

**AGENDA**  
**MEETING OF THE BOARD OF DIRECTORS**  
**SIGMA DELTA CHI FOUNDATION**  
**DATE: SEPTEMBER 8, 2017**  
**TIME: 9 A.M.**  
**LOCATION: MARRIOTT, ANAHEIM, CALIFORNIA**

1. Call to Order – *Leger*
2. Roll Call – *Limor*

a. Leger	k. Gallagher Newberry	u. McCloskey
b. Gratz	l. Gillman	v. McKerral
c. Dubin	m. Hawes	w. Pulliam
d. Limor	n. Hsu	x. Ross
e. Albarado	o. Jones	y. Smith
f. Baker	p. Ketter	z. Tarquinio
g. Brown	q. Kirtley	aa. Walsh
h. Carlson	r. Kopen Katcef	
i. Evensen	s. Leeds	
j. Fletcher	t. Lehrman	
3. Approval of Board Meeting Minutes - *Leger*
  - a. April 22, 2017, Board of Directors **[page 2]**
4. Report of the SDX Foundation President – *Leger* **[page 6]**
5. Report of the SPJ President – *Walsh*
6. Foundation Staff Report – *Vachon* **[page 9]**
7. Treasurer’s Report – *Dubin*
8. Pass-through Contributions - *Vachon* **[page 17]**
9. Journalist on Call: Fish or cut bait – *Leger* **[page 18]**
10. Publications Committee Report – *Brown* **[page 26]**
  - a. Quill
  - b. Ethics book
  - c. History book (*Leger*)
11. Development Committee Report – *Ketter* **[page 28]**
12. Nominations Committee Report – *Albarado* **[page 29]**
  - a. Election of board member nominees April Bethea, Michael Bolden, Paul Fletcher and Robyn Sekula.
  - b. Election of vice-president, secretary and treasurer

13. Pulliam Editorial Fellowship Update – *Gillman*

14. Pulliam First Amendment Award Update – *McKerral*

15. Calendar Dates

- a. SDX Foundation board meeting, Indianapolis, April 14 or 15
- b. EIJ18 – Baltimore Hilton, Sept 27-29
- c. EIJ19 – San Antonio Hyatt, Sept 5-7
- d. EIJ20 – Washington, D.C., Sept 10-12

16. New Business

17. Adjourn

# **THE SIGMA DELTA CHI FOUNDATION**

**BOARD OF DIRECTORS MEETING**

**DATE: FRIDAY, SEPTEMBER 8, 2017**

**TIME: 9 A.M.**

**ANAHEIM MARRIOTT  
EXCELLENCE IN JOURNALISM CONFERENCE**



**FOUNDED IN 1961, THE SIGMA DELTA CHI FOUNDATION IS DEDICATED TO ENSURING THAT THOSE WHO CARRY ON THE TRADITION OF A FREE PRESS ARE PREPARED FOR THE CHALLENGE. ITS GOAL IS TO SUPPORT THE EDUCATIONAL PROGRAMS OF THE SOCIETY OF PROFESSIONAL JOURNALISTS AND TO SERVE THE PROFESSIONAL NEEDS OF JOURNALISTS AND STUDENTS PURSUING CAREERS IN JOURNALISM.**

**MINUTES**  
**MEETING OF THE BOARD OF DIRECTORS**  
**SIGMA DELTA CHI FOUNDATION**  
**APRIL 22, 2017**  
**NCAA HEADQUARTERS, INDIANAPOLIS**

With President Robert Leger presiding, the meeting was called to order at 9:06 a.m. ET on Saturday, April 22, 2017 at the NCAA Headquarters in Indianapolis, Ind.

In addition to Leger, the following were present: Vice president Irwin Gratz; Treasurer Howard Dubin; Secretary Hagit Limor; Directors Sonny Albarado, Rebecca Baker, Fred Brown, Jay Evensen, Paul Fletcher, Patti Gallagher Newberry, Todd Gillman, Kelly Hawes, Evelyn Hsu, Alex Jones, Bill Ketter, Jane Kirtley, Sue Kopen Katcef, Al Leeds, Sally Lehrman, Bill McCloskey, Mac McKerral, Kevin Smith, Alex Tarquinio and Lynn Walsh.

Staff members present for the meeting were Executive Director Joe Skeel, Associate Executive Directors Chris Vachon and Tara Puckey, and Fundraising Coordinator Katie Hunt.

Guests included SPJ board members Michael Koretzky, Andy Schotz and Dr. Battinto Batts, Jr.

**MINUTES**

**Upon proper motion by McCloskey and second by Gillman, the board approved the board meeting minutes from the Sept. 19, 2016 and executive committee meeting minutes from Jan. 11, 2017.**

**NEW BOARD MEMBER ELECTION**

Upon proper motion by Limor and second by Dubin, the board approved the addition of new board member, Dr. Battinto Batts, Jr. Batts is the Director of the Journalism Fund at the E.W. Scripps Company.

**SDX FOUNDATION PRESIDENT'S REPORT**

Leger gave a brief overview of conversations surrounding SDX and a partnership or purchase of MediaShift, noting that the organization has decided to pass on the opportunity at this time. He also provided an update on the "Dr. J" position, sharing that the idea is continuing to be developed. Leger remarked that SDX is in a good financial position and that fundraising efforts are on track.

**SPJ PRESIDENT'S REPORT**

Walsh shared information about communications-focused strategic meeting that took place in January in San Diego, including that a committee has been established and that the organization plans to focus on building influencers. She also provided information about SPJ's Ethics Week campaigns that include a dedicated landing page and space on a Times Square electronic billboard. Lastly, Walsh outlined how SPJ has participated in Reporters Committee for Freedom of the Press meetings in Washington with 40 to 50 other organizations.

## **STAFF REPORT**

Vachon gave an overview of the Day of Giving initiative and encouraged board members to donate to the SDX Board Challenge, an engagement tool to help encourage other donations in an effort to match funds.

**Upon proper motion by Smith and second by Hawes, the board voted to enter executive session at 9:18 a.m. for purposes of staffing updates.**

**Upon proper motion by Gratz and second by McKerral, the board voted to leave executive session at 10:07 a.m.**

## **TREASURER'S REPORT**

Dubin and Skeel discussed the spending policy and provided background information for new board members. The Foundation spending policy says it will liquidate up to 4.5% of its assets to fulfill budget obligations.

## **BUDGET**

Skeel gave a brief overview of the proposed budget for FY ending July 31, 2018. Dubin recommended the board approve and pass the proposed budget.

**Upon proper motion by Dubin and second by Hawes, the board voted to adopt the budget as proposed.**

## **GRANTS COMMITTEE REPORT**

McKerral explained that the committee had lengthy discussions about not being the sole funders of any one program, but instead encouraging organizations to work together. Leger inquired about how effective it is to provide partial funding to grant requests, with some of the group echoing his concerns that the requestor may not be able to afford to have the program at all. Irwin asked questions about the reporting process tied to grants and Vachon explained more of the process, sharing that she can make grant recaps available to the board at any time. Hawes encouraged the group to trust the committee's recommendations. Ketter noted that he did not feel the group should sponsor conferences.

**Upon proper motion by Hawes and second by Albarado, the board approved the following grants, with Brown abstaining from the Colorado grant specifically:**

### **SPJ National Conference Education, \$35,000**

Provides support for educational programming at the 2017 SPJ National Conference.

### **SPJ Loan-A-Drone Program, \$1,000**

The SPJ Florida chapter will send a drone journalist/pilot and a high-tech drone for hands-on training. Participants will learn the laws as well as best flight practices.

### **SPJ Muslimedia, \$1,000**

The SPJ Florida chapter is offering help and money to groups who want to host a program about the way journalists cover the Muslim community. During this program journalists and Muslim

leaders will teach each other how they approach these topics — and maybe both groups will learn something new.

**National Press Photographers Association (NPPA), \$5,000**

Provides support for the Right to Photograph & Record in Public program which presents training to law enforcement officers, first responders, citizens and journalists 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.

**National Press Photographers Association (NPPA), \$2,500**

Provides support for the development of newsroom standards for the use of drones in newsgathering.

**Colorado Freedom of Information Coalition (CFOIC), \$2,000**

Provides support for the organization's blog and news feed.

**New England First Amendment Coalition (NEFAC), \$2,500**

Provides support for the New England First Amendment Institute.

**National Freedom of Information Coalition (NFOIC), \$2,500**

Provides support for the NFOIC Summit.

**Asian American Journalists Association (AAJA), \$3,500**

Provides support for JCamp 2017, a journalism training program for high school students.

**Native American Journalists Association (NAJA), \$5,000**

Provides support for the development of a code of ethics guide for how to conduct news coverage of the Native American community.

**PASS THROUGH CONTRIBUTIONS**

One pass-through contribution was brought to the board's attention.

As explained in Vachon's memo to the board, 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.

**Upon proper motion by Brown and second by Smith, the board approved the following pass-through contribution:**

- **\$30,000: Knight Foundation pass-through for EIJ16 sponsorship**

## **PUBLICATIONS COMMITTEE REPORT**

Brown shared information about results from a survey about Quill that was distributed during EIJ16, noting that there is significant support to continue printing the magazine. The group had some suggestions to reach more members – from calling, to follow-up emails to more conversations at EIJ. Skeel and staff provided some background information on the change for student members from print edition to digital edition, explaining that their frequent address changes made it a financial loss in terms of mailing the magazine. Additional suggestions were made, from smaller frequency to smaller magazine, but the group will continue their work over the coming months.

An update was given by Brown and staff on the history book in progress by Marion Street Press. Without word or any produced work, the group discussed beginning again with another publisher, and requesting funds already paid to Marion Street Press to be returned.

**Upon proper motion by Brown and second by Limor, the board voted to begin anew with another publisher pending legal review.**

Walsh suggested that the group repurpose the content into something that is not a book, which would cost less and be more accessible to everyone. Gratz noted that the material is important to our mission and history, especially information about ethics. The group had a short discussion about making PDFs available for teaching materials and everyone agreed this would be a good practice to continue.

## **DEVELOPMENT COMMITTEE**

Limor gave a quick update on the funding streams explored thus far for the “Dr. J” position, and the committee’s discussions around centering the position around fake news and targeting the public vs. journalists. Gallagher emphasized that the position, and efforts surrounding it, should be highly focused and unique. McKerral wanted to make sure there was discussion about using the word fake news, as he believes it is a shiny object, and suggested the group focus more on the attack on the value of journalism. Leger and others had a short discussion about cooperating more with SPJ on committees and working to strategically align priorities moving forward.

## **NEW BUSINESS**

The group reviewed board members whose terms are expiring at the conclusion of EIJ17, including Albarado, Brown, Evensen, Hawes, Kirtley, McKerral, Lehrman and Smith. Albarado was appointed to the nominations committee.

Schotz presented First Amendment T-shirts to the board and informally inquired about funding, believing that it might be of interest to both SPJ and SDX. Schotz will talk to the SPJ board later in the day and will return to the Foundation for funding if needed.

## **ADJOURNMENT**

**Upon proper motion by Irwin and second by Brown, the meeting adjourned at 11:48 a.m. on Saturday, April 22.**

**DATE:** August 25, 2017  
**FROM:** Robert Leger, SDX Foundation President  
**FOR:** SDX Foundation Board of Directors



## **PRESIDENT'S REPORT**

This is our last meeting with Joe Skeel and Chris Vachon. Their tremendous partnership over the past decade leaves SPJ and SDX in great shape for those who will follow. They move on to their new opportunities with my best wishes and deep gratitude.

So do Mac McKerral and Kevin Smith, who will leave the board after today's meeting. Mac and Kevin were already well-established leaders when I joined the SPJ board in 1996. I learned much from them, and know SPJ is better for their contributions.

There is much left to do, starting with hiring the next executive director. This is the plan:

The SPJ board, with input from you, is scheduled to finalize the job description two days before we meet. The search committee, chaired by SDX Vice President Irwin Gratz, will begin advertising the position after we leave Anaheim. (Other search committee members are Evelyn Hsu, Bill Ketter, Hagit Limor, Rebecca Baker, Andrew Seaman, Emily Bloch, Lynn Walsh and me.) The aim is to have someone on board by the end of January.

Our investments, the stock market willing, may have surpassed the next milestone by then. As of July 31, the end of our fiscal year, the Foundation's holdings stood at \$12.8 million. That's up \$1 million from July 31, 2016, and the closest I can remember that we've been to \$13 million. We are in great financial shape.

That should frame our discussions today. Highlights:

### **Journalist on Call.**

Three foundations and an individual have declined our requests for funding this position, which we have discussed and refined for the past three years. It now appears that we need to demonstrate the value of this position before outside funders will jump on board. I shared thoughts with you in mid-August to prime the discussion we'll have today. I hope we will leave Anaheim with a commitment to fund this position by making adjustments in our budget.

### **Joint meeting.**

SPJ President Lynn Walsh, SPJ membership chair Robyn Sekula, and SDX Foundation officers Gratz, Limor, Howard Dubin and I met in Indianapolis with Skeel, Vachon and associate executive director Tara Puckey to discuss collaborative approaches to fund-raising. (SPJ President-elect Rebecca Baker would have been there, too, but her flight was cancelled because of weather).

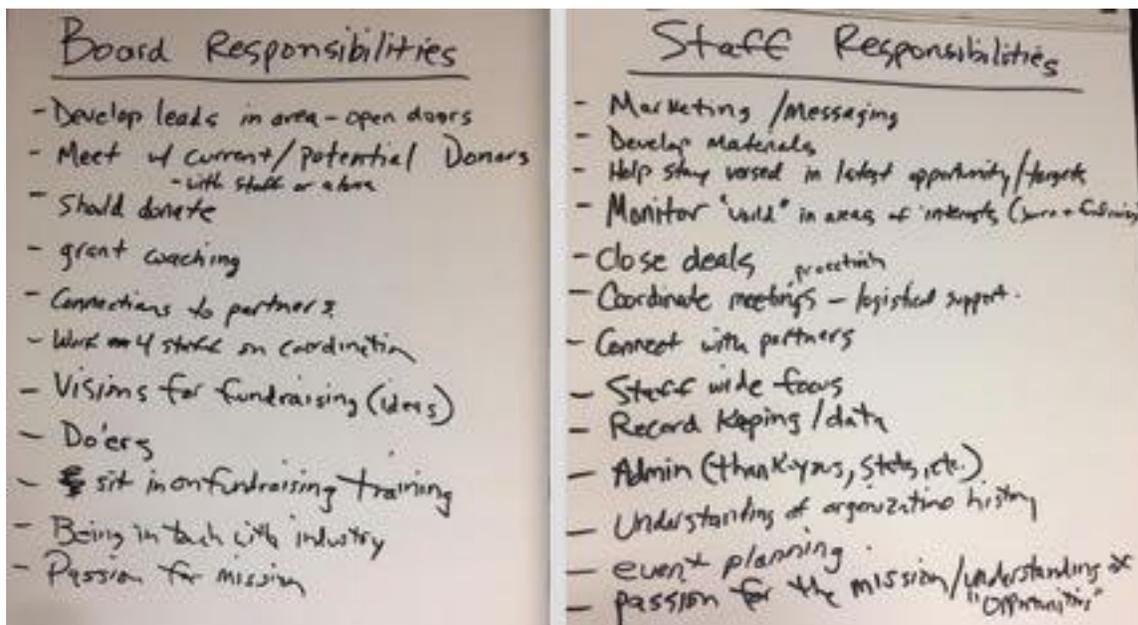
Skeel framed the discussion with a vision of the two boards engaging in regular strategic planning that would establish a handful of goals for a five-year period. Each year, we would pick one to three goals to focus on, with tasks allotted to communications, education, fund-raising and membership staffers and volunteers. This would then feed into our budget for that year. (Structural changes are necessary to do this properly, which I have discussed with President-elect Baker.)

That was the blue sky thinking. The rest of the day focused on practical considerations:

- ✓ The challenge of raising funds for SDX Foundation (tax-deductible) and LDF & First Amendment Forever Fund (which are not tax deductible). Staff believes it is important to have an employee with higher-level skills to focus on this, particularly in developing relationships and pursuing deeper pockets. This tracks with recommendations from the development committee.
- ✓ The importance of presenting options to donors and letting them pick which opportunities match their passion.
- ✓ Deciding where our efforts should be concentrated (outreach to major donors, such as big foundations and corporations, and individuals ranked high; the LDF auctions and year-end appeals did not). The group saw value in developing partnerships to attract funds for major projects.

We also discussed responsibilities of the board and the staff for fund raising. Here are the big-white-sheet summaries of our discussion.

No action is necessary on this. I will be happy to take questions.



**History book**

Fred Brown's publications committee report goes into greater detail on what has transpired since April. The gist: We were able to amicably end, on terms favorable to the SDX Foundation, the contract with Marion Street Press for a history book.

**New members**

Sonny Albarado and his nominations committee did a tremendous job of outreach.

Assuming your positive vote at today's meeting, I am delighted to welcome April Bethea, Michael Bolden and Robyn Sekula to the board, with SPJ Immediate Past President Paul Fletcher moving into a three-year term.

And I am privileged to continue working with everyone on this board. Thanks for all you do.

**DATE:** August 25, 2017  
**FROM:** Chris Vachon, Associate Executive Director  
**FOR:** SDX Foundation Board of Directors



**STAFF REPORT**

This report provides an overview of the three main areas of responsibility for the foundation staff: partnerships, individual giving and programs.

**PARTNERSHIPS**

The Google News Lab partnership continues to be strong. We will be submitting the 2018 budget in the coming months. I will work as a contractor for the SPJ/SDX Foundation for the coming months to keep the program running smoothly. Google News Lab’s Nick Whitaker, IRE’s executive director Doug Haddix and Joe Skeel agreed this is the best course of action for the time being. Eventually, the program will be handed off to the new SPJ education manager.

A grant for the Maynard Diversity Leadership program was submitted to the Chicago Tribune Foundation, who seems interested in funding the program.

The balance of my time related to partnerships and grants was dedicated to grant submissions for the Journalist on Call concept.

**INDIVIDUAL GIVING**

**Year-to-Year Figures**

	<b>Contributions</b>	<b>Average Gift</b>	<b>Increase over prior year</b>
August 1, 2016-August 1, 2017	\$72,424*	\$154	205%
August 1, 2015-August 1, 2016	\$23,732	\$71	-2%
August 1, 2014-August 1, 2015	\$24,148	\$71	6%
August 1, 2013-August 1, 2014	\$22,820	\$70	NA

\*This includes a \$33,000 contribution from an anonymous donor. Without the \$33,000, the contribution amount would be \$40,224 and the average gift would be \$122 (Increase over prior year would be 69%).

This year, one-third of the donors are new donors, up from one-fourth over the prior year.

It is our intent that 100% of both boards contribute each year. The foundation board sits at 89 percent contributing within the past 12 months. SPJ’s board sits at 74 percent.

**Day of Giving**

We supplied a recap and analysis for the Day of Giving via email in May. We are including it at the end of this report in case you would like to review it again. It provides a very good overview of the entire project. We are looking forward to Day of Giving 2018.

**Peer-to-Peer Connections**

Katie has continued to work on a new program that gets board members involved in donor relations. At the beginning of the month, she identifies a board member, researches current donors in the board

member's geographical area and asks the board member to invite the donor to lunch or coffee. The purpose of the contact is to 1) thank the donor; 2) improve donor retention; and 3) educate the donor of the option to include the foundation in his/her estate planning. Sonny and Robert have each met with a donor and other board members have been asked. Get ready...you may be next on the list. ☺

**Donor e-Newsletter**

This summer, Katie sent the first quarterly e-newsletter to increase communication with donors. Its goal is to increase donor retention.

**1909 Society**

Since the beginning of the year, four members have been added to the 1909 Society (those who have included the foundation in their estate planning):

- Fred Brown
- Bill Bleyer
- Kevin Smith
- Donald Ferguson

Thank you, gentlemen!!

**PROGRAMS**

**Training Place**

A snapshot of the Training Place program (JournCamps, On Demand videos, webinars and Google tools training) is below.

<i>JournCamps</i>	<b>Attendance</b>	<b>Average Attendance</b>
2012 (Phoenix, Chicago)	232	116
2013 (D.C., Minneapolis)	216	108
2014 (Nashville, San Diego, Miami)	171	57
2015 (Atlanta, NYC, Boston)	190	63
2016 (New Orleans, Denver, Seattle, Las Vegas)	270	68
2017 (Dallas, Indy)	155	78
<b>TOTAL</b>	<b>1,234</b>	<b>77</b>

<i>Webinars</i>	<b>Attendance</b>	<b>Replays</b>	<b>Average Attendance</b>
2014 (4 webinars)	150	215	89
2015 (5 webinars)	295	269	111
2016 (6 webinars)	191	234	79
2017 (3 webinars)	133	92	44
<b>TOTAL</b>	<b>769</b>	<b>810</b>	<b>81</b>

<i>On Demand Videos</i>	<b>August 1, 2016 – August 1, 2017</b>	<b>August 1, 2015 – August 1, 2016</b>
Front Page Visits	1,880	1,866
Video Visits	1,011	623

<b>Google Tools Training</b>	<b># of Locations</b>	<b>Attendance</b>	<b>Average Attendance</b>	<b>SPJ # locations/ attendance</b>	<b>J-Orgs # locations/ attendance</b>	<b>Newsrooms # locations/ attendance</b>	<b>Universities # locations/ attendance</b>
2016	116	4,002	40	21/632	26/1,354	39/1,195	15/821
2017*	133	4,844	40	18/492	32/1,542	54/1,332	29/1,619
<b>TOTAL</b>	<b>229</b>	<b>8,846</b>		<b>39/1,124</b>	<b>58/2,896</b>	<b>93/2,527</b>	<b>44/2,440</b>

\*There are more trainings scheduled for the balance of 2017

SPJ = chapters, spring conferences, JournCamps, webinars

J-Orgs (journalism organizations) = chapters, regionals, conferences

Looking at training data, we reach more people in a year through the Google tools training program (which costs us no money) than we do through webinars, videos and JournCamps.

### **Dori Maynard Diversity Leadership Program**

This program continues to fund six members to attend the EIJ conference and engage within SPJ. The overall goal is to improve diversity within the national and chapter leadership of the organization. Those selected for 2017 are:

- Chris Delboni, freelance journalist, Florida
- Syd Hayman, freelance journalist, Arkansas
- Shaheen Pasha, educator, University of Massachusetts, Amherst
- Saul Garza, KDFW-TV, Texas
- Angela Oliver, Owensboro Messenger-Inquirer, Kentucky
- Hilary Powell, WSBT-TV, Indiana

### **Terry Harper Memorial Scholarship**

The scholarship is funded from the earned interest of the endowed account started when Terry passed away. The scholarship sends four members to the EIJ conference annually. Those selected for 2017 are:

- Jason Parsley, South Florida Gay News
- Sharon Dunten, freelance journalist, Georgia
- Stacey Barchenger, The Tennessean
- Danielle McLean, ThinkProgress, Washington, DC

### **CONCLUSION**

As you can see from the individual giving data, the addition of Katie has paid off. Contributions increased by 69% (not even counting the anonymous gift of \$33,000!). Katie and I have been able to do more in the area of fundraising thanks to the workload being shared between the two of us. As we move forward with new staff members, this work can be managed by one person, with my programming responsibilities moving to the new education manager.

Since Katie's hire, we have been afforded the opportunity to implement new ideas and initiatives. We are now seeing the payoff, as development takes time and patience. I would say the Day of Giving played a significant role in our uptick. We also believe SPJ's increased advocacy, particularly since the election, has played a significant role in raising awareness of our efforts.

The next question is how will the contributions total up in the fourth quarter, when we historically receive the largest amount of contributions. Will history repeat itself? Or did some donors move their year-end contribution to the Day of Giving? We will find out in about four short months.



**Date:** May 19, 2017

**From:** Katie Hunt, Fundraising Coordinator

**For:** Joe Skeel, Executive Director and Chris Vachon, Associate Executive Director

## Day of Giving Analysis

Last spring, Chris Vachon started receiving Day of Giving emails from Wabash College. We liked the idea and thought it might work well for SPJ so we scheduled a meeting to talk to Wabash’s Director of Annual Giving Kevin Andrews. Kevin talked about all the elements involved in such an endeavor and provided us with sample materials.

We wanted the day to be a fun day dedicated to raising money and awareness for SPJ and the SDX Foundation. We imagined it would be fueled by the power of social media and peer-to-peer fundraising.

The goal we set for the day was 108 gifts. The goal was based on the number of gifts, not a dollar amount, because we wanted to set the stage that no gift is too small. 108 gifts is approximately 20% of the donations SPJ and SDX receive in one year.

### HOW DID WE DO?

The excitement for our 4.26 Day of Giving began early and the momentum never stopped. We reached our first goal of 50 gifts at 10:30 am and reached our second goal of 108 gifts at around 1 pm. From there we decided to double our original goal to see if we could obtain 216 gifts by midnight. We did. In total, we received 234 gifts totaling \$22,500. There were 209 unique donors (some people made multiple gifts) and the average gift was \$108.

Donor Stats		
Lapsed donors	18	8.6%
New donors	106	50.7%
Donors who increased their gift	48	22.9%
Members	190	90.9%
Non-members	19	9.1%

Donors by Gift Level		
\$1000 and Greater	5	2.1%
\$500-\$999	5	2.1%
\$250-\$499	14	6.0%
\$100-\$249	56	23.9%
\$50-\$99	48	20.5%
\$25-\$49	51	21.8%
\$10-\$24	48	20.5%
Less than \$10	7	3.0%

Fund	# of Gifts	\$\$ Raised
Sigma Delta Chi Foundation	120	\$15,361.00
First Amendment Forever Fund	70	\$4,638.32
Legal Defense Fund	44	\$2,590.68

---

## EXPENSES

Mobile Giving Platform	\$1,294.98
Constant Contact Account	\$95.00
Feeding Staff	\$144.63
Total	\$1,534.00
Total Per Fund (LDF, FAFF, SDX)	\$511.54
Cost Per Dollar Raised	\$0.06

---

## METHODS FOR MAKING CONTRIBUTIONS

For the SPJ Day of Giving, donors had several methods to choose from to make their gifts. They could mail a check, donate online, call HQ or use Text2Give to give from their mobile phone. As you can see below giving online was by far the most popular method.

Donation Method	Number of Gifts	Percent of Total Donors	Amount Raised	Percent of Total Raised
Online	177	84.7%	\$16,367.68	72.7%
Check	14	6.7%	\$4,160.00	18.5%
Text2Give	12	5.7%	\$1,602.32	7.12%
Phone	5	2.4%	\$270.00	1.2%
Cash	1	.5%	\$100.00	.4%

This is the first year that we have tried Text2Give. If donors wanted to give to the Forever Fund they texted the word ADVOCATE; if they wanted to give to the Legal Defense Fund they texted the word DEFEND; and if they wanted to give to the Sigma Delta Chi Foundation they texted the word ENCOURAGE.

---

## PEER CHALLENGES

Throughout the day, SPJ supporters could issue Peer Challenges to encourage their people to give to SPJ Day of Giving. Most challenges were set up by staff prior to Day of Giving to insure there were Peer Challenge examples. We had twelve challenges which raised a total of \$11,048.17 with 129 gifts.

Challenge	# of Gifts	Total
SDX Foundation Board (ENCOURAGE)	23	\$1,900
First Amendment T-shirt (BACKFREEDOMS)	23	\$1,250
Dave Cuillier (THUNDERSTRUCK)	17	\$1,215
Terry Harper Memorial (TERRYHARPER)	15	\$2,156.17
SPJ Florida (FLORIDA)	14	\$650
Robyn Sekula (PIEFACE)	14	\$530
Patti Newberry (PENNIESFROMPROFS)	6	\$425
Billy (POLITICS)	5	\$560
Robert Leger (OCOTILLO)	4	\$550
University of Maryland (UMDSPJ)	4	\$112
Mac McKerral (SILENTMAC)	2	\$150
Kevin Smith (LETSGETSTEVE)	2	\$1,550
<b>Total</b>	<b>129</b>	<b>\$11,048.17</b>

## COMMUNICATIONS

On 4.26 we sent out a series of emails to members to encourage them to participate in Day of Giving. We set up a separate Constant Contact account for the day. In the past we have found that our members will often unsubscribe from emails asking them to donate. Because of this, we felt that it would be best to set up a new account to retain the people on our normal SPJ mailing list. We sent three emails to our entire mailing list before noon and one segmented email in the evening. The segmented email was divided up by LDF donors, Forever Fund donors, SDX Foundation donors, members who had never donated, supporters, and prospects. We also sent out a special edition of Leads for Day of Giving. In total, the emails brought in \$6,166 in donations.

Some interesting data points below:

- Our open rates remained pretty consistent throughout the day while our click rate fluctuated a lot from email to email.
- Our message with the greatest number of unsubscribes was also our most lucrative. This was not a scheduled email, but an email to let members know we reached our first goal. A few people were angry that we sent 3 emails in 3 hours.
- Leads was our least successful email in terms of dollars raised.

Email	Clicks	Open Rate	\$ Raised	# of Gifts	Unsubscribes	Emails Sent
6 AM	189 (2.9%)	36.3%	\$2,114	26	21	6536
9 AM	123 (1.9%)	35.3%	\$925	13	20	6519
10:30 AM (50 Gifts)	240 (3.7%)	32.3%	\$2,152	19	56	6504
Noon (Leads)	40 (2.4%)	27.9%	\$25	1	13	6195
7 PM (LDF)	5 (2.9%)	32.1%	\$0	0	0	224
7 PM (FAFF)	5 (4.7%)	41.7%	\$0	0	2	107
7 PM (SDX)	25 (6.3%)	40.7%	\$350	3	5	412
7 PM (Non-contributors)	86 (1.5%)	26.5%	\$575	6	26	5797
7 PM (Prospect)	67 (5.7%)	28.3%	\$25	1	15	1189
7 PM (Supporter)	5 (2.4%)	39.1%	\$0	0	0	223
<b>Segmented Email Totals</b>	193 (2.4%)	Avg: 34.7%	\$950	10	48	7952
<b>All Email Totals</b>	785 (3.4%)	Avg: 34%	\$6166	69	158 Avg: 16	Avg: 6741

We planned five Facebook Live events throughout the day. During each event, we would give a shout out to our most recent donors and add their name to the donor wall. We also had a map of the US and each time a donation came in from a new state we would color the state in. Using the map, we were able to encourage people from across the country to participate in our Day of Giving. Our Facebook live guests included, Rowdie from the Indianapolis Indians, one of the co-founders of Sun King Brewery, the Circle City Roller Girls and Tim Swarens of the Indianapolis Star (recipient of the Pulliam Editorial Fellowship).

Facebook Live Videos	Reach	Views	Likes	Shares	Comments
Video 1: Rowdie	2,780	820	14	3	2
Video 2: Sun King	2,993	1.1K	12	4	2
Video 3: Tim Swarens	2,447	748	8	5	2
Video 4: Derby Girls	3,365	1.4 K	21	5	2
Video 5: Final	1,256	312	4	0	0

<b>Social Media Stats</b>	<b>4/24 (Before)</b>	<b>4/27 (After)</b>	<b>Percent Increase</b>
Facebook likes	38,382	38,481	.25%
People sharing SPJ Content on Facebook	1,992	22,583	1033%
Facebook Page New Likes	405	517	27.7%
Facebook Page Unlikes	134	150	11.9%
People who have seen SPJ content	99,493	134,723	35.4%
Facebook Content Clicks	3,530	8,062	128.4%
Twitter Mentions	866	1,076	24.2%
Twitter Followers	50,454	50,544	.18%
Tweet Impressions	506K	689K	36.2%
#SPJProud Original Tweets		208	N/A
Retweets		159	N/A
#SPJProud Impressions		3,000,000	N/A
People who used the Twibbon		79	N/A

---

#### **TOP 5 THINGS THAT MADE 4.26 DAY OF GIVING A SUCCESS**

1. Online ambassadors
2. Staff and board were excited and having fun
3. Peer challenges
4. Facebook Live
5. The U.S. map

---

#### **TOP 5 KEY TAKEAWAYS**

1. This was a great way to gain new donors as well as reconnect with lapsed members/donors.
  2. Ambassadors and members sharing via social media and email are the key to success. While the number of ambassadors was less than planned, the ambassadors that we had were exceptional. Board and staff also acted as ambassadors.
  3. The map was a great way to encourage members from across the country to give.
  4. SPJ Staff are the great ambassadors.
  5. Cut back on the number of emails next year. Focus more on social media.
-

## WORDS OF PRAISE

“HQ is the hero in this effort. Great plan rolled out with perfection.”

– Joe Radske

“You should be very proud of the project - I must say it was an amazing display of SPJ coordination over social, web, and Facebook Live to convene journalists and their supporters to generate so many donations! By the looks of the Facebook Live videos the people at SPJ HQ were having a great time. Congrats on such a successful day.”

– Sam Stewart

“What can I say? If you two played for the Indy baseball team, you’d have been called up this morning to start for the Major-League team. You completely hit it out of the park. And then you hit it out again. And then one more time. \$22k. More than 220 contributors. Nearly 100 brand new contributors. And some folks we haven’t heard from in a while returning with their checkbooks open. This was an over-the-top success, and I know it wouldn't have happened without hard work and many long (and unseen to the rest of us) hours. I’m trying to be more ecstatic, and I just can’t find the words.

Job. Tremendously. Well. Done.”

– Robert Leger

“Just wanted to drop you a note to say congratulations and thank you for your tremendous efforts yesterday. The Day of Giving was such a success; you blew it out of the park.

It was such a honor to work on the Day of Giving committee and I'm so proud of what we were able to accomplish. I know how hard you all worked to prepare for this day and it was simply amazing. THANK YOU!”

– Michele Boyet

**DATE:** August 25, 2017  
**FROM:** Chris Vachon, Associate Executive Director  
**FOR:** SDX Foundation Board of Directors



## **PASS-THROUGH CONTRIBUTIONS**

The list below represents pass-through contributions that have been received 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 the following pass-through contribution:

- \$3,500 from Bloomberg for support of the SDX Awards banquet.
- \$10,000 from Knight Foundation for EIJ17 support.

**DATE:** August 25, 2017  
**FROM:** Robert Leger, President  
**FOR:** SDX Foundation Board of Directors



## **JOURNALIST ON CALL MEMO**

The motion that launched the transition to the Foundation becoming an entrepreneurial board delivering SPJ's educational offerings included a provision that we develop a big idea to pitch to potential donors. Staff and the programming committee developed the concept we now call Journalist on Call. A year ago, this board pledged \$100,000 over three years to signal our commitment as we sought grants. The foundations we approached, however, did not warm up to the idea.

So we either fish or cut bait. I propose we fish. This will require adjusting our budget to fully fund this position. It would remain a three-year pilot to test the idea and present proof of concept to larger foundations. The point of this agenda item is to decide two questions:

1. Do we want to fully fund the Journalist on Call from our budget?
2. If so, how?

This memo is divided into four sections:

- Options for funding Journalist on Call.
- A note from Dave Cuillier on feedback he heard while conducting research for "Forecasting Freedom of Information," commissioned by the Knight Foundation (<http://tinyurl.com/n2o45hk>). He includes ideas for tweaking the duties of the Journalist on Call.
- Your comments in reaction to my "Anaheim homework" email.
- Details on staffing changes and how they affect the budget.

### **Section 1: Options for funding the Journalist on Call**

The departure of four staffers makes the math a bit easier, freeing roughly \$30,000 in salary, as I laid out in my email to the board on Aug. 17.

Starting from there, I asked Executive Director Joe Skeel to suggest ways to make up the difference in our current budget, which was based on last year's relatively flat four-quarters rolling average. The key changes:

- Use \$30,000 freed up by staff changes.
- Eliminate three Journcamps, saving approximately \$60,000
- Eliminate on-demand video taping, saving approximately \$13,000.
- Increase webinars from 6 to 12, adding \$1,500. They would be added to the on-demand library.
- Per publications committee recommendations, lower Quill print publication from six issues to four, saving \$24,000 in printing and postage.
- Increase Quill freelance budget (art and text) by \$19,000 to improve magazine content and significantly increase online presence.

- Money for EIJ sponsorship and outside grants remains unchanged.
- Travel expense for Journalist on Call is \$10,000, half of what our preliminary budget for the position envisioned.
- Google training continues, producing revenue and keeping the SPJ educational brand in the marketplace.
- Talks continue with Indiana University on developing a program in which students assist the Journalist on Call.

Bottom line: expenses increase nearly \$16,000 as we add the fundraiser and journalist on call, increase education director's salary and increase executive director's time on SDX matters. Our net change in assets remains positive, at \$56,497.

#### OTHER OPTIONS

Money is fungible, so there are other ways to accomplish this goal. I list the following possibilities for the purpose of discussion:

- Eliminate outside grants.
- Eliminate outside grants and EIJ sponsorship.
- Eliminate webinars.
- Forgo hiring a more experienced fundraiser, using that salary difference to increase the salary for Journalist on Call, make more grants or maintain a six-issue Quill publication schedule.
- And, though I do not support this idea, we could drop the Journalist on Call idea.

#### **Section 2: Dave Cuillier: Why funders said no and what could change**

I think everyone did an outstanding job on developing this, and I think the core concept is still a great one. I think funders are looking for a little something else right now, though. Don't take this the wrong way, because I support the idea, but the hard-to-hear feedback I've picked up over the past six months from funders and others is:

- a) there are already resources out there and we don't need a one-stop person in journalism,
- b) reporters don't really need help with ethics and generic stuff - at least as not as much as help with fighting for press freedom and relevancy,
- c) SPJ is not perceived as the go-to for FOI help as much as other organizations that have moved strongly into that scene in recent years (CPJ now domestically, RCFP, MuckRock, etc.) (ouch!),
- d) In addition to tech/digital, the big emphasis now is on combating fake news, rebuilding media credibility, helping build sustainable news models, and fighting for press freedom (in response to Trump).

It has not been easy hearing this feedback from people, but SPJ is perceived as a small player by a lot of people (except SPJ members), particularly in the FOI world. One thing that I have seen is a void, or gap, in the field is an organization serving as the champion for educating the public about professional, credible journalism. Those efforts have pretty much dried up over the years (e.g., Ken Paulson's First

Amendment initiatives, ASNE's efforts.

So I would like to toss out an idea, as I see this as an opportunity that actually fits with the Dr. J proposal, if framed a little differently: Given "professional" journalism is in our title, and given the broad-based mission for SPJ, and given we can't match/duplicate the FOI/diversity/training work that others dominate, and given SPJ is perceived very strong in ethics, perhaps SPJ could move into a lane currently unoccupied:

Promoting professional journalism through fostering of ethics and professional standards, improving media credibility and educating the public (and policy makers) about the importance of media. Improve the quality and reputation of journalism by combating the negative effects of fake news and filter bubbles. That would fit with the current dialogue and funders' priorities right now. Also, it could essentially fit within the idea of what we are talking about for Dr. J. So pitch a position that promotes professional journalism with such duties as:

1. Serve as a resource/sounding board for journalists who have questions about journalism, including ethics, reporting/FOI resources, training/education opportunities, freelance business issues, etc. (essentially what was envisioned for Dr. J).
2. Monitor journalism news daily and respond immediately via social media and other communication channels, as well as alerting SPJ leaders when appropriate.
3. Organize national ad/PSA campaigns and social media campaigns to promote professional journalism among the public.
4. Identify key lawmakers, industry lobbyists, D.C. power brokers, and others who can affect journalism, get to know them, and engage in frequent dialogue. Be a player at the table to influence law and policy that affects journalism (e.g., federal shield law).
5. Work with the SPJ executive director to foster partnerships with key organizations also interested in fostering professional journalism and media credibility.
6. Develop curriculum for K-12 and universities (lectures in a box) on journalism and fake news. Work with other groups (e.g., JEA, AEJMC) to get it into classrooms.

### **Section 3: Board email discussion on "Anaheim homework" note (through 8/21)**

*Kelly Hawes:* I applaud this organization's leadership for thinking outside the box. I think it's smart not to automatically fill these four positions in the same way they were filled before.

Honestly, when I first learned that we were losing our top two staff members, I immediately thought of the journalist on call. Could we consider hiring a respected journalist as executive director or for some similar role? That's a concept SPJ's leaders have considered in the past.

I also like the idea of spending more to bring in an experienced fundraiser, but I think we need to

acknowledge something else. If we're really going to succeed at raising money, we need board members involved in that effort at a greater level than we have now. A high-powered fundraiser will help, but he or she can't do it alone.

On the options you listed, I hope we don't end up scaling back on the training opportunities we offer. I think those are a critical part of our mission.

*Fred Brown:* I worry that eliminating the three Journocamps eliminates a good outreach opportunity, although it certainly saves a lot of money. (I'm guessing that the huge cut in the events, meals and banquets budget -- to 1/16th of what it was this year -- reflects part of that savings). And, thanks to Chris, we do have that terrific relationship with Google.

No qualms, though, about cutting back on the print editions of Quill, and doubling the number of webinars (a good outreach effort).

It's important, too, to beef up our fundraising efforts by putting more emphasis on that position.

And I agree that it's a good idea to make policy decisions before a new executive director comes on board. It will give that person some direction and a better idea of what we expect.

*Bill Ketter:* Option 1 strikes me as the best way to proceed of those you mentioned. But I would also seriously consider eliminating the education development director's job to fund the Journalist on Call position. Here's my thinking:

-- The Journalist on Call could serve as editor of the Quill. She or he can hire, if necessary, an experienced freelance editor to assist with the actual editing and production. There are a lot of them out there. The JOC could also oversee SDX training programs. Both of these responsibilities fit the JOC purpose as the wise owl of journalism, available for response to inquiries big and small about the fast-changing print and online news business.

-- Hire a deputy executive director instead of a development director. The deputy would possess the same qualities we seek in a development director plus news business industry standing, especially raising money from donors and foundations that fund journalism organizations. Deputy director has more muscle with foundations and donors than development director. It also would attract more skilled talent as No. 2 person. She or he could also handle EIJ planning for SPJ and sundry other general duties.

That would seem to free sufficient money to cover the JOC position, including the cost of a free lance editor.

Given the shrinking nature of the news business, it is wise to think strategically in reorganizing the headquarters staff. I would keep it as tight as possible while upgrading the talent level.

*Sonny Albarado:* I support cutting back the print editions of Quill. Quarterly sounds like a good move, particularly if it results in content that demands to be read. Curious, though, about the increase in freelance budget for Quill: Why \$19K? Why not \$15K or \$12K or \$10K?

Also curious about elimination of JournCamp: Purely an economic move to help fund the other worthwhile things - JOC and fundraiser? Or has attendance dropped and/or effort to stage been too costly? Looking for metrics on JournCamp and for webinars.

Can we justify the increase in webinars? Don't have any problem eliminating the video-on-demand.

I'd hate to get rid of outside grants. Think they do a world of good and generate good will.

No alternative suggestions at the moment.

*Jane Kirtley:* I'm going to piggyback on Sonny's comments.

I do not support cutting out all outside grants. We have gradually watched our outside grants budget dwindle over the years. I think it is unfortunate. Although I understand the need to support SPJ/EIJ, I assume that eliminating all other outside grants would eliminate something that I think is important -- to be able to say, truthfully, that we do something more than support SPJ.

Others may not think that is important.

I agree that metrics would be helpful so that we can determine "usage" of JournCamps and Webinars.

I remain one of the few skeptics about Journalist on Call. So I'd vote to drop it. I have to think there are reasons we aren't getting a favorable response from other funders. Just because we're in love with an idea doesn't mean it is a viable one

I have found Quill to be less and less interesting to me. Cutting the number of issues, with, we hope, an improvement in quality, would be fine with me.

*Sally Lehrman:* I would like to hear from staff on why they think the use of on-demand videos has dropped. The webinars have held more or less steady, although we are doing a few more to get the same audience overall.

To me, it's vital that SDX continue with outside grants. True, it's important for goodwill and to retain SDX's place in the journalism funding ecosystem, which helps us play a role in guiding innovation and vitality in journalism education efforts more generally. I would like to see us own this role far more than we do right now.

Like Jane, I'm also somewhat lukewarm on Journalist on Call. How can we learn from the difficulty in getting funding for it? What kind of feedback did we get?

Boosting Quill quality by strengthening the budget makes sense to me. As we've discussed, the online version is clunky and could be made much more accessible. A print presence is also important. I'd prefer

to keep the six issues a year until we have a stronger online presence and have a better idea of print usage.

Elevating the fundraiser position to a more senior-level staff member makes a lot of sense.

*Robyn Sekula:* I love JournCamps. I think it's one of the best things we do. The content usually is far superior to what we offer at regional conferences (depending on the conference). They're a welcome substitute for regional conferences, and I would hate to see us cut those.

I wouldn't want to see us entirely eliminate outside grants because I like the flexibility to do so if we see something that needs/warrants our assistance. However, I don't know a lot about what SDX has funded in the past/intentions/pledges for the future, so I'd need to know more about that. I do think our most obvious order is to support SPJ, but not always and forever. Flexibility is important.

I am also skeptical of Journalist on Call. I don't know that anyone will really want us to come in and help. I'm not sure I see that working. But then again, I'm relatively new here so I would want to find out more about how it might work. I do think this person will have to be highly compensated to draw a respected professional into the job, and if we don't have it fully funded for multiple years, I don't know too many well-respected people who would consider it. However, again, I'm new and willing to hear more about it.

Quill at 4 issues is great. I look forward to seeing it under new management.

I would love to see a fundraising person in a senior position, and have that person develop a strong relationship with the SPJ board (esp if it is re-shaped) and with SDX to have us work as door-openers and warmers to build relationships. We've got a lot of work to do to make a fundraiser successful - we will be key in giving this person the support they need to do their job.

*Staff perspective from Chris Vachon:* My take on your email...cut the JournCamps. Don't get me wrong, I love the JCs. I started them. They are one of the many things I am very proud of. They are done well and provide high caliber training as well as great branding for SPJ. But we need to narrow our focus as an organization. We are not the go-to org for training. And as of now, we are out there 200 times per year doing training through the Google News Lab program.

With all that said, there is a possible way to get some funding for a few JCs. Kiplinger (Kevin) wants to continue to fund \$7,000 per JC, maxing out at two JCs/year. That is fluid and could change on a dime. Another grant application to Gannett Foundation could give us money. I had success with that before. The caveat there is the JCs have to take place in cities where there are Gannett newsrooms.

#### **Section 4: Detail on staff changes and their effect on the budget**

Joe Skeel, Chris Vachon, Scott Leadingham and Katie Hunt are moving on. In our current setup:

- The executive director (Joe) devotes 25 percent of his time to SDX.
- The associate executive director (Chris) is 100 percent SDX, with most of her energy going into Google training programs, developing partnerships and high-level fund-raising.
- The fund-raising coordinator (Katie) is 50-50, handling basic fund-raising responsibilities for SDX, LDF

and the First Amendment Forever Fund. She was key to the Day of Giving.

- The director of education (Scott) edits Quill and coordinates the rest of SDX training programs as well as EIJ programming for SPJ.

When leaders of both boards met in Indianapolis in early August, Joe, Chris and Tara Puckey made a strong case (accepted by those in attendance) that we should elevate the position Katie currently holds to a medium- to higher-level fund-raiser to build on the momentum we've built through Day of Caring and other efforts.

They want to find someone with experience in leading a development department or who is ready to do so, has experience with major gifts and individual donors, can manage day of giving and will be comfortable handling the daily administrative tasks of fund raising (data entry, thank you/tax deduction letters, etc). The person would share responsibility for building partnerships with the executive director and education director.

They would combine the fund-raising coordinator's salary with a portion of Chris' salary to hire this person, who would be 75 percent SDX and 25 percent SPJ. The executive director's time on SDX matters would increase to 50 percent.

Another portion of Chris' current salary will be diverted to increase the director of education salary, as that position will have greater responsibility and expectations.

Altogether, this frees about \$30,000.

**Composite View**

<b>Proposed Budget</b>			<b>Approved Budget</b>	
<b>Sigma Delta Chi Foundation</b>			<b>Sigma Delta Chi Foundation</b>	
<b>FY 2019</b>			<b>FY 2018</b>	
<b>Revenue</b>			<b>Revenue</b>	
Contributions/Grants	\$ 356,110.00		Contributions/Grants	\$ 356,110.00
Internal Grants Revenue	\$ 160,533.07		Internal Grants	\$ 160,533.07
Interest and Dividends	\$ 219,884.25		Interest and Dividends	\$ 219,884.25
Advertising Revenue	\$ 1,500.00		Advertising Revenue	\$ 1,500.00
Merchandise Sales	\$ -		Merchandise Sales	\$ -
4.5% of Rolling Average	\$ 473,083.68		4.25% of Rolling Average	\$ 473,083.68
Quill Subscriptions	\$ 8,500.00		Quill Subscriptions	\$ 8,500.00
Awards Revenue	\$ -		Awards Revenue	\$ -
Registration Fees	\$ 7,700.00		Registration Fees	\$ 7,700.00
Royalties/Membership Benefits/Supplementary	\$ -		Royalties/Membership Benefits/Supplementary	\$ -
Lease Management	\$ 22,800.00		Lease Management	\$ 22,800.00
<b>Total Revenue</b>	<b>\$ 1,250,111.00</b>		<b>Total Revenue</b>	<b>\$ 1,250,111.00</b>
<b>Expenses</b>			<b>Expenses</b>	
Salaries	\$ 309,158.82		Salaries	\$ 244,926.83
Intern Salaries/Taxes	\$ 25,881.19		Intern Salaries/Taxes	\$ 25,881.19
Payroll Taxes	\$ 24,459.96		Payroll Taxes	\$ 19,434.58
Health Insurance	\$ 36,703.56		Health Insurance	\$ 31,979.50
401k Match	\$ 15,571.97		401k Match	\$ 12,133.81
Employee Education/Training	\$ 4,000.00		Employee Education/Training	\$ 4,000.00
Payroll Related Charges	\$ 2,432.02		Payroll Related Charges	\$ 2,120.39
Workers Compensation Insurance	\$ 566.56		Workers Compensation Insurance	\$ 493.96
Liability Insurance	\$ 5,409.09		Liability Insurance	\$ 4,715.98
Property Taxes	\$ -		Property Taxes	\$ -
Utilities	\$ 8,511.64		Utilities	\$ 9,407.58
Telephone	\$ 4,176.60		Telephone	\$ 3,641.42
Building Maintenance	\$ 10,000.00		Building Maintenance	\$ 10,000.00
Capital Improvements	\$ -		Capital Improvements	\$ -
Board Related Expenditures	\$ 7,470.00		Board Related Expenditures	\$ 7,470.00
Equipment Rental	\$ 2,272.40		Equipment Rental	\$ 1,981.22
Software Maintenance/Upgrades	\$ 7,306.99		Software Maintenance/Upgrades	\$ 6,562.90
Internet Connectivity	\$ 855.11		Internet Connectivity	\$ 745.54
Website Expense/Maintenance	\$ 1,788.25		Website Expense/Maintenance	\$ 1,559.11
Computer Lease	\$ -		Computer Lease	\$ -
Depreciation/Amortization	\$ -		Depreciation/Amortization	\$ -
Computer Services/Consulting/Maintenance	\$ 28,950.00		Computer Services/Consulting/Maintenance	\$ 27,354.68
Audit/Accounting Fees	\$ 13,760.00		Audit/Accounting Fees	\$ 13,760.00
Legal Fees	\$ 21,459.02		Legal Fees	\$ 18,709.31
Office Supplies	\$ 3,020.61		Office Supplies	\$ 2,755.28
Postage/Shipping	\$ 12,810.00		Postage/Shipping	\$ 18,860.00
Printing	\$ 30,577.36		Printing	\$ 49,266.18
Employment Recruiting	\$ 146.13		Employment Recruiting	\$ 275.84
Dues and Subscriptions	\$ 527.06		Dues and Subscriptions	\$ 459.53
Employee Travel - Local	\$ 2,635.32		Employee Travel - Local	\$ 2,297.63
Employee Travel - Events	\$ 16,250.00		Employee Travel - Events	\$ 11,260.00
Merchant Fees/Credit Card Processing	\$ 850.00		Merchant Fees/Credit Card Processing	\$ 850.00
Investment Account Fees/Banking Fees	\$ 200.00		Investment Account Fees/Banking Fees	\$ 200.00
Consulting/Trainer Fees	\$ 104,000.00		Consulting/Trainer Fees	\$ 110,000.00
401(k)/POP Related Charges	\$ 1,242.36		401(k)/POP Related Charges	\$ 1,083.17
Contributions/Grants/Awards	\$ 106,830.75		Contributions/Grants/Awards	\$ 106,830.75
Internal Grants	\$ 160,533.07		Internal Grants	\$ 160,533.07
Fundraising Expense	\$ 6,733.00		Fundraising Expense	\$ 6,733.00
Outside Services	\$ 74,550.00		Outside Services	\$ 96,550.00
Events, Meals and Banquets	\$ 1,855.70		Events, Meals and Banquets	\$ 28,970.93
Facilities Rental	\$ 488.34		Facilities Rental	\$ 4,092.35
Marketing	\$ 535.79		Marketing	\$ 1,011.42
Free Lance labor	\$ 46,000.00		Free Lance labor	\$ 27,900.00
Participant Travel	\$ 93,095.00		Participant Travel	\$ 100,960.00
<b>Total Expenses</b>	<b>\$ 1,193,613.66</b>		<b>Total Expenses</b>	<b>\$ 1,177,767.13</b>
<b>Net Change in Assets</b>	<b>\$ 56,497.34</b>		<b>Net Change in Assets</b>	<b>\$ 72,343.87</b>
<b>What changed?</b>				
Increased time of ED spends on SDX (25 to 50 percent)				
Lowerd salary for foundation fundraiser				
Added JOC personnel costs				
Lowerd Quill printing by \$18,000				
Lowered Quill postage by \$6,000				
Increased freelance to \$46,000 from \$27,000.				
Eliminated all three Journacamps				
Eliminated On-demand video taping (will used archived webinars instead)				
Increased webinars from 6 to 12				
Note on Quill - 4 issues				
Assumes page count remains the same				
Each issue has 5 features (5-8 pages each)				
Assumes more money for art				
Assumes money spent for online content				

**DATE:** August 25, 2017  
**FROM:** Fred Brown, Committee Chair  
**FOR:** SDX Foundation Board of Directors



## **PUBLICATIONS COMMITTEE REPORT**

The committee had a number of issues on its agenda over the past year:

1. Possible changes to Quill magazine.
2. What to do about the long-delayed history book.
3. Producing a new edition of SPJ's ethics book.

We don't believe any of our recommendations require formal approval by either the SPJ or SDX boards. But we did want you to be aware of what we've been up to. Overall, though, we endeavored to avoid micromanaging; it was our intention to let headquarters staff handle the details of implementation.

### **Quill, in print and on line**

The committee/task force had several discussions, the most recent a telephone conference call on June 27, to discuss any possible amendments to an initial May 17 draft of recommendations. We pretty much endorsed that draft, with a couple of exceptions and amendments.

We agreed that it's a good idea to continue to follow the recommendations of an earlier Quill committee to focus the magazine's content on education, but also to add some in-depth analysis of trends in journalism.

We attempted to offer a bit more guidance about what sort of skills Scott Leadingham's successor should have – Keem Muhammad followed up with an email to headquarters suggesting job descriptions.

We backed off quite a bit from the idea of turning over major parts of Quill production to campus contributors, but we did agree that there's a need to get students more involved as content providers.

Here's what we're recommending:

1. Continue Quill as a print publication, but with fewer issues each year. SPJ's bylaws say Quill should be published at least six times a year. But according to Bill Culbertson, our attorney at Baker Hostetler, that doesn't mean they all have to be in print format. Joe Skeel contacted Culbertson, who "sees no conflict with the bylaws if we decide to print four issues of Quill and beef up our online content.... He said we are lucky the bylaws used the word 'publish' instead of 'print'."

We recommend printing Quill quarterly, with more in-depth, perhaps themed content. Regular columns – ethics, FOI, writing tips – could use either platform, print or online, or both. All chapter- and headquarters-related content should be published online only. And everything that appears in print also should be available online.

2. Make the website more compelling, with more current content.

Trying to replicate the daily updates of other journalism websites, such as Poynter or CJR, is probably too ambitious. But we should at least endeavor to have more emergent and relevant content online. We also could use content generated by the existing communications staff, such as position statements and other announcements, and put the Quill brand on it.

3. Develop more student participation in all Quill formats, especially online.

Initially the committee was intrigued by the potential of turning over major parts of Quill and/or online design and content to one or possibly more campus chapters, as a way to create student buy-in and increase the amount of available material. But it may be too complicated, and there are other potential problems. Coordination of efforts would be difficult from a distance. Campus politics could create jealousy among chapters. We would lose the synergy of having all communication efforts centered at the Indianapolis headquarters. So the idea of involving more students has come down to using their input mostly for online content. It still will require a little more work at headquarters, but it should enhance campus awareness of SPJ and SDX, and being a regular contributor could be a real résumé booster for a young job-seeker. We should try to come up with a system where students compete for coveted available positions.

### **The History Book**

Five years after we contracted with Marion Street Press to take over this project, it appears to be dead in the water. In an effort to get it underway again, the idea was to take what Marion Street Press already had done – and MSP claimed to have done quite a bit – and finish it up. In late April, SDX President Robert Leger wrote to the two principals at the publishing house, giving them 90 days to turn over their work product and return the \$9,000 that SDX had given MSP as an advance for publishing the book. There was a comparatively quick email acceptance of those terms. While they were a few days late, MSP has returned research materials (they were scheduled to arrive at HQ on Aug. 25) and we were assured payment would follow shortly. We'll have an update by the time we meet.

### **The Ethics Book**

We have a pretty good start on this. Fred Brown (aka "I") has rewritten and updated the first three chapters of the book. Paul Fletcher has volunteered to rewrite the fourth chapter, comparing and contrasting law and ethics, and we have several new case studies, as well as a bunch of old ones, available online. The online book now includes more material about other communications professions, including P.R., because more schools of communication (including the University of Denver, where I teach) are including all communications majors in their ethics classes. This expanded concept should make the book more popular. And we're also looking at ways to monetize its online use as a textbook. Whatever we charge, it will be less than students are accustomed to paying for textbooks.

Chair: Fred Brown

Members: Jay Evensen, Paul Fletcher, Irwin Gratz and Alex Tarquinio

Quill Task Force: Committee members and Ethan Chung and Keem O. Muhammad

**DATE:** August 25 ,2017  
**FROM:** Bill Ketter, Committee Chair  
**FOR:** SDX Foundation Board of Directors



## **DEVELOPMENT COMMITTEE REPORT**

- Committee convened a conference call July 24 to discuss SPJ-SDX Foundation coordination and collaboration of fund-raising efforts. It was decided that a SPJ staff person should serve as the point person or coordinator of all fund-raising efforts, guided by a small joint committee of SPJ and SDX officers, perhaps the presidents and the persons next in line for the presidencies.
- The discussion ranged over several issues, including the different 501c3 and 501c6 status of SPJ and SDX Foundation, respectively. The committee agreed SPJ should continue to solicit donations to the Legal Defense Fund and the First Amendment Forever Fund.
- A question arose over legal constraints on the SDX Foundation to advocate and lobby for journalism causes. The matter was referred to Bill Culbertson, the Baker Hostetler attorney. He said there's leeway for a c6 foundation in this area, but getting too involved might cause SPJ to lose its tax status and thus Culbertson recommended maintaining the status quo.
- Committee members have been meeting with significant individual contributors to the foundation to express appreciation for their support and suggest greater financial involvement. No definite results yet.
- Katie Hunt, headquarters fund-raising coordinator, has been planning the-year-end appeal. The goal for 2017 is to raise \$30,094, a 10 percent increase from last year.

Chair: Bill Ketter

Members: Irwin Gratz, Alex Jones, Russ Pulliam and Sally Lehrman

Associate Member: Robyn Davis Sekula

**DATE:** August 25, 2017  
**FROM:** Sonny Albarado, Committee Chair  
**FOR:** SDX Foundation Board of Directors



## **NOMINATIONS COMMITTEE REPORT**

The Nominations Committee is happy to offer three new members for the board's review and, we hope, acceptance for three-year terms:

- April Bethea, homepage producer for the Washington Post and former SPJ Diversity chair.
- Michael Bolden, managing director, editorial and operations, of the John S. Knight Journalism Fellowships at Stanford.
- Robyn Davis Sekula, SPJ membership chair, longtime Louisville Pro leader and a marketing and social media consultant with extensive fundraising experience on behalf of her clients.

Unfortunately, prior work commitments prevented April and Michael from being with us today, but they assure us that they stand ready to be full participants in the foundation's work.

In addition, we are nominating Paul Fletcher, immediate past president of SPJ, whose term on this board ends with this meeting.

Of the eight board members whose terms expire with EIJ17, six are seeking re-election: Sonny Albarado, Fred Brown, Jay Evensen, Kelly Hawes, Jane Kirtley and Sally Lehrman.

Two longtime members have decided to step off the board. Mac McKerral and Kevin Smith both said they thought it was time for fresh eyes and more diverse views. But we should note that both of them often brought contrarian perspectives to our discussions, to the benefit of both the SDX Foundation and SPJ. Kevin also specifically recommended that the board continue efforts to reduce its size.

While these nominations won't move us toward the goal of slimming the board this year, the Nominations Committee believes that the addition of the new members we have recommended will enable the SDX Foundation to successfully deal with the challenges and opportunities presented by a period of transition for the Foundation and for SPJ.

Chair: Sonny Albarado

Member: Kelly Hawes

## BIOGRAPHICAL INFO ON NOMINEES

### APRIL BETHEA

April Bethea is a homepage producer at The Washington Post, which she joined in February 2016. She previously spent 11 years at The Charlotte Observer, her hometown, where she worked as a reporter, online producer and digital editor.

Bethea has served on the board of directors for the SPJ DC Pro chapter since January. She also is a past chapter officer with the Charlotte Pro SPJ Chapter and a past chair of SPJ's diversity committee. She's an alum of the Ted Scripps leadership program and attended past EIJs as a diversity and Terry Harper fellow. While diversity chair, the committee in 2015 successfully created a SDX-backed fellowship to help provide management training to minority journalists and conducted a survey of past EIJ diversity fellows.

### MICHAEL BOLDEN

Michael Bolden has spent more than 25 years working in multiple areas of journalism, including editing, reporting, production, and philanthropic funding for innovation and entrepreneurship in the field. He is the managing director, editorial and operations, for the John S. Knight (JSK) Fellowships at Stanford University, an international program focused on entrepreneurship, innovation and leadership in journalism.

Previously, Bolden served as the first editorial director for the John S. and James L. Knight Foundation. Prior to joining Knight Foundation, he worked at The Washington Post for 13 years, where he led the development and transportation reporting team and worked as an editor for The Washington Post Magazine, Style and Sunday Arts.

Bolden has also worked for the Miami Herald, the Northwest Florida Daily News and The Times-Picayune (New Orleans). He was a fellow in the Maynard Media Academy's entrepreneurial leadership program at Harvard University and earned a Bachelor of Arts from the University of Alabama.

In addition to the Society for Professional Journalists, he is a member of ACES: the Society for Editing, the American Society of News Editors, the National Association of Black Journalists, the National Association of Hispanic Journalists, the National Press Club, NLGJA-the Association of LGBTQ Journalists, and Sigma Tau Delta, the international English honorary. He lives in Northern California.

### ROBYN DAVIS SEKULA

Robyn Davis Sekula is a public relations, marketing and social media consultant and speaker who lives in the Louisville, Ky., area. She primarily consults with organizations and business in communications, fundraising, social media, public relations and marketing and is a frequent speaker on social media, communications and branding. She counts among her clients law firms, national-level nonprofits, small businesses and government entities.

A former journalist, Robyn has served as president of the Society of Professional Journalists, Louisville Pro Chapter, and as Membership Chair of the national SPJ organization. She has helped guide strategic membership, communications and fundraising efforts at the national level.

In her personal time, she is a mother of three girls, CrossFit enthusiast, traveler and music junkie. She serves on the board of Send a Cow, a UK-based charity that works in agriculture in Africa. Send a Cow helps Africans develop and grow their own crops and livestock to feed themselves and sell surplus for profit. She traveled to Kenya with the group in May 2017 and is an advocate for the organization.