52	317.60	717.60	68.88	162.77	825.82	65.15	46.68	463.82	463.82	413.13	5,689.67
Office supplies	3,308.97	3,622.23	2,211.00	1,454.15	1,059.12	1,387.55	1,203.35	1,669.27	1,199.95	1,180.21	1,205.52	1,769.11	22,247.43
Outside Services	4,452.28	3,100.00	15,948.83	2,317.07	10,500.00	24,446.00	4,087.50	5,000.00	9,194.78	1,964.78	6,226.00	5,028.67	101,861.57
Participant Travel	205.20	705.52	355.40	2,146.21	1,505.86	2,416.82	1,210.20	2,552.14	5,493.74	5,371.61	1,207.81	1,526.09	28,629.78
Payroll Expenses	797.64	1,348.60	1,898.19	795.08	2,566.09	1,232.82	856.78	1,341.07	1,545.20	1,159.66	1,775.94	1,726.55	17,033.62
Payroll Taxes	7,230.99	9,746.00	8,638.83	8,773.16	9,139.82	8,227.28	8,142.42	9,008.98	8,208.99	10,214.20	8,678.58	10,196.97	107,225.19
Printing/Shipping	4,361.17	3,356.69	1,180.07	2,180.35	1,160.67	2,466.69	6,746.26	1,800.32	540.03	662.45	479.40	354.81	25,203.11
Printing	4,743.40	11,134.05	2,471.20	5,268.88	984.44	24,966.60	312.89	654.30	360.00	27.11	0.00	0.00	51,313.66
Repairs and Maintenance	2,815.46	2,557.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,372.79
Salaries	65,187.68	100,275.98	102,160.82	103,870.51	96,804.44	83,402.51	86,527.39	108,703.78	113,825.97	107,662.08	129,804.54	130,291.94	1,077,467.46
Salaries-Intern	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	29,626.27	29,626.27	30,496.95	206,378.78
Software Maintenance/Upgrades	788.23	1,631.98	1,483.80	300.30	249.99	220.03	0.00	0.00	1,000.00	1,427.51	3,974.49	3,288.38	14,583.81
Sponsorship	5,375.00	0.00	4,000.00	4,000.00	0.00	19,000.00	0.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	52,375.00
Telephone	1,604.34	2,604.72	2,833.25	1,628.54	1,685.06	1,885.54	1,599.23	1,807.40	2,041.43	2,583.82	2,446.78	2,460.15	25,429.20
Travel - Non Staff	424.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	424.68
Utilities	2,743.27	5,162.39	5,820.79	5,281.94	2,108.89	2,640.33	2,193.82	2,823.44	3,525.64	7,170.01	6,083.01	7,420.88	52,643.24
Website Expense/Maintenance	613.04	1,830.35	2,474.54	1,273.21	878.28	974.27	823.36	577.18	697.82	884.34	675.10	901.67	12,232.36
Workers Compensation Insurance	215.40	347.45	322.88	290.63	246.55	293.34	255.96	210.97	311.30	300.50	227.31	311.13	3,372.42
Total Expense	445,236.55	623,518.39	700,748.89	621,554.80	727,706.15	633,875.92	673,291.64	764,149.49	760,324.20	838,289.76	848,796.83	636,529.61	8,284,650.29
Net Ordinary Income	745,211.79	778,520.05	339,032.59	1,362,551.75	-1,692,467.49	-2,283,340.50	1,008,561.12	851,526.53	-612,831.90	1,251,100.10	788,119.79	-334,096.31	2,168,201.49
Net Income	745,211.79	778,520.05	339,032.59	1,362,551.75	-1,692,467.49	-2,283,340.50	1,008,561.12	851,526.53	-612,831.90	1,251,100.10	788,119.79	-334,096.31	2,168,201.49
Interest and Div	\$ 344,195.13	\$ 393,182.21	\$ 456,477.05	\$ 500,526.07	\$ 616,812.58	\$ 385,349.99	\$ 316,452.47	\$ 373,917.12	\$ 331,042.98	\$ 383,907.47	\$ 434,277.96	\$ 484,373.86	\$ 5,020,514.89
Realized Gains/Losses	\$ (122,348.69)	\$ (31,975.21)	\$ 19,071.25	\$ 61,806.74	\$ 89,938.53	\$ (381,627.01)	\$ (25,216.38)	\$ 7,561.74	\$ 14,379.76	\$ (205,480.37)	\$ (121,155.13)	\$ 6,461.11	\$ (693,197.67)
Unrealized Gains/Losses	\$ 86,844.87	\$ 972,090.38	\$ 320,654.95	\$ 1,259,490.40	\$ (7,790,055.63)	\$ (1,872,802.39)	\$ 1,181,096.25	\$ 1,134,341.78	\$ 311,803.60	\$ 1,773,150.69	\$ 1,135,613.41	\$ (379,716.	

Composite View

Proposed Budget		Approved Budget		
Sigma Delta Chi Foundation		Sigma Delta Chi Foundation		
FY 2017		FY 2016		Variance
Revenue		Revenue		
Contributions/Grants	\$ 116,025.00	Contributions/Grants	\$ 47,200.00	\$ 68,825.00
Internal Grants Revenue	\$ 121,605.78	Internal Grants	\$130,768.70	\$ (9,162.92)
Interest and Dividends	\$ 220,426.90	Interest and Dividends	\$249,994.73	\$ (29,567.83)
Advertising Revenue	\$ 1,500.00	Advertising Revenue	\$ 1,500.00	\$ -
Merchandise Sales	\$ -	Merchandise Sales	\$ -	\$ -
4.25% of Rolling Average	\$ 444,487.68	4.5% of Rolling Average	\$505,442.32	\$ (60,954.64)
Quill Subscriptions	\$ 8,500.00	Quill Subscriptions	\$ 10,000.00	\$ (1,500.00)
Awards Revenue	\$ -	Awards Revenue	\$ -	\$ -
Registration Fees	\$ 12,000.00	Registration Fees	\$ 9,300.00	\$ 2,700.00
Royalties/Membership Benefits/Supplementary	\$ -	Royalties/Membership Benefits/Supplementary	\$ -	\$ -
Lease Management	\$ 28,697.40	Lease Management	\$ 27,967.13	\$ 730.28
Total Revenue	\$ 953,242.76	Total Revenue	\$982,172.88	\$ (28,930.11)
Expenses		Expenses		
Salaries	\$ 248,594.38	Salaries	\$239,261.80	\$ 9,332.58
Intern Salaries/Taxes	\$ 34,533.16	Intern Salaries/Taxes	\$ 34,954.30	\$ (421.14)
Payroll Taxes	\$ 19,748.29	Payroll Taxes	\$ 18,997.72	\$ 750.57
Health Insurance	\$ 28,149.63	Health Insurance	\$ 30,317.31	\$ (2,167.68)
401k Match	\$ 12,175.74	401k Match	\$ 13,771.74	\$ (1,596.00)
Employee Education/Training	\$ 4,000.00	Employee Education/Training	\$ 3,000.00	\$ 1,000.00
Payroll Related Charges	\$ 2,084.64	Payroll Related Charges	\$ 2,125.14	\$ (40.50)
Workers Compensation Insurance	\$ 466.76	Workers Compensation Insurance	\$ 502.34	\$ (35.59)
Liability Insurance	\$ 4,611.01	Liability Insurance	\$ 4,930.54	\$ (319.53)
Property Taxes	\$ -	Property Taxes	\$ -	\$ -
Utilities	\$ 9,451.96	Utilities	\$ 10,009.45	\$ (557.49)
Telephone	\$ 4,003.73	Telephone	\$ 4,250.29	\$ (246.56)
Building Maintenance	\$ 11,500.00	Building Maintenance	\$ 11,000.00	\$ 500.00
Capital Improvements	\$ -	Capital Improvements	\$ -	\$ -
Board Related Expenditures	\$ 6,010.00	Board Related Expenditures	\$ 5,518.00	\$ 492.00
Equipment Rental	\$ 1,880.63	Equipment Rental	\$ 2,121.77	\$ (241.14)
Software Maintenance/Upgrades	\$ 6,691.49	Software Maintenance/Upgrades	\$ 6,994.93	\$ (303.44)
Internet Connectivity	\$ 971.65	Internet Connectivity	\$ 1,012.46	\$ (40.81)
Website Expense/Maintenance	\$ 1,493.57	Website Expense/Maintenance	\$ 1,517.96	\$ (24.39)
Computer Lease	\$ -	Computer Lease	\$ -	\$ -
Depreciation/Amortization	\$ -	Depreciation/Amortization	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 4,518.85	Computer Services/Consulting/Maintenance	\$ 6,962.38	\$ (2,443.53)
Audit/Accounting Fees	\$ 13,400.00	Audit/Accounting Fees	\$ 13,400.00	\$ -
Legal Fees	\$ 18,113.53	Legal Fees	\$ 19,227.50	\$ (1,113.97)
Office Supplies	\$ 2,447.80	Office Supplies	\$ 3,165.28	\$ (717.49)
Postage/Shipping	\$ 18,960.00	Postage/Shipping	\$ 16,850.00	\$ 2,110.00
Printing	\$ 46,016.67	Printing	\$ 41,044.99	\$ 4,971.68
Employment Recruiting	\$ 283.52	Employment Recruiting	\$ 363.13	\$ (79.62)
Dues and Subscriptions	\$ 719.89	Dues and Subscriptions	\$ 613.22	\$ 106.67
Employee Travel - Local	\$ 3,813.37	Employee Travel - Local	\$ 4,047.89	\$ (234.52)
Employee Travel - Events	\$ 13,850.00	Employee Travel - Events	\$ 10,890.00	\$ 2,960.00
Merchant Fees/Credit Card Processing	\$ 500.00	Merchant Fees/Credit Card Processing	\$ 500.00	\$ -
Investment Account Fees/Banking Fees	\$ 180.00	Investment Account Fees/Banking Fees	\$ 180.00	\$ -
Consulting/Trainer Fees	\$ 23,500.00	Consulting/Trainer Fees	\$ 12,500.00	\$ 11,000.00
401(k)/POP Related Charges	\$ 991.48	401(k)/POP Related Charges	\$ 1,052.45	\$ (60.98)
Contributions/Grants/Awards	\$ 105,593.72	Contributions/Grants/Awards	\$110,648.26	\$ (5,054.54)
Internal Grants	\$ 121,605.78	Internal Grants	\$130,768.70	\$ (9,162.92)
Fundraising Expense	\$ 6,096.00	Fundraising Expense	\$ 8,641.00	\$ (2,545.00)
Outside Services	\$ 30,550.00	Outside Services	\$ 22,550.00	\$ 8,000.00
Events, Meals and Banquets	\$ 41,212.23	Events, Meals and Banquets	\$ 18,286.62	\$ 22,925.61
Facilities Rental	\$ 4,413.12	Facilities Rental	\$ 4,342.11	\$ 71.00
Marketing	\$ 708.79	Marketing	\$ 907.84	\$ (199.04)
Free Lance labor	\$ 29,300.00	Free Lance labor	\$ 30,096.00	\$ (796.00)
Participant Travel	\$ 29,855.00	Participant Travel	\$ 19,320.00	\$ 10,535.00
Total Expenses	\$ 912,996.38	Total Expenses	\$866,643.14	\$ 46,353.24
Net Change in Assets	\$ 40,246.39	Net Change in Assets	\$115,529.73	\$ (75,283.35)

Composite View

Proposed Budget		Approved Budget		
Sigma Delta Chi Foundation		Sigma Delta Chi Foundation		
FY 2017		FY 2016		Variance
Revenue		Revenue		
Contributions/Grants	\$ 116,025.00	Contributions/Grants	\$ 47,200.00	\$ 68,825.00
Internal Grants Revenue	\$ 129,046.04	Internal Grants	\$130,768.70	\$ (1,722.66)
Interest and Dividends	\$ 220,426.90	Interest and Dividends	\$249,994.73	\$ (29,567.83)
Advertising Revenue	\$ 1,500.00	Advertising Revenue	\$ 1,500.00	\$ -
Merchandise Sales	\$ -	Merchandise Sales	\$ -	\$ -
4.50% of Rolling Average	\$ 470,549.27	4.5% of Rolling Average	\$505,442.32	\$ (34,893.05)
Quill Subscriptions	\$ 8,500.00	Quill Subscriptions	\$ 10,000.00	\$ (1,500.00)
Awards Revenue	\$ -	Awards Revenue	\$ -	\$ -
Registration Fees	\$ 12,000.00	Registration Fees	\$ 9,300.00	\$ 2,700.00
Royalties/Membership Benefits/Supplementary	\$ -	Royalties/Membership Benefits/Supplementary	\$ -	\$ -
Lease Management	\$ 28,697.40	Lease Management	\$ 27,967.13	\$ 730.28
Total Revenue	\$ 986,744.61	Total Revenue	\$982,172.88	\$ 4,571.73
Expenses		Expenses		
Salaries	\$ 248,594.38	Salaries	\$239,261.80	\$ 9,332.58
Intern Salaries/Taxes	\$ 34,799.81	Intern Salaries/Taxes	\$ 34,954.30	\$ (154.49)
Payroll Taxes	\$ 19,748.29	Payroll Taxes	\$ 18,997.72	\$ 750.57
Health Insurance	\$ 28,149.63	Health Insurance	\$ 30,317.31	\$ (2,167.68)
401k Match	\$ 12,175.74	401k Match	\$ 13,771.74	\$ (1,596.00)
Employee Education/Training	\$ 4,000.00	Employee Education/Training	\$ 3,000.00	\$ 1,000.00
Payroll Related Charges	\$ 2,084.64	Payroll Related Charges	\$ 2,125.14	\$ (40.50)
Workers Compensation Insurance	\$ 466.76	Workers Compensation Insurance	\$ 502.34	\$ (35.59)
Liability Insurance	\$ 4,611.01	Liability Insurance	\$ 4,930.54	\$ (319.53)
Property Taxes	\$ -	Property Taxes	\$ -	\$ -
Utilities	\$ 9,451.96	Utilities	\$ 10,009.45	\$ (557.49)
Telephone	\$ 4,003.73	Telephone	\$ 4,250.29	\$ (246.56)
Building Maintenance	\$ 11,500.00	Building Maintenance	\$ 11,000.00	\$ 500.00
Capital Improvements	\$ -	Capital Improvements	\$ -	\$ -
Board Related Expenditures	\$ 6,010.00	Board Related Expenditures	\$ 5,518.00	\$ 492.00
Equipment Rental	\$ 1,880.63	Equipment Rental	\$ 2,121.77	\$ (241.14)
Software Maintenance/Upgrades	\$ 6,691.49	Software Maintenance/Upgrades	\$ 6,994.93	\$ (303.44)
Internet Connectivity	\$ 971.65	Internet Connectivity	\$ 1,012.46	\$ (40.81)
Website Expense/Maintenance	\$ 1,493.57	Website Expense/Maintenance	\$ 1,517.96	\$ (24.39)
Computer Lease	\$ -	Computer Lease	\$ -	\$ -
Depreciation/Amortization	\$ -	Depreciation/Amortization	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 4,518.85	Computer Services/Consulting/Maintenance	\$ 6,962.38	\$ (2,443.53)
Audit/Accounting Fees	\$ 13,400.00	Audit/Accounting Fees	\$ 13,400.00	\$ -
Legal Fees	\$ 18,113.53	Legal Fees	\$ 19,227.50	\$ (1,113.97)
Office Supplies	\$ 2,447.80	Office Supplies	\$ 3,165.28	\$ (717.49)
Postage/Shipping	\$ 18,960.00	Postage/Shipping	\$ 16,850.00	\$ 2,110.00
Printing	\$ 46,016.67	Printing	\$ 41,044.99	\$ 4,971.68
Employment Recruiting	\$ 283.52	Employment Recruiting	\$ 363.13	\$ (79.62)
Dues and Subscriptions	\$ 719.89	Dues and Subscriptions	\$ 613.22	\$ 106.67
Employee Travel - Local	\$ 3,813.37	Employee Travel - Local	\$ 4,047.89	\$ (234.52)
Employee Travel - Events	\$ 13,850.00	Employee Travel - Events	\$ 10,890.00	\$ 2,960.00
Merchant Fees/Credit Card Processing	\$ 500.00	Merchant Fees/Credit Card Processing	\$ 500.00	\$ -
Investment Account Fees/Banking Fees	\$ 180.00	Investment Account Fees/Banking Fees	\$ 180.00	\$ -
Consulting/Trainer Fees	\$ 23,500.00	Consulting/Trainer Fees	\$ 12,500.00	\$ 11,000.00
401(k)/POP Related Charges	\$ 991.48	401(k)/POP Related Charges	\$ 1,052.45	\$ (60.98)
Contributions/Grants/Awards	\$ 105,885.83	Contributions/Grants/Awards	\$110,648.26	\$ (4,762.43)
Internal Grants	\$ 129,046.04	Internal Grants	\$130,768.70	\$ (1,722.66)
Fundraising Expense	\$ 6,096.00	Fundraising Expense	\$ 8,641.00	\$ (2,545.00)
Outside Services	\$ 30,550.00	Outside Services	\$ 22,550.00	\$ 8,000.00
Events, Meals and Banquets	\$ 41,212.23	Events, Meals and Banquets	\$ 18,286.62	\$ 22,925.61
Facilities Rental	\$ 4,413.12	Facilities Rental	\$ 4,342.11	\$ 71.00
Marketing	\$ 708.79	Marketing	\$ 907.84	\$ (199.04)
Free Lance labor	\$ 29,300.00	Free Lance labor	\$ 30,096.00	\$ (796.00)
Participant Travel	\$ 29,855.00	Participant Travel	\$ 19,320.00	\$ 10,535.00
Total Expenses	\$ 920,995.41	Total Expenses	\$866,643.14	\$ 54,352.26
Net Change in Assets	\$ 65,749.20	Net Change in Assets	\$115,529.73	\$ (49,780.53)

SDX General Operating Expenses 2017

FY 2017

Board Expenses

Fund	Account	Item	Quantity	Per Unit Cost	Total
Pulliam General	Board-Related Expense	Flowers/Tokens			\$500.00
Pulliam General	Board-Related Expense	Spring Board Reception	0	\$0.00	\$0.00
Pulliam General	Board-Related Expense	Spring Board Meeting Food	32	\$30.00	\$960.00
Pulliam General	Board-Related Expense	Fall Board Meeting Food	30	\$50.00	\$1,500.00
Pulliam General	Board-Related Expense	Board Books (annual)	0	\$6.50	\$0.00
Pulliam General	Board-Related Expense	Board Packets	0	\$5.00	\$0.00
Pulliam General	Board-Related Expense	President travel to SPJ Exec meetings	2	\$1,000.00	\$2,000.00
					\$4,960.00

Employee Travel

Fund	Account	Item	Quantity	Per Unit Cost	Total
Pulliam General	Employee Travel	Convention	1	\$2,250.00	\$2,250.00
Pulliam General	Employee Travel	SPJ Exec Comm Mtgs	2	\$1,000.00	\$2,000.00
Pulliam General	Employee Travel	SDX Programs	2	\$1,000.00	\$2,000.00
					\$6,250.00

Staff Development

Fund	Account	Item	Quantity	Per Unit Cost	Total
Pulliam General	Dues and Subscriptions	AFP Membership			\$0.00
Pulliam General	Employee Education/Training	Conference Participation			\$4,000.00
Pulliam General	Dues and Subscriptions	Chronicle of Philanthropy			\$75.00
Pulliam General	Dues and Subscriptions	Indy Chamber of Commerce			\$0.00
Pulliam General	Dues and Subscriptions	ISAE			\$200.00
					\$4,275.00

Audit/Accounting Fees

Fund	Account	Item	Quantity	Per Unit Cost	Total
Pulliam General	Audit/Accounting Fees	Audit			\$11,300.00
Pulliam General	Audit/Accounting Fees	990 Filing			\$2,100.00
					\$13,400.00

SDX General Operating Expenses 2017

Property Taxes **\$0.00**

Capital Improvements **\$0.00**

Bank/Investment **\$180.00**

Merchant Fees/Credit Card Processing **\$500.00**

Office Supplies

Fund	Account	Item	
Pulliam General	Office Supplies		\$500.00

Software Issues

Fund	Account	Item	
Pulliam General	Software Maintence/Upgrades	iMIS Fund Raising Module License	\$1,000.00
Pulliam General	Vocus 50%		\$0.00
Pulliam General	Maintenance	iMIS Support	\$0.00
			\$1,000.00

Total Expenses **\$31,065.00**

Average Balance for the Prior Rolling 4 Quarters as of 1/31/16

	4/30/2015	7/31/2015	10/31/2015	1/31/2016
PNC - General Funds	\$27,505.76	\$13,580.27	\$179,878.82	\$267,864.15
Total PNC	\$27,505.76	\$13,580.27	\$179,878.82	\$267,864.15
Pulliam Gen - Charles Schwab	\$7,798,989.75	\$7,417,312.63	\$7,089,064.40	\$6,520,996.43
Professional Development - Charles Schwab	\$808,097.88	\$763,343.34	\$743,069.52	\$691,602.36
Archibald Scholarship - Charles Schwab	\$115,858.40	\$110,062.21	\$107,139.04	\$99,718.28
FOI - Charles Schwab	\$568,282.89	\$557,768.76	\$542,954.84	\$505,178.21
Taishoff Fund - Charles Schwab	\$82,963.63	\$81,775.20	\$79,603.31	\$71,409.76
NCB - New England Pro Chapter	\$10,491.61	\$10,341.32	\$10,066.66	\$9,369.42
Ethics Fund	\$0.00	\$0.00	\$0.00	\$0.00
Dallas Pro Chapter	\$39,075.67	\$38,515.92	\$37,492.97	\$34,896.10
T. Harper Scholarship	\$122,779.40	\$120,540.42	\$116,822.76	\$107,231.28
Total Charles Schwab General Commingled	\$9,546,539.23	\$9,099,659.80	\$8,726,213.50	\$8,040,401.84
Pulliam Editorial - Charles Schwab	\$2,518,457.65	\$2,341,813.28	\$2,314,146.05	\$2,127,604.90
Quill Endowment - Charles Schwab	\$446,897.24	\$445,776.43	\$460,329.52	\$461,944.32
Total Cash and FMV of Charles Schwab	\$12,539,399.88	\$11,900,829.78	\$11,680,567.89	\$10,897,815.21
Per Balance Sheet	\$12,539,399.88	\$11,900,829.78	\$11,680,567.89	\$10,897,815.21
Check	\$0.00	\$0.00	\$0.00	\$0.00
Dividends Paid Pulliam General - Subject to				
Cash Dividends Paid	\$29,406.76	\$35,423.30	\$27,374.54	\$23,742.40
Reinvested Dividends	\$20,982.92	\$34,699.72	\$22,718.25	\$171,156.00
Total Dividends	\$50,389.68	\$70,123.02	\$50,092.79	\$194,898.40
FOI Share of Cash Dividends				
Taishoff Share of Cash Div				
Balance of Cash Div Available				
Pulliam General	\$7,826,495.51	\$7,430,892.90	\$7,268,943.22	\$6,788,860.58
Professional Development	\$808,097.88	\$763,343.34	\$743,069.52	\$691,602.36
Archibald	\$115,858.40	\$110,062.21	\$107,139.04	\$99,718.28
Summarized Total	\$8,750,451.79	\$8,304,298.45	\$8,119,151.78	\$7,580,181.22
Less Total Cash Dividends Per Above	-\$29,406.76	-\$64,830.06	-\$92,204.60	-\$115,947.00
Quarterly Amount Subject to 4.5% Balance	\$8,721,045.03	\$8,239,468.39	\$8,026,947.18	\$7,464,234.22

Total Dividends

Cash Dividends	\$115,947.00
Reinvested Dividends	\$249,556.89
Total Dividends	\$365,503.89

Average **4.25%**
Prior Qtrs **of rolling avg.**

Pulliam General	\$7,328,798.05	\$311,473.92	-\$4,410.38	\$307,063.54
Professional Development	\$751,528.28	\$31,939.95	-\$452.26	\$31,487.69 To fund post grad cc
Archibald	\$108,194.48	\$4,598.27	-\$65.11	\$4,533.16 To fund post grad cc
Summarized Total	\$8,188,520.81	\$348,012.13	-\$4,927.75	\$343,084.39
Less Total Cash Dividends Per Above	-\$115,947.00	-\$4,927.75		\$343,084.39
Quarterly Amount Subject to 4.5% Balance	\$8,072,573.81	\$343,084.39		
Rolling Avg.	\$343,084.39			\$444,487.68 Rolling Average Only
Cash Dividends	\$115,947.00			\$220,426.90 Total Cash Interest
Total	\$459,031.39			\$664,914.58

Quill Endowment	\$446,897.24	\$445,776.43	\$460,329.52	\$461,944.32	\$453,736.88	\$14,191.11	Interest Only is to be used for Quill
FOI	\$568,282.89	\$557,768.76	\$542,954.84	\$505,178.21	\$543,546.18	\$22,355.48	Interest Only is to be used For FOI. Included in
Taishoff	\$82,963.63	\$81,775.20	\$79,603.31	\$71,409.76	\$78,937.98	\$3,273.13	Interest Only for broadcast speakers. Included
Dallas Pro Chapter Scholarship Fund	\$39,075.67	\$38,515.92	\$37,492.97	\$34,896.10	\$37,495.17	\$937.38	2.5% as per CSF Agreement
Terry Harper Scholarship Fund	\$122,779.40	\$120,540.42	\$116,822.76	\$107,231.28	\$116,843.47	\$4,965.85	4.5% as per CSF Agreement
New England Pro Chapter	\$10,491.61	\$10,341.32	\$10,066.66	\$9,369.42	\$10,067.25	\$503.36	5% Per CSF Agreement
Pulliam Fellowship	\$2,518,457.65	\$2,341,813.28	\$2,314,146.05	\$2,127,604.90	\$2,325,505.47	\$98,833.98	
					-\$90,288.79	-\$3,837.27	
					\$2,235,216.68	\$94,996.71	\$94,996.71
							\$90,288.79
							\$185,285.50
Total Assets	\$12,539,399.88	\$11,900,829.78	\$11,680,567.89	\$10,897,815.21			
Total Assets Per Balance Sheet	\$12,539,399.88	\$11,900,829.78	\$11,680,567.89	\$10,897,815.21			
	\$0.00	\$0.00	\$0.00	\$0.00			
Pulliam Editorial Interest and Dividends							
Cash Dividends Paid	\$21,434.31	\$23,074.17	\$22,373.43	\$23,406.88	\$90,288.79		
Reinvested Dividends	\$549.44	\$614.83	\$647.23	\$1,642.21	\$3,453.71		
Total Dividends	\$21,983.75	\$23,689.00	\$23,020.66	\$25,049.09	\$93,742.50		

**Proposed Budget - Direct Rev/Exp.
Sigma Delta Chi Foundation
FY 2017**

	Archibald Fund	Dallas Pro Chapter Scholarship Fund	Terry Harper Scholarship Fund	New England Pro Chapter Scholarship Fund	Freedom of Information Fund	Pulliam Fellowship Fund	Taishoff Fund	Professional Development Fund	Quill Endowment Fund	Pulliam Gen Training Place	Pulliam General Quill	Pulliam General Fund	Total Pulliam General	Total
Revenue														
Contributions/Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 84,000.00	\$ -	\$ 32,025.00	\$ 116,025	\$ 116,025.00
Internal Grants Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,191.11	\$ 107,414.67	\$ 121,606	\$ 121,605.78
Interest and Dividends	\$ -	\$ -	\$ -	\$ -	\$ 22,355.48	\$ 90,288.79	\$ 3,273.13	\$ -	\$ 14,191.11	\$ -	\$ -	\$ 90,318.39	\$ 90,318	\$ 220,426.90
Advertising Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ 1,500	\$ 1,500.00
Merchandise Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4.25% of Rolling Average	\$ 4,533.16	\$ 937.38	\$ 4,965.85	\$ 503.36	\$ -	\$ 94,996.71	\$ -	\$ 31,487.69	\$ -	\$ -	\$ -	\$ 307,063.54	\$ 307,064	\$ 444,487.68
Quill Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,500.00	\$ -	\$ 8,500	\$ 8,500.00
Awards Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Registration Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000.00	\$ -	\$ -	\$ 12,000	\$ 12,000.00
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Lease Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 28,697.40	\$ 28,697	\$ 28,697.40
Total Revenue	\$ 4,533.16	\$ 937.38	\$ 4,965.85	\$ 503.36	\$ 22,355.48	\$ 185,285.50	\$ 3,273.13	\$ 31,487.69	\$ 14,191.11	\$ 96,000.00	\$ 24,191.11	\$ 565,519.00	\$ 685,710.11	\$ 953,242.76
Expenses														
Salaries	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 72,668.29	\$ 38,227.10	\$ 137,698.99	\$ 248,594.38	\$ 248,594.38
Intern Salaries/Taxes	\$ 4,533.16	\$ -	\$ -	\$ -	\$ 9,000.00	\$ -	\$ -	\$ 21,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34,533.16
Payroll Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,770.17	\$ 3,058.68	\$ 10,919.44	\$ 19,748.29	\$ 19,748.29
Health Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,994.39	\$ 5,802.98	\$ 14,352.26	\$ 28,149.63	\$ 28,149.63
401k Match	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,473.91	\$ 1,588.82	\$ 8,113.01	\$ 12,175.74	\$ 12,175.74
Employee Education/Training	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
Payroll Related Charges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Workers Compensation Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Liability Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Property Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Telephone	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Building Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Board Related Expenditures	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,050.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,960.00	\$ 4,960.00	\$ 6,010.00
Equipment Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Software Maintenance/Upgrades	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 1,000.00	\$ 1,500.00	\$ 1,500.00
Internet Connectivity	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Website Expense/Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Computer Lease	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Depreciation/Amortization	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Audit/Accounting Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,400.00	\$ 13,400.00	\$ 13,400.00
Legal Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Office Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ 500.00	\$ 700.00	\$ 700.00
Postage/Shipping	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 17,760.00	\$ 100.00	\$ 18,860.00	\$ 18,960.00
Printing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 45,540.00	\$ -	\$ 45,540.00	\$ 45,540.00
Employment Recruiting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dues and Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 275.00	\$ 275.00	\$ 275.00
Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Employee Travel/Meals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,600.00	\$ -	\$ 6,250.00	\$ 13,850.00	\$ 13,850.00
Merchant Fees/Credit Card Processing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ 500.00
Investment Account Fees/Banking Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 180.00	\$ 180.00	\$ 180.00
Consulting/Trainer Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,500.00	\$ -	\$ -	\$ 23,500.00	\$ 23,500.00
401k/POP Related Charges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Contributions/Grants/Awards	\$ -	\$ 937.38	\$ 4,965.85	\$ 503.36	\$ 500.00	\$ 83,564.00	\$ 3,273.13	\$ -	\$ -	\$ -	\$ -	\$ 11,850.00	\$ 11,850.00	\$ 105,593.72
Internal Grants	\$ -	\$ -	\$ -	\$ -	\$ 12,855.48	\$ 84,071.50	\$ -	\$ 10,487.69	\$ 14,191.11	\$ -	\$ -	\$ -	\$ -	\$ 121,605.78
Fundraising Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,096.00	\$ 6,096.00	\$ 6,096.00
Outside Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ 28,000.00	\$ 300.00	\$ 750.00	\$ 29,050.00	\$ 30,550.00
Events, Meals and Banquets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,100.00	\$ -	\$ -	\$ 40,100.00	\$ 40,100.00
Facilities Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00
Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Free Lance labor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 29,300.00	\$ -	\$ 29,300.00	\$ 29,300.00
Participant Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 28,725.00	\$ -	\$ 1,130.00	\$ 29,855.00	\$ 29,855.00
Total Expenses	\$ 4,533.16	\$ 937.38	\$ 4,965.85	\$ 503.36	\$ 22,355.48	\$ 170,285.50	\$ 3,273.13	\$ 31,487.69	\$ 14,191.11	\$ 222,031.77	\$ 142,077.58	\$ 222,074.70	\$ 586,184.04	\$ 838,716.69
Net Change in Assets	\$ -	\$ -	\$ (0.00)	\$ -	\$ -	\$ 15,000.00	\$ -	\$ 0.00	\$ -	\$ (126,031.77)	\$ (117,886.47)	\$ 343,444.30	\$ 99,526.07	\$ 114,526.07

**Proposed Budget
Sigma Delta Chi Foundation
FY 2017
Revenue**

	Archibald Scholarship Fund	Dallas Pro Chapter Scholarship Fund	Terry Harper Scholarship Fund	New England Pro Chapter Scholarship Fund	Freedom of Information Fund	Pulliam Fellowship Fund	Taishoff Fund	Professional Development Fund	Quill Endowment Fund	Pulliam Gen Training Place	Pulliam General Quill	Pulliam General Fund	Total Pulliam General	Total
Contributions/Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 84,000.00	\$ -	\$ 32,025.00	\$ 116,025.00	\$ 116,025.00
Internal Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,191.11	\$ 107,414.67	\$ 121,605.78	\$ 121,605.78
Interest and Dividends	\$ -	\$ -	\$ -	\$ -	\$ 22,355.48	\$ 90,288.79	\$ 3,273.13	\$ -	\$ 14,191.11	\$ -	\$ -	\$ 90,318.39	\$ 90,318.39	\$ 220,426.90
Advertising Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ 1,500.00	\$ 1,500.00
Merchandise Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4.25% of Rolling Average	\$ 4,533.16	\$ 937.38	\$ 4,965.85	\$ 503.36	\$ -	\$ 94,996.71	\$ -	\$ 31,487.69	\$ -	\$ -	\$ -	\$ 307,063.54	\$ 307,063.54	\$ 444,487.68
Quill Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,500.00	\$ -	\$ 8,500.00	\$ 8,500.00
Awards Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Registration Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000.00	\$ -	\$ -	\$ 12,000.00	\$ 12,000.00
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Lease Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 28,697.40	\$ 28,697.40	\$ 28,697.40
Total Revenue	\$ 4,533.16	\$ 937.38	\$ 4,965.85	\$ 503.36	\$ 22,355.48	\$ 185,285.50	\$ 3,273.13	\$ 31,487.69	\$ 14,191.11	\$ 96,000.00	\$ 24,191.11	\$ 565,519.00	\$ 685,710.11	\$ 953,242.76

Expenses														
Salaries	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 72,668.29	\$ 38,227.10	\$ 137,698.99	\$ 248,594.38	\$ 248,594.38
Intern Salaries/Taxes	\$ 4,533.16	\$ -	\$ -	\$ -	\$ 9,000.00	\$ -	\$ -	\$ 21,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34,533.16
Payroll Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,770.17	\$ 3,058.68	\$ 10,919.44	\$ 19,748.29	\$ 19,748.29
Health Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,994.39	\$ 5,802.98	\$ 14,352.26	\$ 28,149.63	\$ 28,149.63
401k Match	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,473.91	\$ 1,588.82	\$ 8,113.01	\$ 12,175.74	\$ 12,175.74
Employee Education/Training	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
Payroll Related Charges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 609.38	\$ 320.56	\$ 1,154.71	\$ 2,084.64	\$ 2,084.64
Workers Compensation Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 136.44	\$ 71.77	\$ 258.54	\$ 466.76	\$ 466.76
Liability Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,347.87	\$ 709.05	\$ 2,554.08	\$ 4,611.01	\$ 4,611.01
Property Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,014.00	\$ 533.41	\$ 7,904.55	\$ 9,451.96	\$ 9,451.96
Telephone	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,170.36	\$ 615.66	\$ 2,217.70	\$ 4,003.73	\$ 4,003.73
Building Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,500.00	\$ 11,500.00	\$ 11,500.00
Capital Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Board Related Expenditures	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,050.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,960.00	\$ 4,960.00	\$ 6,010.00
Equipment Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 549.74	\$ 289.19	\$ 1,041.70	\$ 1,880.63	\$ 1,880.63
Software Maintenance/Upgrades	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,517.56	\$ 1,298.31	\$ 3,875.62	\$ 6,691.49	\$ 6,691.49
Internet Connectivity	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 284.03	\$ 149.41	\$ 538.21	\$ 971.65	\$ 971.65
Website Expense/Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 436.60	\$ 229.67	\$ 827.30	\$ 1,493.57	\$ 1,493.57
Computer Lease	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Depreciation/Amortization	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,320.93	\$ 694.88	\$ 2,503.04	\$ 4,518.85	\$ 4,518.85
Audit/Accounting Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,400.00	\$ 13,400.00	\$ 13,400.00
Legal Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,294.89	\$ 2,785.37	\$ 10,033.27	\$ 18,113.53	\$ 18,113.53
Office Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 710.91	\$ 268.76	\$ 1,468.12	\$ 2,447.80	\$ 2,447.80
Postage/Shipping	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 17,760.00	\$ 100.00	\$ 18,860.00	\$ 18,960.00
Printing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 139.34	\$ 45,613.30	\$ 264.03	\$ 46,016.67	\$ 46,016.67
Employment Recruiting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 185.79	\$ 97.73	\$ -	\$ 283.52	\$ 283.52
Dues and Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 130.05	\$ 68.41	\$ 521.43	\$ 719.89	\$ 719.89
Employee Travel - Local	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,114.71	\$ 586.39	\$ 2,112.27	\$ 3,813.37	\$ 3,813.37
Employee Travel - Events	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,600.00	\$ -	\$ 6,250.00	\$ 13,850.00	\$ 13,850.00
Merchant Fees/Credit Card Processing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ 500.00
Investment Account Fees/Banking Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 180.00	\$ 180.00	\$ 180.00
Consulting/Trainer Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,500.00	\$ -	\$ -	\$ 23,500.00	\$ 23,500.00
401k/POP Related Charges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 289.83	\$ 152.46	\$ 549.19	\$ 991.48	\$ 991.48
Contributions/Grants/Awards	\$ -	\$ 937.38	\$ 4,965.85	\$ 503.36	\$ 500.00	\$ 83,564.00	\$ 3,273.13	\$ -	\$ -	\$ -	\$ -	\$ 11,850.00	\$ 11,850.00	\$ 105,593.72
Internal Grants	\$ -	\$ -	\$ -	\$ -	\$ 12,855.48	\$ 84,071.50	\$ -	\$ 10,487.69	\$ 14,191.11	\$ -	\$ -	\$ -	\$ -	\$ 121,605.78
Fundraising Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,096.00	\$ 6,096.00	\$ 6,096.00
Outside Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ 28,000.00	\$ 300.00	\$ 750.00	\$ 29,050.00	\$ 30,550.00
Events, Meals and Banquets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,425.12	\$ 171.03	\$ 616.08	\$ 41,212.23	\$ 41,212.23
Facilities Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,120.76	\$ 63.53	\$ 228.83	\$ 4,413.12	\$ 4,413.12
Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 464.46	\$ 244.33	\$ -	\$ 708.79	\$ 708.79
Free Lance labor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 29,300.00	\$ -	\$ 29,300.00	\$ 29,300.00
Participant Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 28,725.00	\$ -	\$ 1,130.00	\$ 29,855.00	\$ 29,855.00
Total Expenses	\$ 4,533.16	\$ 937.38	\$ 4,965.85	\$ 503.36	\$ 22,355.48	\$ 170,285.50	\$ 3,273.13	\$ 31,487.69	\$ 14,191.11	\$ 238,994.53	\$ 151,000.83	\$ 270,468.37	\$ 660,463.72	\$ 912,996.38
Net Change in Assets	\$ -	\$ -	\$ (0.00)	\$ -	\$ -	\$ 15,000.00	\$ -	\$ 0.00	\$ -	\$ (142,994.53)	\$ (126,809.72)	\$ 295,050.63	\$ 25,246.39	\$ 40,246.39

SDX Programs Budget 2017

FY 2017

Post Grad Communication Intern

Fund	Account	Amount
Pro Development	Intern Salaries/Taxes	\$21,000.00 (Intern Salary)
Pro Development	Outside Services	\$0.00 (Adviser Stipend)
	TOTAL	\$21,000.00

Pulliam Editorial Fellowship

Fund	Account	Amount
Pulliam Editorial	Awards	\$75,000.00 Cash Award
Pulliam Editorial	Awards	\$66.00 Large bent glass (Fine promotions)
Pulliam Editorial	Awards	AOJ Luncheon sponsorship - NO LONGER SPONSORING
Pulliam Editorial	Outside Services	\$1,500.00 Judges stipends (3 @ \$500 each)
Pulliam Editorial	Printing	\$0.00
Pulliam Editorial	Postage/Shipping	\$100.00
Pulliam Editorial	Telephone	\$0.00 Judges Conference Call
Pulliam Editorial	Participant Travel	\$0.00 Recipient to attend AOJ Conf -- NO LONGER DOING
Pulliam Editorial	Employee Travel	\$0.00 Staff Rep AOJ event participation -- NO LONGER DOING THIS
Pulliam Editorial	Board Related Expense	\$1,050.00 Board Rep to attend AOJ Conf (\$350 flight/\$500 hotel/\$150 misc.)
	TOTAL	\$77,716.00

Pulliam Kilgore Interns

Fund	Account	Amount
Pulliam General	Intern Salaries/Taxes	\$9,000 (2 interns: 10 weeks at \$400/week plus taxes)
Pulliam General	TOTAL	\$9,000

Pulliam First Amendment Award

Fund	Account	Amount
Pulliam General	Awards	\$10,000.00 Cash Award
Pulliam General	Outside Services	\$750.00 Plaque
Pulliam General	Telephone	\$0.00 Judges Conference Call
Pulliam General	Postage/Shipping	\$100.00 Judging Packets Shipping
Pulliam General	Participant Travel	\$1,130.00 Recipient to attend EIJ Conf (\$400 flight/\$500 hotel/\$80 banquet ticket/\$150 misc.)
	TOTAL	\$11,980.00

High School Essay Contest

Fund	Account	Amount
Pulliam General	Awards	\$1,850.00 \$1,000, \$500, \$350 scholarships
Pulliam General	Postage/Shipping	\$0.00
	TOTAL	\$1,850.00

Archibald Communications Intern

Fund	Account	Amount
Archibald	Intern Salaries/Taxes	\$4,533.16 Combined with \$21k
	TOTAL	\$4,533.16

Taishoff Speaker

Fund	Account	Amount
Taishoff	Grants	\$3,273.13
	TOTAL	\$3,273.13

R.D.G. Lewis First Amendment Award

Fund	Account	Amount
FOI	Awards	\$170.00 EIJ registration
FOI	Participant Travel	\$330.00 money toward travel
	TOTAL	\$500.00

Harper Memorial Scholarship	Fund	Account	Amount
	Harper Memorial	Awards	\$ 920.00 EIJ registration
	Harper Memorial	Participant travel	\$ 3,725.85
	Harper Memorial	Events, Meals	\$ 320.00
		TOTAL	\$ 4,965.85
Diversity Leadership Program	Fund	Account	Amount
	Pulliam Editorial	Awards	\$ 1,380.00 EIJ registration
	Pulliam Editorial	Participant Travel	\$ 6,438.00 Was 6,384 last year
	Pulliam Editorial	Events, meals	\$ 680.00
		TOTAL	\$ 8,498.00
Quill	Fund	Account	Amount
	Pulliam General	Postage/Shipping	\$ 17,760.00
	Pulliam General	Printing	\$ 45,540.00
	Pulliam General	Outside services	\$ 300.00 Ad Commission
	Pulliam General	Software maint	\$ 500.00
	Pulliam General	Freelance labor	\$ 29,300.00
	TOTAL	\$ 93,400.00	
Training Place	Fund	Account	Amount
	Pulliam General	Trainer Fee	\$ 23,500.00 Was \$12,500 last year
	Pulliam General	Participant Travel	\$ 28,725.00 Was \$17,100 last year
	Pulliam General	Employee travel	\$ 7,600.00 Was \$4,900 last year
	Pulliam General	Printing	\$ -
	Pulliam General	Postage/Shipping	\$ 1,000.00
	Pulliam General	Facilities rental	\$ 4,000.00
	Pulliam General	Events, Meals, Banquets	\$ 40,100.00 Was 16,600 last year.
	Pulliam General	Office supplies	\$ 200.00
	Pulliam General	Outside services	\$ 28,000.00 Was 20,000 last year
		TOTAL	\$ 133,125.00 Was \$76,000 last year.
Ethics Book promotion	Fund	Account	\$0
	Ethics	Awards	\$0.00
Beverly Keys Scholarship Fund	Fund	Account	Amount
	Beverly Keys	Awards	\$ -
		TOTAL	\$0.00
Dallas Pro Chapter Scholarship Fund	Fund	Account	Amount
	Dallas Pro	Awards	\$ 937.38
		TOTAL	\$937.38
New England Pro Chapter	Fund	Account	Amount
	New England	Awards	\$ 503.36
		TOTAL	\$503.36
	TOTAL	\$371,281.88	

**Sigma Delta Chi Foundation Expense Summary
FY 2017**

	Proposed	Prior year	Variance
4.25% Rolling Average	\$444,487.68	\$505,442.32	-\$60,954.64
Contributions	\$116,025.00	\$47,200.00	\$68,825.00
Lease Management	\$28,697.40	\$27,967.13	\$730.28
Interest and Dividends	\$220,426.90	\$249,994.73	-\$29,567.83
Subscriptions, Registration Fees & Advertising Revenue	\$22,000.00	\$20,800.00	\$1,200.00
Quill Endowment	\$14,191.11	\$13,363.13	\$827.98
Internal Grants	\$107,414.67	\$117,405.57	-\$9,990.90
Total Revenue	\$953,242.76	\$982,172.88	-\$28,930.11
Grants/Awards	\$218,701.50	\$232,532.96	-\$13,831.46
Allocable (shared expenses with SPJ) Expenses	\$48,393.67	\$46,222.09	\$2,171.58
Salaries, Benefits of SDX staff and shared SPJ Staff	\$171,083.70	\$137,594.16	\$33,489.53
Intern Salaries	\$34,533.16	\$34,954.30	-\$421.14
Fundraising Related Expenses	\$6,096.00	\$8,641.00	-\$2,545.00
Quill	\$151,000.83	\$146,134.78	\$4,866.05
Training Place	\$238,994.53	\$216,751.85	\$22,242.68
Diversity Fellowship	\$8,498.00	\$8,884.00	-\$386.00
Other Direct Expenses	\$35,695.00	\$34,928.00	\$767.00
Total Expenditures	\$912,996.38	\$866,643.14	\$46,353.24
Net Surplus	\$40,246.39	\$115,529.73	-\$75,283.35

Grants and Awards Detail

Pulliam Editorial Fellow	\$ 75,066.00	\$ 79,066.00	\$ (4,000.00)
Quill	\$ 14,191.11	\$ 13,363.13	\$ 827.98
Taishoff	\$ 3,273.13	\$ 3,484.74	\$ (211.61)
Dallas Pro Scholarship	\$ 937.38	\$ 937.89	\$ (0.51)
Terry Harper Scholarship	\$ 4,965.85	\$ 5,422.00	\$ (456.15)
New England Pro Scholarship	\$ 503.36	\$ 503.64	\$ (0.27)
First Amendment Award	\$ 10,000.00	\$ 10,000.00	\$ -
High School Essay	\$ 1,850.00	\$ 1,850.00	\$ -
RDG Lewis First Amend	\$ 500.00	\$ 500.00	\$ -
Internal Grant Funding	\$ 107,414.67	\$ 117,405.57	\$ (9,990.90)
	<u>\$ 218,701.50</u>	<u>\$ 232,532.96</u>	<u>\$ (13,831.46)</u>

Other Direct Expense Detail

Accounting Fees	\$ 13,400.00	\$ 13,400.00	\$ -
Board Related	\$ 4,960.00	\$ 4,468.00	\$ 492.00
Employee Travel/Education	\$ 10,525.00	\$ 9,200.00	\$ 1,325.00
Software Maintance	\$ 1,000.00	\$ 1,000.00	\$ -
Other	\$ 5,810.00	\$ 6,860.00	\$ (1,050.00)
	<u>\$ 35,695.00</u>	<u>\$ 34,928.00</u>	<u>\$ 767.00</u>

Fundraising

FY 2017

Revenue

Fund	Account	Item Description	No. Response	Average Gift	Total
Pulliam General	Contributions	Fall Handwritten Appeal	0	\$100	\$0
Pulliam General	Contributions	End of Year Appeal	130	\$100	\$13,000
Pulliam General	Contributions	Tax Statement Mailing	0	\$50	\$0
Pulliam General	Contributions	Spring crowdfunding appeal	15	\$100	\$1,500
Pulliam General	Contributions	Join/Renewal	95	\$75	\$7,125
Pulliam General	Contributions	Leadership Giving	0	\$0	\$0
Pulliam General	Contributions	Random Giving	90	\$100	\$9,000
Pulliam General	Contributions	EIJ Registration Form	20	\$70	\$1,400
Total Revenue			350		\$32,025

Expenses

Fund	Account	Item Description	Quantity	Per Unit Cost	Total
<i>Stationary</i>					
Pulliam General	Fund Raising	Letterhead	600	\$0.07	\$42.00
Pulliam General	Fund Raising	Note Cards	600	\$0.19	\$114.00
Pulliam General	Fund Raising	Note Card Envelopes	600	\$0.16	\$96.00
Pulliam General	Fund Raising	#10 Envelopes	600	\$0.14	\$84.00
					\$336.00
<i>Tax Statement</i>					
Pulliam General	Fund Raising	Letterhead	400	\$0.07	\$28.00
Pulliam General	Fund Raising	Carrier Envelope	400	\$0.14	\$56.00
Pulliam General	Fund Raising	Postage	400	\$0.49	\$196.00
					\$280.00
<i>End of Year Appeal</i>					
Pulliam General	Fund Raising	Letterhead	2000	\$0.07	\$140.00
Pulliam General	Fund Raising	Carrier Envelope	2000	\$0.14	\$280.00
Pulliam General	Fund Raising	Reply Envelope	2000	\$0.13	\$260.00
Pulliam General	Fund Raising	Postage	2000	\$0.49	\$980.00
					\$1,660.00
<i>Spring Handwritten appeal -- NOT DOING THIS</i>					
Pulliam General	Fund Raising	Note Cards	500	\$0.00	\$0.00
Pulliam General	Fund Raising	Note Card Envelope	500	\$0.00	\$0.00
Pulliam General	Fund Raising	Postage	500	\$0.00	\$0.00
Pulliam General	Fund Raising	Reply Envelope	500	\$0.00	\$0.00
Pulliam General	Fund Raising	Vendor Fees	1	\$0.00	\$0.00
					\$0.00
<i>Thank You letters</i>					
Pulliam General	Fund Raising	Letterhead	400	\$0.07	\$28.00
Pulliam General	Fund Raising	Carrier Envelope	400	\$0.14	\$56.00
Pulliam General	Fund Raising	Postage	400	\$0.49	\$196.00
					\$280.00
<i>Grant Seeking</i>					
Pulliam General	Fundraising	Airfare	2	\$350.00	\$700.00
Pulliam General	Fundraising	Hotel	2	\$170.00	\$340.00
Pulliam General	Fundraising	Rental Car	2	\$50.00	\$100.00
Pulliam General	Fundraising	Meals	4	\$100.00	\$400.00
					\$1,540.00
<i>Donor Reception</i>					
Pulliam General	Fundraising	Food and drink	1	\$2,000.00	\$2,000.00
Total Expenses					\$6,096.00
Net					\$25,929.00

Share of Allocable Expenses: FY2017

	Training Place	Quill	SDX Management	Total	Total SDX	Master Allocable expenses
Salaries	\$ 72,668.29	\$ 38,227.10	\$ 137,698.99	\$ 248,594.38	\$ 248,594.38	\$ -
Employee Education/Training	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00
Payroll Related Charges	\$ 609.38	\$ 320.56	\$ 1,154.71	\$ 2,084.64	\$ 2,084.64	\$ 6,560.00
Workers Compensation Insurance	\$ 136.44	\$ 71.77	\$ 258.54	\$ 466.76	\$ 466.76	\$ 1,468.80
BOP Insurance Policy	\$ 1,347.87	\$ 709.05	\$ 2,554.08	\$ 4,611.01	\$ 4,611.01	\$ 14,510.01
Property Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	\$ 1,014.00	\$ 533.41	\$ 7,904.55	\$ 9,451.96	\$ 9,451.96	\$ 18,820.35
Telephone	\$ 1,170.36	\$ 615.66	\$ 2,217.70	\$ 4,003.73	\$ 4,003.73	\$ 12,599.00
Building Maintenance	\$ -	\$ -	\$ 11,500.00	\$ 11,500.00	\$ 11,500.00	\$ 23,000.00
Capital Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Board Related Expenditures	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 63,000.00
Equipment Rental	\$ 549.74	\$ 289.19	\$ 1,041.70	\$ 1,880.63	\$ 1,880.63	\$ 5,918.00
Software Maintenance/Upgrades	\$ 1,517.56	\$ 798.31	\$ 2,875.62	\$ 5,191.49	\$ 5,191.49	\$ 16,336.68
Internet Connectivity	\$ 284.03	\$ 149.41	\$ 538.21	\$ 971.65	\$ 971.65	\$ 3,057.60
Website Expense/Maintenance	\$ 436.60	\$ 229.67	\$ 827.30	\$ 1,493.57	\$ 1,493.57	\$ 4,700.00
Computer Lease	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 1,320.93	\$ 694.88	\$ 2,503.04	\$ 4,518.85	\$ 4,518.85	\$ 14,220.00
Audit/Accounting Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 18,440.00
Legal Fees	\$ 5,294.89	\$ 2,785.37	\$ 10,033.27	\$ 18,113.53	\$ 18,113.53	\$ 57,000.00
Office Supplies	\$ 510.91	\$ 268.76	\$ 968.12	\$ 1,747.80	\$ 1,747.80	\$ 5,500.00
Postage/Shipping	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00
Printing	\$ 139.34	\$ 73.30	\$ 264.03	\$ 476.67	\$ 476.67	\$ 1,500.00
Employment Recruiting	\$ 185.79	\$ 97.73	\$ -	\$ 283.52	\$ 283.52	\$ 2,000.00
Dues and Subscriptions	\$ 130.05	\$ 68.41	\$ 246.43	\$ 444.89	\$ 444.89	\$ 1,400.00
Employee Travel/Meals	\$ 1,114.71	\$ 586.39	\$ 2,112.27	\$ 3,813.37	\$ 3,813.37	\$ 12,000.00
Merchant Fees/Credit Card Processing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,000.00
Investment Account Fees/Banking Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400.00
Trainer fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
401k Related Charges	\$ 289.83	\$ 152.46	\$ 549.19	\$ 991.48	\$ 991.48	\$ 3,120.00
Contributions/Grants/Awards	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Miscellaneous Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400.00
Outside Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
Events, Meals and Banquets	\$ 325.12	\$ 171.03	\$ 616.08	\$ 1,112.23	\$ 1,112.23	\$ 3,500.00
Facilities Rental	\$ 120.76	\$ 63.53	\$ 228.83	\$ 413.12	\$ 413.12	\$ 1,300.00
Marketing	\$ 464.46	\$ 244.33	\$ -	\$ 708.79	\$ 708.79	\$ 5,000.00
Free Lance labor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Participant Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$ 16,962.76	\$ 8,923.25	\$ 48,393.67	\$ 74,279.69	\$ 74,279.69	\$ 329,250.44



DATE: March 31, 2016

TO: Robert Leger, SDX president
SDX Foundation Board

FROM: Mac McKerral, chair
SDX Grants Committee

RE: SDX Grant Recommendations, Spring 2016

Mr. President:

The SDX Grants Committee met via conference call on Monday, March 25 from noon-2 p.m. (CDT). Chris Vachon, SPJ associate executive director, joined the meeting. Committee member Jane Kirtley could not participate, but Jane shared her thoughts about the grant requests with me in advance of the call and gave me a proxy vote for the action items. I notified committee members in advance of the meeting that she bestowed the proxy, and there were no objections. For the record, Jane was an "abstain" on the Reporters Committee for Freedom of the Press action item.

This year, the committee was asked to make two sets of recommendations, one based on a 4.5-percent draw and one on a 4.25-percent draw in case the board decided to drop the percentage.

I have attached an Excel file (color coded!) that shows the committee's decisions for both allocation scenarios. I also have attached a synopsis of the grant requests.

The narrative and context for the committee's decisions follows.

The committee makes the following recommendations, and all the votes were unanimous, except for the abstention referenced above:

Full funding (4.5 percent scenario):

• SPJ EIJ: **\$38,000**

The committee understands that its primary responsibility as a supporting foundation for SPJ is SPJ. That said, the committee noted that SPJ has accrued a fairly substantial reserve fund, and in the 4.5 percent scenario if SPJ were to find that it did not need or did not use the entire \$38,000, it would help the foundation's position if the unnecessary/unused money could be returned.

• Student Press Law Center: **\$6,000**

The grant supports efforts to enact "New Voices" legislation in the states, an initiative getting some traction and aimed primarily at protecting rights for students in high schools. The committee believes that SPJ's re-energized high school initiatives (the high school mentoring program and the "Still Captive" book, both executed by the SPJ Education Committee) dictates support for the "New Voices" initiative. The SPLC has been a longtime partner with SDX, including with the "Campus Crime," handbook, which received its initial funding from SDX back in the early 1990s.

Partial Funding (4.5 percent scenario):

• CFOCI, Mackinac Center and TCOG: **\$2,000**

As Jane predicted in 2015, SDX received an increased number of requests from FOI/First Amendment groups. A guideline developed by the committee in 2015 and endorsed by the SDX board suggests that SDX concentrate its efforts on regional groups and then state groups. This year we are recommending 20 percent of requested amounts for the state groups.

- NEFAC: **\$3,000**

The committee recommends 30 percent of the requested amount, as per the guidelines referenced above — preference to regional groups.

- SPJ Region 3 Michael Koretzky-Drone program: **\$1,800**

Hopefully — with matching money from the region, as per the applicant — Michael can execute this program successfully, albeit on possibly a smaller scale. The committee also wants to make this grant incumbent on the program including an ethical component, since use of drones does not come without questions about ethical uses. This does not seem like it would be difficult to do, and as chair, I am willing to work with Michael on that or better, the SPJ Ethics Committee can assist.

- NPPA: **\$10,000**

The committee sees high value in this program and in the work NPPA does. And the committee also hopes that this grant might open the door to a stronger and more specific relationship between SPJ and NPPA.

No funding (4.5 percent scenario):

- APME: The committee does not endorse supporting training programs that compete with SPJ training. However, I have spoken with Chris Vachon about the possibility of SPJ partnering with APME in future training initiatives. The committee saw a lot of potential for that.

- RCFP, WFOIC: Both these proposals focus on developing amicus briefs for key cases. The committee recommends that these organizations approach SPJ and its Legal Defense Fund for support for these initiatives. The LDF sits at approximately \$80,000 at this time. Depending on the funding percentage for SDX, that is \$15,000 or \$40,000 more than SDX could allocate in grants this spring. Both requests seem well within the scope of LDF.

- NFOIC Program: This appears to be an academic/scholarly research project, and the amount requested is well beyond the scope of the foundation resources.

- NFOIC Summit: The committee determined that the foundation simply does not have the money to support the summit this go-around.

- Pasack Hills: The committee is reluctant to go down the road of supporting conference attendance for high-schoolers. This would not be prudent even if we were swimming in money — like Dave Carlson is. We recommend the students look to local organizations for support.

Partial Funding (4.25 percent scenario):

- SPJ Region 3 Michael Koretzky-Drone program: **\$1,500**

It is a worthy program and an SPJ-driven program.

- SPJ EIJ: **\$28,000**

This reduction approximately represents a parallel reduction (4.5 percent to 4.25) percent based on SPJ's request.

- NPPA: **\$7,000/SPLC: \$3,000**

Among the programs partially funded in the 4.5-percent scenario, these have been deemed most worthwhile.

No funding (4.25 percent scenario):

- All other applicants.

Finally, in continuing to develop and polish guidelines for the SDX Grants Committee, the committee supports a guideline revision with regard to requests from FOI/First amendment groups. As it stands, the guideline (referenced above) gives priority to regional entities and then state entities. The committee would like that guideline to prioritize those requests this way: regional, first priority; state, second priority; and national, third priority.

The rationale for this ladder:

- In 2015 the committee/board agreed that giving preference to regional groups would encourage collaboration between state groups, hence, more bang for the buck. Also, the regional and state groups routinely ask for less, which makes them "affordable" within the scope of SDX resources. That is reflected in the 2016 requests. State and regional groups also have fewer resources than national groups. Finally, and this is anecdotal, regional and state programs seem to have more potential for impact and spread the SDX name at the grassroots level."

And for the record, I wanted to note the quality work done by this committee, and Chris Vachon. And a tip of the hat to the SDX Board president, who cobbled together a great batch of committee volunteers.

		Last year's grant	4.50% \$65,479.10	4.25% \$39,684.17	
APME	\$ 10,000.00	NA	\$0.00	\$0.00	
CFOIC	5,000	\$2,500.00	\$2,000.00	\$0.00	
Koretzky	\$ 3,000.00	withdrawn	\$1,800.00	\$1,500.00	
Mackinac Center	\$ 5,000.00	NA	\$2,000.00	\$0.00	
NEFAC	\$ 10,000.00	NA	\$3,000.00	\$0.00	
NFOIC-Program	\$ 25,000.00	NA	\$0.00	\$0.00	
NFOIC-Summit	\$ 10,000.00	NA	\$0.00	\$0.00	
NPPA	\$ 15,000.00	NA	\$10,000.00	\$7,000.00	
Pascack Hills High School	\$ 5,975.00	NA	\$0.00	\$0.00	
RCFP	\$ 5,000.00	\$3,600.00	\$0.00	\$0.00	
SPJ	\$ 38,000.00	\$85,000.00	\$38,000.00	\$28,000.00	
SPLC	\$ 6,000.00	NA	\$6,000.00	\$3,000.00	
TCOG	\$ 5,000.00	\$2,500.00	\$2,000.00	\$0.00	
WFOIC	\$ 10,000.00	NA	\$0.00	\$0.00	
TOTAL REQUESTED	\$ 152,975.00		-\$679.10	-\$184.17	FUND BALANCE
			\$64,800.00	\$39,500.00	TOTAL GRANTED

SDX Spring 2016 Grant Application Synopsis

CFOIC:

What is the topic of your program/project?: The CFOIC's blog and news feed: The blog (coloradofoic.org/blog/) provides original reporting and commentary intended to keep Colorado journalists and the public informed about state-and-local issues involving the First Amendment, access-to- information rights and government transparency. The news feed (coloradofoic.org/latest-news/) is a continuously updated collection of news stories and editorials on these issues from news organizations, other state sources and national sources.

Mackinac Center:

The Mackinac Center will publish a policy brief that recommends reforming the Michigan Freedom of Information Act to foster greater government transparency. Our recommendations will include such reforms as applying the Act to our governor's office, placing limits on the cost of citizen access to records, clarifying the proper use of public email accounts and more.

NEFAC:

The New England First Amendment Institute, now in its sixth year, is an intensive training course for working journalists on freedom of information laws and investigative techniques. By bringing together a fleet of highly acclaimed media lawyers and award winning journalists, we offer a rich and collegial training program to help make those attending into better watchdogs — at no cost to them. How does this program/project complement the society's missions?: The New England First Amendment Institute began specifically to help journalists access information and better navigate their respective freedom of information laws. Our curricula focuses on ways to remove barriers to information and to become stronger watchdogs. In addition, we incorporate discussions about ethics into the program, exploring the ethical and legal questions involved in reporting and publishing. We discuss not only what journalists *can* do, but what they *should* do. Finally, we are committed to diversity and making sure that our applicants each year reflect not just the best and brightest of New England journalists, but that they also reflect the diverse backgrounds of those working in the region.

TCOG:

What is the topic of your program/project?: Resources for journalists and citizens who have questions or face obstacles in getting public records or accessing public meetings. Among those resources are a free real-time Help Line for journalists and citizens, workshops for journalists, journalism students and civic groups, and website resources, such as our downloadable publication "Keys to Open Government" that explains our public records and open meetings laws. In 2016, we plan to research and build a publicly available searchable database of exemptions to the Tennessee Public Records Act. There are more than 350 statutory exemptions, and other exemptions that have developed through case law.

WFOIC:

What is the topic of your program/project?: Amicus Assistance Project. The project would fund up to two amicus briefs per year to be submitted to the Wisconsin Supreme Court or the Wisconsin Court of Appeals in cases in which freedom of information and public access to government records or meetings are at risk. The Council would use its own resources to fund additional public education and outreach about the amicus submission and the issues in each case.

SPJ Florida Drone Program:

What is the topic of your program/project?: SPJ LOAN-A-DRONE PROGRAM SPJ sends a drone journalist/pilot and a high-tech drone to chapters and other groups of journalists for hands-on training and even the execution of actual assignments. Participants will learn the law from as well as best flight practices.

NPPA:

What is the topic of your program/project?: THE RIGHT TO PHOTOGRAPH & RECORD IN PUBLIC It is apparent that whether journalists or citizens know their First Amendment rights makes no difference if police and other government officials don't know or respect those rights. This program will present training to law enforcement officers, first responders, citizens and journalists in order to foster a better understanding of their rights and responsibilities and ultimately gain greater respect for the roles that everyone plays as pertains to newsgathering and law enforcement.

RCFP:

What is the topic of your program/project?: Annual grant for amicus brief practice.

We are submitting a request for \$5,000 to be applied to our amicus briefs. SPJ and RCFP have worked shoulder to shoulder for years, and we look forward to your support for the next generation of First Amendment cases.

SPJ EIJ:

What is the topic of your program/project?: Excellence in Journalism 2016 Conference The Society of Professional Journalists seeks to improve and protect journalism through advocacy and education programs in the areas of a free press, ethical standards and behavior, diversity in journalism, and advancing journalistic excellence. The annual conference provides that quality training through more than 60 professional development programs geared to the organization's mission and the needs of today's journalist.

SPLC:

What is the topic of your program/project?: The project, the New Voices Grassroots Campaign, is an initiative to build on the successful enactment of the New Voices of North Dakota press-freedom statute passed in 2015 by building and supporting copycat grassroots organizations across the country. Support from SPLC speakers and expert witnesses has been crucial in legislative movements to protect the rights of college and high-school journalists, and with the support of Sigma Delta Chi, we can send reinforcements into many more states to capitalize on the momentum built in North Dakota.

NFOIC Program:

What is the topic of your program/project? "FOI Play or Pay" (*working title*) - How do state laws that provide for reimbursement of legal fees impact journalists' and citizens' decisions to pursue FOI lawsuits; and, how does the presence or absence of these laws affect government responsiveness? NFOIC seeks to create greater awareness of this important FOI compliance mechanism that is mandatory in 21 states, and develop education and training modules for journalists, open government and watchdog organizations and FOI attorneys.

NFOIC Summit:

What is the topic of your program/project? Please provide a title and two-sentence summary. The NFOIC national FOI Summit: Each year, NFOIC convenes the national FOI Summit for open government advocates as a two-day education and training event. NFOIC's 44 state and regional affiliates, including journalists, attorneys, and representatives of national open government organizations gather to listen to presentations and panel discussions, contribute ideas and experiences and "recharge their advocacy batteries" to learn about, and advance open, transparent and accessible government at all levels.

APME:

How does this program/project complement the society's missions?: NewsTrain has prospered for more than a decade because it holds fast to the journalistic fundamentals of accuracy, fairness, relevance and urgency while providing cutting-edge, practical, digital skills. Rather than dictate curriculum, the program relies on host committees to determine the specific topics to cover at each customized workshop. NewsTrain sessions in 2015 included journalism ethics in the digital age, open records and other topics that complement your organizations' mission.

The program serves working journalists, educators and students and draws a more diverse audience than the average newsroom population. Of the 363 registrants in 2015, 58 percent were female, compared with 37 in newsrooms. At least 21 percent were journalists of color, compared with 13 percent in newsrooms. (2015 ASNE census.) Several scholarships are awarded at each workshop.

Pasack Hills:

What is the topic of your program/project?: We are looking to our top editors to Columbia Scholastic Press Association's (CSPA) summer journalism workshop in an effort to strengthen our staff in its reporting skills and gain notoriety in the world of scholastic journalism; without a grant, we simply cannot afford the cost of this invaluable opportunity.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 1, 2016
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:

Vinson & Elkins (law firm) to the Houston chapter for a program called Right to Photograph and Record in Public	\$500
Austin Kiplinger for the Reggie Stuart Fellowship	\$500
Scripps Howard Foundation in honor of Sue Porter	\$1,000

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SIGMA DELTA CHI
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MEMORANDUM

DATE: April 1, 2016
FROM: Chris Vachon, Associate Executive Director
SUBJ: Foundation Staff Report
FOR: SDX Foundation Board of Directors

This report provides an overview of the three main areas of responsibility for the foundation staff: programs, partnership and fundraising.

PROGRAMS

The extra background information below on historical foundation programs is provided due to the fact that we have some new faces on the foundation board. Additionally, we have programs that are new to the foundation (previously were SPJ programs) and as a result, extra information is being provided on those programs.

Pulliam Editorial Fellowship

The foundation annually awards \$75,000 to an editorial writer to help broaden his/her journalistic horizons and knowledge of the world. The award can be used to cover the cost of study, research and/or travel in any field.

The work of the 2014 recipient, Farah Stockman, was completed in a series of columns that ran in the Boston Globe. The series was chosen as a finalist by the Scripps Howard Foundation. After the columns ran, Stockman was asked to speak at a range of institutions, from Yale to UMass Boston. Chris has requested the columns, from Stockman, in order to place them on the SPJ website.

Jay Evensen presented the 2015 recipient, Philadelphia's Daily News' Ronnie Polaneczky, with her award at the AOJ conference in St. Petersburg.

Polaneczky's topic is intellectually challenged adults. The due date for 2016 submissions is June 22.

Pulliam First Amendment Award

The foundation annually awards \$10,000, plus travel to the EIJ conference, to recognize accomplishments on behalf of First Amendment freedoms by an individual, group of individuals or an organization. The due date for submissions is June 22.

Dori Maynard Diversity Leadership Program

The program is an opportunity for members to become more acquainted with SPJ through exposure to the Society and it is intended to encourage more diversity within the membership and the leadership of the organization.

The program is named in honor of Dori Maynard who served as a foundation

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board member from 1991-2015. Dori was a champion for newsroom diversity and served as the president of the Maynard Institute from 2001-2015. The due date for 2016 applications is June 5.

Terry Harper Scholarships

Scholarships are available for members to obtain financial assistance to attend the annual EIJ conference. The scholarship is named in memory of SPJ's executive director, from 2002-09, who passed away while serving as the organization's executive director.

Lee Ann Harper, his widow, calls each selected recipient to offer the scholarship personally. Additionally, she attends EIJ every year to meet the recipients. The due date for 2016 applications is June 5.

IRE/NECIR Watchdog Workshops

From a third round of funding, \$37,500 each year, to IRE/NECIR, three workshops for 2016 have been planned to train journalists to produce enterprise and investigative stories. The workshop schedule is as follows:
Fairfield, Conn., at Fairfield University, April 12-13
Portland, Ore., at the University of Oregon, May 4-5
Columbus, Ohio, at Otterbein University, May 16-17

Training Place

The Training Place program includes SPJ webinars, SPJ on demand training videos, SPJ JournCamps (day-long workshops), newsroom training, workshops for chapters and conferences (not only for SPJ, but for other journalism associations also).

Below is an overview of the Training Place by the numbers since its inception in 2006.

On Demand Videos

- Front page: 17,627 pageviews (12,561 unique users)
- All individual videos: 7,616 pageviews (4,848 unique)

Webinars

- Number of webinars: 11
- Registrants: 1,195
- Participants: 717
- Page views of webinars page: 2,144
- Webinar replays: 521

JournCamps

- Number of workshops: 10
- Registrants: 905

Newsrooms/SPJ Chapters/SPJ Spring Conferences/Journalism Association Conferences

- Number of workshops: 96
- Participants: 2,821

NOTE: These numbers are inclusive of trainings done with and without Google tools training/money. The Google partnership started in late 2015. The Google tools training numbers are also reported below in the Google tools section.

PARTNERSHIPS

The **Kiplinger Program** returned again in 2016 to partner on two JournCamps, specifically, the workshops in New Orleans (April 2016) and Denver (July 2016).

Google Tools Training is rolling along. At this point, 540 journalists have participated in a total of 15 training programs. There are another nine programs on the schedule for the next few months. Besides conducting training for a NAHJ chapter, a NABJ regional conference and other journalism groups such as CMA, AAN and ACES; there are many programs taking place for SPJ. In the SPJ world, training has, or will be, taken place for several chapters, several spring conferences along with two JournCamps and the SPJ On Demand video program.

FUNDRAISING

Year-to-Year Figures

From April 1, 2015 to April 1, 2016, \$26,043 was contributed to the foundation. The average gift is \$75. For comparison purposes, \$25,684 was contributed during the same time frame the previous year. 70 of the 350 people who contributed to the foundation this year are new donors. The boards of both the SDX Foundation and SPJ are shy of 100% giving. Those who have not yet contributed have been contacted.

Year-end Appeal

This year Katie tried something new with the Year-end Appeal. She wrote two different letters (one longer and one shorter) to see which would get a better response. The longer letter received 41 responses while the shorter letter received 38. Thus, the length of the letter didn't seem to make a difference. 31 people did not receive the appeal letter but donated as a result of the email and Leads communications. All together the Year-end appeal raised \$10,226 and 17 new donors. Last year's appeal generated \$8,837.

Monthly Giving Program

The monthly giving program provides an opportunity for those who prefer to give on a monthly basis rather than in a lump sum(s). The program has not grown since its first year; however, it is important to have as an option.

1909 Society

Staff will be writing personalized letters to select members urging them to join the 1909 Society this summer. Paul Davis joined in 2015 and Tom Johnson may be joining the 1909 Society this year.

Looking Forward

In 2016, the staff will be focusing on the following:

- Developing a major gifts program.
- Working on an annual report.
- Increasing awareness of donor circles.
- Growing the membership of the 1909 Society.

Conclusion

Overall, the staff is very busy with working to cultivate partnerships, managing programs and improving fundraising efforts. The staff works hard to not only maintain a high level of quality for programs and services, but also to find ways to improve, and develop new ideas, for foundation resources and services.

Applicant name and contact information

Samantha Asumadu (Media Diversified)
samantha@mediadiversified.org
+44 (0)7854 475673
2 Graham House, Balham, London SW12 9EH, UK

Organization or university

Media Diversified

Project description

Analysis of needs:

Although the Rainbow Sourcebook is a much-needed addition to the news media landscape, to successfully contend in today's increasingly globalized media industries it must be dedicated to expanding its focus to encompass international political and social issues, particularly with regard to people of color. Often in the US coverage of the issues faced by people of color is limited to American populations. However, racial, xenophobic and religious discrimination and the effects of colonialism, have a very real impact on the people of color around the world, from daily life to large-scale geopolitical conflict.

The most efficient way of achieving such expansion is to partner with an existing media organization that applies this international focus to its work.

Media Diversified is dedicated to providing media coverage of sociopolitical issues faced by people of color in an international context at all stages of production. Its writers, photographers and operations team -- all individuals of color -- are based around the world, bringing firsthand knowledge and experience as well as professional expertise to their work which is sorely missing from mainstream Western media coverage of international affairs.

Media Diversified will apply the principles of its groundbreaking Experts Directory to update and expand the Rainbow Sourcebook. The Media Diversified Experts Directory is a database of experts of color designed for media outlets, aimed at improving the diversity of the faces and voices of authority across all types of media.

In keeping with Media Diversified's international outlook, the Directory's experts are based around the world and have expertise in a wide variety of fields. Many of these experts have been approached through Media Diversified's extensive network of contacts, while others have applied based on the Directory's growing reputation. The goal of the Directory is to ensure that no region, people group or major field goes underrepresented.

In particular, applying the principles of the Directory to the Sourcebook will allow for a more streamlined approach to international politics, particularly with regard to sub-Saharan Africa and indigenous peoples from non-US/non-Western regions.

Specific plans for update:

The update will involve creating a new talent pool that can be shared between the Rainbow Sourcebook and the Experts Directory, thus yielding beneficial outcomes for both. This will entail approaching new experts of color from various world regions and professional fields, and synthesizing and streamlining the most effective aspects of user experiences of the Sourcebook and the Directory.

Updates will occur at least twice a month, with the aim of updating regularly once a week.

To ensure that the expansions of the Sourcebook and Directory produce results, Media Diversified will run general and targeted promotions of the talent pool to raise awareness among broadcast media outlets.

Time frame:

One year

Educational and/or research component; promotion and/or awareness component:

Media Diversified will hold training sessions for media outlets and trainee journalists focusing on the importance of sourcing marginalized voices. These sessions will tie into the Sourcebook and the Directory by directing attendees toward the individual databases as well as their shared talent pool.

We will also hold media training sessions for individuals in the Directory and Sourcebook who wish to develop their media skills. These sessions will be conducted remotely via Skype to enable international participation, and will be led by Eulette Ewart: press and PR manager for Amnesty International and former ITN producer and BBC journalist.

Continuity and transferability:

As this is a Media Diversified project, ownership and supervision of the Experts Directory can be transferred to staff within the organisation, but will always remain within Media Diversified. However, the Directory can work in partnership with the Rainbow Sourcebook to develop shared sourcing methods and talent pools.

Itemized budget

Administration and seeking out/contacting experts: \$1,000

Project management -- promoting the directory to broadcasters, both on- and off-peak; meeting with broadcasters; enabling broadcasters to liaise with experts: \$2,000

Marketing and promotions: \$1,000

Directory maintenance (IT work): \$1,000

Data analysis: \$1,000

Experts Training (SKYPE): \$2,000

Total: \$8,000

Evaluation plan, including numerical goals for sources:

- Number and rate of increase of media outlets signing up to the shared talent pool
- Proportion of experts approached by media outlets/professionals
 - Within that, proportion of experts who receive multiple invitations for media appearances
- Rate of increase in media professionals and outlets signing up to the Experts Directory and Sourcebook
- Racial and gender diversity of programmes and media outlets that feature experts

Your bio and qualifications for this work:

Media Diversified is a non-profit media organization that promotes the voices and experiences of people of color in the global media landscape and challenges the racist and xenophobic narratives that are still common in mainstream media.

Since our founding in July 2013 by journalist and filmmaker Samantha Asumadu, we have gained recognition from major media outlets such as the Guardian, the Daily Telegraph, the Independent, Vanity Fair, CNN and the Daily Beast. It has also been featured on BBC Radio and Al-Jazeera English, and in the New Statesman and Grazia.

Our international base of writers, whose articles challenge marginalization of and discrimination against people of color, has garnered an equally international audience of sociopolitically engaged readers.

The groundbreaking Media Diversified Experts Directory, launched earlier this year, provides a talent pool of experts of color across a wide range of fields for UK and international media outlets, and is the first directory of its kind in the UK media industry.

Projects currently in development include a literary festival spotlighting authors of color, a training program for new writers and media professionals from non-white backgrounds, and an extended collaboration with the Royal Shakespeare Company.

Why you are interested in participating in this project:

This project corresponds with our mission to transform the face of mainstream media and affirm the authority of voices of color. Taking part in this project with the Rainbow Sourcebook will enable us to promote a venture with an ethos similar to ours while bringing new life to our Experts Directory. Additionally, developing a new undertaking in partnership with a major US-based journalism organization is in keeping with our international and global approach to media coverage.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 1, 2016
FROM: Lowe Scholarship Fund Ad Hoc Committee
SUBJ: Eldridge and Emily Lowe Scholarship Fund
FOR: SDX Foundation Board of Directors

Eldridge Lowe passed away more than 30 years ago. In his trust, he left money to the foundation. We don't know if he was a Sigma Delta Chi Fraternity member. He graduated from college in 1923 and does not appear in the membership database.

During the last 30 years, based on a directive in the trust, the foundation has received small pay outs from the trust.

The trust also included a directive that 30 years after Mr. Lowe's death, the balance of the trust be sent to his named charities. As one of those charities, the SDX Foundation recently received \$23,950.

The trust indicated that the \$23,950 be used to establish the "Eldridge and Emily Lowe Scholarship Fund". No provisions, criteria nor directives about the scholarship fund were included in the trust.

So the following questions needed to be answered...

- Will it be a scholarship for EIJ attendance? For college tuition? For a project?
- What is the criteria for the scholarship?
- How will the \$23,950 be spent? All at once? Over the course of five years? Ten years? Will it be endowed?

President Leger formed an ad hoc committee to answer these questions. In a conference call on Monday, March 28, the ad hoc committee discussed the possibilities and voted to recommend that the Sigma Delta Chi Foundation endow, in perpetuity, the Eldridge and Emily Lowe Scholarship Fund with the \$23,950 donated by Lowe's trust.

The ad hoc committee also recommended that the annual interest from the principle be divided and used in the following manner:

- **50% to go to an honorarium for the winner of SPJ's annual national Julie Galvan Outstanding Graduate award, and
- **50% be awarded to the outstanding SPJ student chapter to help them defray the cost of sending chapter members to EIJ.

The ad hoc committee feels that these are both worthy recipients. In addition, the committee noted that there is the added benefit of already working with an established vetting process for both recipients.

Lowe Scholarship Ad Hoc Committee:

Jay Evensen
Evelyn Hsu
Sue Kopen Katcef

Al Leeds
Dana Neuts

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SIGMA DELTA CHI
FOUNDATION

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MEMORANDUM

DATE: April 1, 2016
FROM: Robert Leger, President
SUBJ: Budget Reallocation Policy
FOR: SDX Foundation Board of Directors

The purpose of this note is to ask the board to approve a policy on budget reallocations.

Our recent experiment with offering licenses to show the movie "Spotlight" demonstrated why we need such a policy.

The initial offering, supported by \$3,000 in our training budget, sold out in 90 minutes. That was tremendous affirmation of trying a different approach, and it also spoke to the demand. It was obvious we should do more.

Under current board policy, the executive committee could have approved up to \$5,000 in new funding to underwrite more showings.

But, as Executive Director Joe Skeel noted, we are on track for a healthy surplus. If we reallocated from expense items running well under budget, there would be no need to approve additional spending.

This made sense. So the executive committee, working with the understanding that it can act on the board's behalf, approved a budget reallocation of no more than \$10,000 to underwrite additional showings of "Spotlight," with the understanding those showings would be followed by discussions with the public about ethics and journalism.

But we all would be more comfortable with a board policy allowing such action. Like the board policy on allowing additional spending, a policy on budget reallocations also should include a maximum amount. \$10,000 seems a reasonable number.

In our new world, we're not strictly a grant-making foundation. We produce educational and training programming, and with that comes the ability to be proactive and seize opportunities when they come along. This proposed policy ensures we can be nimble and entrepreneurial.

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SIGMA DELTA CHI
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MEMORANDUM

DATE: April 1, 2016
FROM: Kelly Hawes & Al Cross
SUBJ: Project Watchdog Idea
FOR: SDX Foundation Board of Directors

A recent Gallup survey finds that just 40 percent of Americans express even a fair amount of confidence that journalists report the news “fully, accurately and fairly.” Almost a fourth of all Americans now say they have no trust in media reporting at all.

During a Republican presidential debate last fall, candidate Ted Cruz won the largest ovation of the night when he criticized “the liberal media,” and his fellow candidates quickly piled on. Candidate Donald Trump now pledges to “open up” the libel laws in an effort to get the media back in line.

But the critics aren’t limited to Republican presidential candidates, conservative talk radio hosts and viewers of Fox News. That Gallop survey found that people calling themselves politically independent were turning against the media in big numbers. Only 33 percent said they trusted journalists to be fair, down 22 points in just 16 years.

For those who value the role of a free press in a democratic society, it’s time to act. It’s time to bring back a program like Project Watchdog. For those who might not remember, that campaign was launched in conjunction with the bicentennial of the Bill of Rights. It featured advertisements showing the results of watchdog journalism and asking a simple question: If the press didn’t tell us, who would? SPJ built on that campaign by putting together panel discussions and other programs on the historic role of the Fourth Estate.

Our goal in this new program would be to offer a counterpoint to the negative messages from politicians and in popular culture. This program would promote the exemplary work carried out by the journalists we honor each year with the Pulliam Fellowship and our Sigma Delta Chi awards.

To get things started, we are seeking to raise some seed money, perhaps \$25,000. Our goal would be to find partners such as the Freedom Forum and other journalism organizations to commission a survey on the perceived value of a free press. To address the issues raised by that initial survey, we and our partners would form a task force made up of other journalism organizations and perhaps such organizations as the League of Women Voters. After that initial survey and any efforts to address its results, we could do follow-up surveys to gauge any progress we were making in changing perceptions.

This program wouldn’t be about defending traditional notions of what a news outlet is. It would be about celebrating great journalism, whether that’s carried out by a national news organization or the blogger down the street.

Will it change attitudes at a time when Donald Trump, Ted Cruz and Bernie Sanders have wide support not because of what they stand for, but what they stand against? Who knows? But here’s the thing: Professional journalism is clearly beleaguered, and it needs an advocate. If we truly believe in the role of the Fourth Estate, it’s time to act. We need to bring back Project Watchdog or something like it. After all, if we won’t stand up for the role of professional journalists, who will?

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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	9/19/2016	<i>1-year term</i>
Secretary	Hagit Limor	9/19/2016	<i>1-year term</i>
Treasurer	Howard Dubin	9/19/2016	<i>1-year term</i>

BOARD MEMBERS	Expires	Group	Notes
David Carlson	9/19/2016	B	3-year term
Al Cross	9/19/2016	B	3-year term
Howard Dubin	9/19/2016	B	3-year term
Steve Geimann	9/19/2016	B	3-year term
Russel Pulliam	9/19/2016	B	3-year term
Dave Aeikens	9/19/2016	B	3-year term
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>
Todd Gillman	9/19/2018	C	<i>3-year term</i>
Irwin Gratz	9/19/2018	C	<i>3-year term</i>
Alex Jones	9/19/2018	C	<i>3-year term</i>
Bill Ketter	9/19/2018	C	<i>3-year term</i>
Al Leeds	9/19/2018	C	<i>3-year term</i>
Hagit Limor	9/19/2018	C	<i>3-year term</i>
Robert Leger	9/19/2018	C	<i>3-year term</i>
Evelyn Hsu	9/19/2018	C	<i>3-year term</i>
Sonya Ross	9/19/2018	C	<i>3-year term</i>
<i>Rebecca Baker</i>	<i>9/19/2016</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Sue Kopen Katcef</i>	<i>9/19/2016</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Bill McCloskey</i>	<i>9/19/2016</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Patti Gallagher Newberry</i>	<i>9/19/2016</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Dana Neuts</i>	<i>9/19/2016</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Paul Fletcher</i>	<i>9/19/2016</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Lynn Walsh</i>	<i>9/19/2016</i>	<i>SPJ</i>	<i>1-year term</i>

Bold indicates term expires in 2016

Italics indicates SPJ appointee for one-year term expiring in 2016

Expiration terms are approximate, determined by annual convention.