

SIGMA DELTA CHI FOUNDATION

BOARD OF DIRECTORS MEETING

SEPTEMBER 28, 2018

9A.M. TO NOON

ROOM: PACA

BALTIMORE HILTON

BALTIMORE, MD



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.

AGENDA

SIGMA DELTA CHI FOUNDATION
9 A.M.-NOON * SEPTEMBER 28, 2018
LOCATION: HILTON BALTIMORE

1. CALL TO ORDER – *LEGER*

2. ROLL CALL – *LIMOR*

A. LEGER	I. BOLDEN	Q. HSU	Y. RADSKE
B. GRATZ	J. BROWN	R. JONES	Z. ROSS
C. DUBIN	K. CARLSON	S. KETTER	AA. SCHOTZ
D. LIMOR	L. EVENSEN	T. KIRTLEY	BB. SEKULA
E. ALBARADO	M. FLETCHER	U. KOPEN KATCEF	CC. TARQUINIO
F. BAKER	N. GALLAGHER	V. LEEDS	DD. WALSH
G. BATTS	O. GILLMAN	W. LEHRMAN	
H. BETHEA	P. HAWES	X. PULLIAM	

3. Introduction of Maynard Diversity Fellows & Harper Scholarships recipients – *Bethel McKenzie*

4. Approval of board meeting minutes – *Leger* **[Page 4]**

5. Report of the SDX Foundation President – *Leger* **[Page 9]**

6. Report of the SPJ President – *Baker* **[Page 11]**

7. Treasurer's report – *Dubin*

8. Report of the executive director – *Bethel McKenzie*

a. Report of the journalist on call – *Hicks* **[Page 13]**

b. Training update, Google and Facebook – *Bethel McKenzie* **[Page 15]**

9. Name of the Foundation (potential bylaws amendment) – *Leger, Messing* **[Page 20]**

10. Publications committee report – *Brown & Fletcher*

a. Quill **[Page 23]**

b. Ethics book **[Page 24]**

c. History book **[Page 25]**

11. Development Committee Report - Ketter **[Page 27]**
 - a. Development Plan - *Messing* **[Page 29]**

12. Nominations Committee Report - *Hawes* **[Page 36]**
 - a. Election of board members
 - b. Election of officers
 - c. Board member terms (informational)

13. Honors
 - a. Pulliam First Amendment Award - *Kirtley* **[Page 38]**
 - b. Pulliam Editorial Fellowship - *Gillman*

14. Executive session: personnel & legal

15. Upcoming dates
 - Spring board meeting - April 12-13, 2019
 - Conventions:
 - [San Antonio](#), Grand Hyatt, Sept. 5-7, 2019
 - [Washington](#), D.C., Hilton, Sept. 9-12, 2020
 - [Minneapolis](#), Sept. 24-26, 2021

DRAFT

MINUTES MEETING OF THE BOARD OF DIRECTORS SIGMA DELTA CHI FOUNDATION APRIL 14, 2018 NCAA HEADQUARTERS, INDIANAPOLIS

With President Robert Leger presiding, the meeting was called to order at 9 a.m. EDT on Saturday, April 14, 2018, at the NCAA Headquarters in Indianapolis, Indiana.

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, Sue Kopen Katcef, Al Leeds, Sally Lehrman, Bill McCloskey, Mac McKerral, Kevin Smith, Alex Tarquinio and Lynn Walsh.

Minutes

Upon proper motion by Baker and second by Gillman, the board approved the meeting minutes from the Sept. 7, 2017, meeting and the executive committee meeting minutes from Jan. 11, 2018.

SDX Foundation President's Report

President Leger welcomed new SPJ Executive Director Alison Bethel McKenzie. He gave kudos to SPJ staff member Michael Sanserino, Paul Fletcher and everyone involved in the remaking of Quill magazine. He said if anyone wants to bring up changing the Foundation's name to align with SPJ, which he supports, they are welcome to do so during the bylaws discussion.

SPJ President's Report

President Baker shared that with the leadership of Lynn Walsh, SPJ was able to launch an FOIA hotline through which FOIA experts will answer questions. Guidelines for how to deal with sexual harassment in the newsroom were posted to SPJ.org. The Whistleblower Project, lead by FOI Committee Chair Danielle McLean, launched during Sunshine Week. And the #Press4Education campaign, lead by Becky Tallent and the J-Ed Committee in partnership with JEA, matched 100 journalists with K-12 classrooms in the first six weeks after its launch.

Staff Report

Bethel McKenzie said a lot has happened in her first three weeks on the job as SPJ's new ED. She has some key staff openings she is looking to fill. She plans to fill the development/fundraising opening within the next week. She traveled to the Region 5 conference in Chicago to speak and meet with potential funders there. She will also be traveling to Cincinnati and Knoxville, Tenn., in the coming weeks. She reported that

Anna Gutierrez, the two-year intern, got a job with a media advocacy group in Washington, D.C., and left one year into her internship. A search is starting to find her replacement and we're hiring a part-time hourly worker to assist Sarah Beck in accounting. HQ received 112 applications for the Journalist on Call position, many from high-profile journalists and journalists with years of experience. The goal is to have the position filled by mid-May.

Treasurer's Report

Dubin directed the group to the report on Page 11 of the board packet. He said the Finance Committee reviewed the proposed budget, which anticipates \$1,719,692 in income and \$1,665,696 in expenses, leaving \$53,995 available for grants. The committee recommend approval.

Upon proper motion by Hawes and second by Baker, the board voted to approve the budget.

Grants Committee Report

Jane Kirtley was caught in a snowstorm and could not be at the meeting, so Gillman gave the report (Page 43 of the board packet). The committee recommends giving the bulk of the money to SPJ for the annual conference. Gillman said the committee recommends giving \$2,199 each to five other organizations and encouraging them to find partners or other funders.

Upon proper motion by Sekula and second by Bolden, the board approved the following grants:

- **SPJ National Conference Education, \$43,000**
Provides support for educational programming at the 2018 SPJ National Conference.
- **AAJA J-camp for high school students, \$2,199**
- **IRE Coding, CAR on the Road, Regional Workshops, \$2,199**
- **NAJA update and expansion of ethics guide, \$2,199**
- **NFOIC Summit, \$2,199**
- **NPPA Right to Photograph, \$2,199**

Kirtley, in her written report, noted that several members suggested that the Grants Committee reconsider and possibly revise funding policies in order to clarify priorities and principles. It will continue the discussion for action at a future meeting.

Pass-Through Contributions

Two pass-through contributions were brought to the board's attention.

As explained in the memo in the board packet, 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 Limor and second by Bolden, the board approved the following pass-through contributions:

- **\$10,000 from Knight Foundation for EIJ17 sponsorship**
- **\$5,000 from Scripps Howard Foundation for EIJ17 sponsorship**
- **\$50 given as a President's Club donation, but the check was made out incorrectly to SDX**

Bylaws Committee Report

Leger referred to a written report from SPJ Bylaws Committee Chair Robert Becker, which spelled out a process for formalizing the transfer of responsibility for publishing Quill magazine to SDX from SPJ. The most straightforward solution, Becker reported, is to terminate the Quill Endowment and allow the Foundation board to manage the assets as it manages all other SDX assets. SPJ delegates will be asked to begin a two-year process at EIJ18.

Becker also suggested a number of minor wording changes in the SDX bylaws, as well as removing a reference to the SPJ executive committee which will not exist after September 2019.

Upon proper motion by Hawes and second by Ketter, the board approved the amendments to the SDX bylaws.

The revised bylaws, with changes notated, are attached as Appendix A.

Name change

Ketter brought up the topic of possibly changing the SDX Foundation's name. He understands the historical significance of Sigma Delta Chi, but we constantly have to explain the relationship of the SDX Foundation to SPJ. The symbolism of SDX could be kept for the awards program, which is highly regarded in the industry. Changing the name would provide clarity, especially in fundraising. He said the SDX Foundation board can vote to change the name, it doesn't have to go before a convention vote. He recommended the board think about it and discuss it at the next board meeting.

Walsh agreed that changing the name would simplify things in terms of fundraising. Limor asked what the financial repercussions might be in making the change. Dubin said the Pulliam family wanted to keep the name as is. Ketter suggested speaking with Russ Pulliam to see if he objects to the name change. Leger said he had asked Russ Pulliam for his thoughts and his reply was ambiguous. He said the name change should recognize who the organization is. Leger asked staff to research the costs of a name change and other implications and bring a report to the next board meeting. Carlson added that staff might want to contact members of the 1909 Society to see about any pushback.

Publications Committee Report

Brown reported that he revised the ethics book and rewrote all the chapters. Fletcher wrote Chapter 4 about law and ethics. The book is ready to be published and they are figuring out how to monetize it. He said offering it online as a textbook to students would be good. He makes it available to his media students at the University of Denver. Baker suggested offering it as an incentive to membership, making it available at a low cost to members, student members, and a higher cost to nonmembers.

Walsh suggested offering it along with training online, packaging it with video and offering it to classes. Someone could Skype in and talk about it with a class, for a webinar or other video component. These are things people are consuming and paying for, she said. Limor agreed, saying one of the biggest issues for students is the cost of textbooks. She said offering the book to professors at a low cost might provide a membership outreach opportunity.

Bethel McKenzie said it could also be helpful with the new partnership SPJ has with the ethical journalism network in London. The Journalist on Call could also find ways to use/promote the book.

Fletcher said the Quill advisory committee, HQ staff members Michael Sanserino, Tony Peterson and Billy O’Keefe should take a bow for all the work they’ve done on the print Quill and Quill website. The magazine pops and the website and blogs are all working together as part of the overall scheme within HQ. Everything that is posted – including blogs – now gets read, edited and vetted. It is much, much better.

Another project board members have looked into is the SPJ history book. Leger received all the materials from Marion Street Press. There is an outline for a book, but the last file is dated 2013. Bert Bostrom’s 75th anniversary book goes through 1984. Fletcher said the committee has discussed contacting every president from then to now, asking each to write 1,000 words about what happened during their term to see if we can start an online project that reflects our history. Leger told him to “go for it.”

Development Committee Report

Ketter referred the group to Page 56 in the board packet to discuss what the foundation board’s role is vs. staff’s role in development. The board, he said, should do what it can to help open doors to potential donors, connect logical partners for SPJ and SDX Foundation and perhaps coordinate with staff on project ideas. Staff should take the lead on projects, though, he said. He discussed the lack of education on the First Amendment in public schools and how that is an area where SPJ and SDX Foundation could do more in terms of better educating future generations about the importance of journalism in this country. Baker said we’ve already started that with the Press 4 Education campaign. As of April, about 3,000 students had been reached through SPJ and JEA connecting journalists with teachers and speaking in their K-12 classrooms.

Ketter said there is data available regarding the strengths and weaknesses of current fundraising programs. Strengths include a dedicated staff and volunteers and fundraising is highly relevant to what we do in helping to support journalists.

Weaknesses include low donor retention rates and lifetime contributions, and high donor acquisition costs.

Jones said he wants to connect with Bethel McKenzie and the new development person when they are hired to learn more about what their fundraising objectives are and how we can help. Bolden said the board should help staff build relationships and help staff focus on opportunities they may not be aware of. Sekula said there are already organizations doing good work in civics education and rather than reinventing something, we should stick to strategy and articulating what we do, which is improving and protecting journalism.

Programming Committee Report

Albarado said there is no written report, but the committee met in late March to discuss a proposal that came through HQ from the Prindle Institute for Ethics at DePauw University. They want to explore a partnership with SPJ on conducting in-person training on the Code of Ethics, exploring the moral foundation for ethical decision making. It is not defined well enough yet to present a proposal to the board. The committee talked about the proposal being more abstract and they couldn't sense the utility of it in the modern day environment where journalism is under assault just about everywhere. The committee is going back to Andrew Cullison, director of the institute, to discuss further.

Sanserino added that it could be similar to the Google and Facebook trainings SPJ is currently doing. We will work more closely with Prindle to narrow down what the curriculum is. DePauw and Prindle are willing to underwrite a significant portion of the program.

Walsh said there is a need for ethics training, which could help with trust issues. There is a huge market for discussing the legal and ethical aspects of the act of sharing information at a very low level. Not just journalism students, but public relations, communications, librarians, etc., would find this information very useful to share. Albarado noted that the ethics page on SPJ's website is regularly the most visited web page on spj.org.

Informational Items

Leger announced he is wrapping up his third term as SDX Foundation board president and will not seek a fourth term. Hawes is chair of the nominations committee and so far there is one candidate for president. Terms for all board members are in the board packet. Hawes will be in touch with everyone to measure their continued interest on the board.

Executive Session

Upon proper motion by Gratz and second by Bolden, the board voted to enter executive session.

Following the executive session, with no further business to discuss, the board adjourned.



TO: SDX Board of Directors

FM: Robert Leger

RE: President's report

Sept. 28, 2018

This weekend brings plenty to celebrate in all that is good in journalism, but I'm excited about one in particular: Rod Hicks will join us for our meeting.

Rod is the first journalist on call. After our long journey in debating, massaging and fashioning a description of this position, you approved funding it a year ago. Executive Director Alison Bethel McKenzie made advertising, interviewing and hiring someone a top priority when she started at 3909 N. Meridian.

We were ready to announce Rod's hiring when the Annapolis newsroom shooting occurred. This is when he first impressed. He wasn't scheduled to begin work for two more weeks, but he volunteered to go to Annapolis. That's dedication. Rod learned much on that trip. He met with a number of people, including members of this board, and developed ideas on how to wear his particular parachute when similar big stories arise.

Rod will give us an overview of what he has done so far, where he sees the greatest opportunities and what we should expect from him in the year ahead.

Other highlights from the agenda:

- When we last met, the board briefly discussed the foundation's name and whether it is time for a change. A Sigma Delta Chi Foundation that supports the Society of Professional Journalists can be confusing to donors, which doesn't help as we seek to grow support from a broad range of sources. Staff was instructed to provide a report for this meeting on costs and ramifications. They would be negligible.

I hope we will enact the name change today. While "Sigma Delta Chi" honors our roots and our founders (and will continue to do so through SPJ's awards), it means little outside our circle. Any conversation with potential funders must begin with an explanation of the name and our connection to the Society, taking valuable time better spent pitching an idea or reason for donating to the

Foundation. All our programming is branded as SPJ, so it makes sense to align our name with the organization we support.

- Treasurer Howard Dubin will have the latest numbers on our holdings. As of July 31, our total holdings stood at \$13.5 million, down \$178,000 since Jan. 1. Our holdings totaled \$12.6 million on June 30, 2017.
- We'll welcome new members to the board: Frank LoMonte, Dave Cuillier and Lynn Walsh. This board just keeps getting stronger and stronger.
- You'll elect a new president for the first time in six years. ("About time," I hear Dave Carlson saying.) We've accomplished a lot together, and I'm honored you gave me this opportunity to serve.

As always, thanks for all you do.

--30--



MEMORANDUM

To: SPJ Board of Directors
From: Rebecca Baker
Re: September 2018 President's Report
Date: 09/1/2018

This has been a year of exciting change for the Society. We launched new projects and remained at the forefront of crucial issues affecting our industry, while offering the training and development that our members need to thrive in the fast-changing, every challenging field of journalism.

Since my last report, here are some of our accomplishments:

- **Becoming More Diverse.** SPJ now has the most racially and culturally diverse staff in the history of the organization, one that reflects not only the diversity of journalists around the world, but the communities they serve.
- **A Groundbreaking Position.** Rod Hicks, a longtime respected journalist with The Associated Press and other high-profile news outlets, was hired as our Journalist on Call. Rod represented SPJ at the National Association of Black Journalists' annual convention in July and is working on making connections with local officials and community groups to explain the important role ethical journalism plays in society.
- **Expanding Our Reach.** SPJ and Google News Initiative has been visiting 10 states over six weeks with free training on covering elections with data journalism, verification and fact checking techniques, and online safety and security for journalist.
- **Climbing the Hill.** SPJ continued to champion free press and First Amendment issues in Washington, D.C., this year. [SPJ Executive Director Alison Bethel McKenzie was part of U.S. Sen. Maggie Hassan's panel discussion](#) in June about the current state of the media and future of a free press. SPJ FOI Committee member Kathryn Foxhall spoke in July about obstructive public information officers at the Whistleblower's Summit on Capitol Hill.
- **A Capital Fundraiser.** SPJ donated \$10,000 to the Capital Gazette Family Fund. \$6,500 of that came from sales of "I Back the First Amendment" T-Shirts, coordinated by Region 2 Director Andy Schotz, who also donated his \$1,000 from his regional director's stipend. I donated \$1,500 from my president's fund and

our executive director made a personal donation of \$1,000. Future donations from T-shirt sales will go to The Capital Gazette Memorial Scholarship Fund.

- **Day of Giving.** We raised more than \$10,300 for SPJ programs during our second annual Day of Giving event.

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And to recap what SPJ has accomplished since last September:

- A new and improved Quill magazine and redesigned SPJ website.
- Online resources for combatting sexual harassment in the newsroom
- An FOIA email hotline (foia@spj.org) offering expert advice from SPJ members well versed in FOIA.
- More than 3,000 K-12 students around the country who learned about the free press from a professional journalist through the #Press4Education project
- A partnership with the Government Accountability Project to The Whistleblower Project A partnership with Facebook to train professionals to teach Facebook tools for journalists around the country.
- A #FreePressFriday social media campaign that continues to spread the word about the importance of a free press in democracy on Twitter, Facebook, Instagram and LinkedIn. Another social media campaign, “SPJ By the Numbers” offers statistics about the Society’s achievements.

Additionally, I attended a second meeting of Power Shift Project, an ongoing initiative by the Freedom Forum “to create workplaces free of harassment, discrimination and incivility, and full of opportunity, especially for those who have traditionally been denied it.”

I’m grateful for the support and encouragement you’ve given me during my year as president, and I look forward to seeing where the Society goes from here. For all that you do for SPJ and for journalism, you have my heartfelt thanks.

Sincerely,

Rebecca Baker

JOURNALIST ON CALL

Submitted by Rod Hicks

First, I want to commend the SDX Foundation Board for creating this important and badly needed position and thank Alison Bethel McKenzie and all others involved for placing confidence in me to carry out its mission. I started this position two weeks early, just after hearing that a gunman had killed five people in the Capital Gazette newsroom in Annapolis, Md. Since then, I've talked to dozens of people about restoring trust in the news media, read numerous stories and reports and have begun plans to try to shift back people's belief in professionally reported news coverage.

Among my work so far:

Capital Gazette shooting

I went to Annapolis the day after the shooting with the primary goal of observing the reaction, but also to gauge whether residents linked this tragic event to how journalists do their job, engage people in discussions about media trust and express sympathy to the Capital Gazette staff on behalf of SPJ, if they were open to hearing from us. While the staff appreciated the offer, the tragedy was too fresh to accept such a visit. I did, however, speak briefly with reporter Phil Davis after a vigil for the victims.

Why Diversity Matters

I made a presentation at the Ted Scripps Leadership Conference about the value of newsrooms having a diverse staff and management team.

Restoring Trust in Journalism panel

I told the standing-room only crowd at this NABJ convention session that newsrooms need to do a better job explaining how they do their jobs and why their work is protected by the Constitution. Panelists also included Sally Buzbee, Executive Editor of The Associated Press, and Kevin Merida, Editor in Chief of ESPN's The Undeclared. New York Times Magazine writer Nikole Hannah-Jones moderated.

Town Hall on Freddie Gray coverage

The focus of this Sept. 25 event in Baltimore is on how the media covers social movements, such as the protests and other developments that followed the 2015 arrest and death of Freddie Gray. The forum will probe the impact coverage can have on the public's trust of the press. A panel of local and national authorities, along with an audience of activists, police officials, journalists and others, will have an honest discussion and offer suggestions for improving coverage. Panelists include Wesley Lowery of the Washington Post and Gray family attorney Bill Murphy. Errol Barnett of CBS will moderate.

ALSO:

Developing a project to teach citizens how to identify biased or false stories, distinguish between commentary and reported news and other issues of news literacy. This would

start as a pilot and later be implemented across the country using journalism organization chapters, local news organizations and college communications departments.

Developing a project to go into a community where trust in the media is low, hold a series of events and gatherings over the next year that will include honest dialog and various presentations and activities about the media. The hope is to increase participants' trust in the media and implement the project in multiple cities.

GOOGLE REPORT

TO: SPJ and SDX Foundation Board of Directors

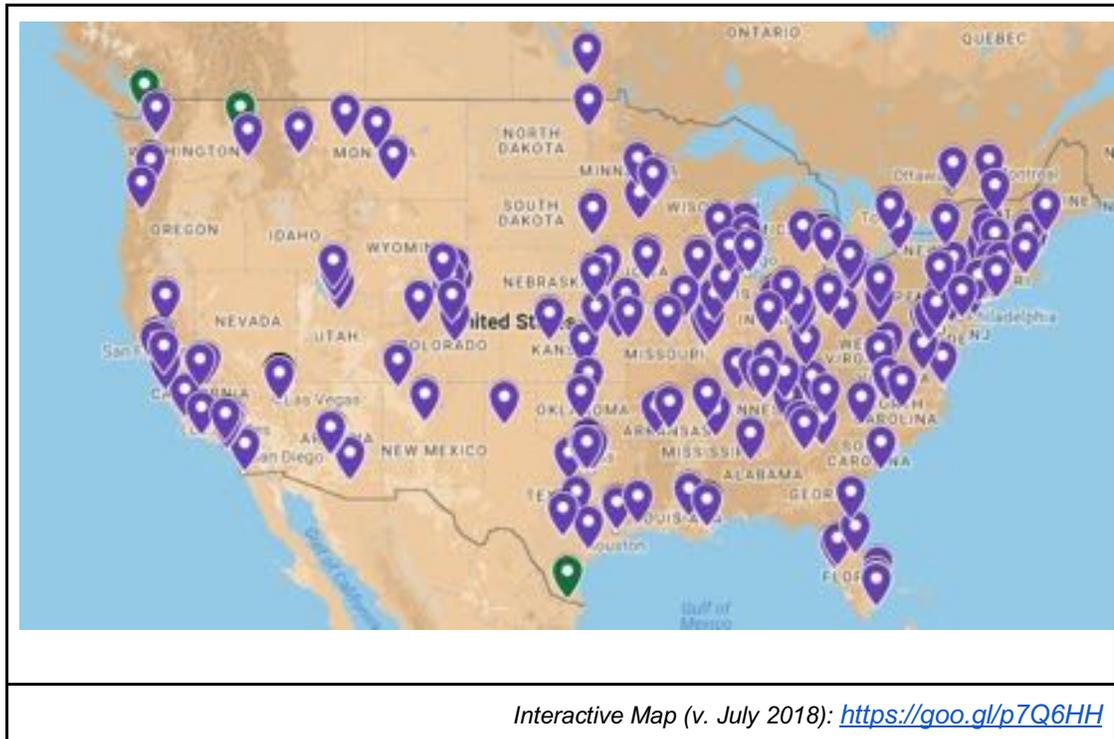
RE: SPJ Training Program in association with Google News Initiative - Program Report

Date: July 31, 2018

By the Numbers

Year	Trainings Held	Journalists Reached	% in newsrooms	% at universities	% for journalism groups (including SPJ chapters)	% at journalism conferences
2016	101	4,002	40	16	26	16
2017	237	9,342	28	34	25	13
2018	158	4,546	43	27	17	13

Map Illustrating Trainings in 48 States and Canada, 2016-2018



HQ Staff Management of Program

The SPJ Training Program was to be handed off from contractor Chris Vachon to Michael Sanserino in Q1/Q2 2018. Due to Michael's departure, the timeline was pushed back and program will be handed off to Monica William in Q3 2018. Monica and Chris have been working together to insure a smooth transition.

Increased Webinar Rollout

In Q2, the SPJ Training program worked to strategize additional scaled webinars for Google tools, which were marketed via SPJ's social media, email newsletters, and Quill magazine. Deb Wenger hosted in May "YouTube for Local News" based on her [Knight Foundation research](#) and Dan Petty hosted in June "Google Trends and Elections." Deb's recap on YouTube is here:



<https://www.youtube.com/watch?v=xZhv19d3ZnU>. Dan's will be uploaded to YouTube shortly.

Spanish Language SPJ Workshops

In Q2 2018, the SPJ Training Program's [workshops in Spanish](#) rolled out in force, presenting workshops at ISOJ, Univision, Yahoo News en Espanol, NAHJ Conference and student newsroom staff, Latino Media Summit, and Voice of America Spanish speaking newsrooms via webinar. Spanish language SPJ site:

<https://www.spj.org/google-esp.asp>. The new program was announced nationally in Q2 as well: <https://www.spj.org/news.asp?REF=1570>

Report for America Training Workshop

In Q2 2018, the SPJ Training program once again supported training for [Report for America](#) during their second cohort training at the Poynter Institute in St. Petersburg, Florida. The full [Class of 2018 is here](#), and the [2018 participating newsrooms](#) are here.



The week long training also

included trainers from Poynter, CUNY, Groundtruth, the Maynard Institute, and ONA, among others.

GNI University Network Educator Modules

In Q2 2018, the SPJ Training program launched a project to support the [GNI University Network](#) with custom academic modules aimed at professors and their students in top

journalism schools to be launched at AEJMC. The initial three modules focus on Advanced Search and Data Acquisition, Trust & Verification, and Safety & Security, with inclusion of examples that work with elections coverage.

FACEBOOK REPORT

To: SDX and SPJ board members
From: Marilyn Garateix, Director of Programs

In the last update through June 2018 the following was presented:

Number of training sessions: 28
States reached: California, Colorado, Connecticut, Florida, Illinois, Indiana, Iowa, Massachusetts, New York, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Virginia, Washington, Washington, D.C.,
Journalists trained: 709
Journalist per event: 25.3
Dollars spent: \$22,942.56
Cost per journalist: \$32.36
Cost per event: \$819.38

Here are updated numbers as of Aug. 31.

Number of training sessions: 32
States we have reached: Add Georgia to our roster of states reached.
Journalists trained: 823
Journalists per event: 24.9
Dollars spent: \$25,515.44
Cost per journalist: \$14.29
Cost per event: \$773.19

In July and August we had four sessions and attendance at all but one surpassed 30. One trainer held his expenses to the training fee since he was already attending the conference and expenses were covered.

Moving Forward:

- We had five trainings in September and on Sept. 6-7 we had a TRAINING THE TRAINERS SUMMIT in New York at the Facebook offices. Six new trainers have joined us from Utah, Phoenix, Florida, New York and Arizona. We lost two trainers for job reasons but plan to put out a call for more after EIJ.
- One of the new trainers speaks Spanish, as does a current trainer offering the chance to expand to Spanish-language news publications and journalism membership organizations similar to SPJ. Ex: the Florida Association of Hispanic Journalists (not affiliated with NAHJ).
- We are continuing to work with Facebook to develop a marketing plan.
- We will look at continuing to offer the training to our members. So far, we have conducted trainings at the following SPJ regional conferences: 1,2, 3, 5 &

9 and for the SPJ New England chapter, Florida, DC and Tennessee chapters. The SPJ chapters in Puerto Rico and Guam have both expressed interested in the training

- Finally, we'll explore targeting universities in the US and abroad. Among those Alison contacted are Concordia University (150); University of the West Indies in Jamaica (50); University of the Bahamas (35); College of Science, Technology and Applied Arts of Trinidad & Tobago (50); Webster University in Ohio.



TO: SDX Board of Directors
FM: Robert Leger
RE: Name of the Foundation / potential bylaws changes
Sept. 28, 2018

When we met in April, this board expressed an interest in exploring a name change for the Foundation. We shared the Sigma Delta Chi name with the membership organization when the Foundation was created in the mid-1960s. It made sense to have the two names in alignment, but the Foundation name remained the same while our core group changed to SPJ,SDX and finally SPJ in the 1970s and '80s.

Today, it makes sense to again align our name with the organization we support,

For one thing, we should make supporting SPJ's mission as easy as possible. The SDX Foundation name can create confusion for those looking to support journalism with a tax-deductible gift, especially if they have no long-term relationship with us. For example:

- Those looking to support SPJ through the Amazon Smile program (where a portion of sales support the charity of your choice) must know to look up the Sigma Delta Chi Foundation. This applies to other corporate giving programs as well.
- Family foundations looking to support SPJ's mission through a tax-deductible gift have contacted us when they received their thank you letter and realized their gift to SPJ was not tax deductible.

The arguments for changing the name are strong, but we need to make fully informed decisions. In April, we asked staff to research the potential costs and report to us at this meeting. They have done so. This information is from Development Director Larry Messing:

\$80: Fees for changing the name on the paperwork in Indiana (\$30) and Illinois (\$50).

\$0: Legal costs for modifying the state paperwork or our 501c3 listing.

\$1,500: Costs for replacing stationery, envelopes and note cards.

2 hours: Tony's time to create a new logo (This could change based upon how much of a change the board is looking for.)

5 hours: Billy's time to make changes to the website.

2 hours: Communications staff time in writing press releases and e-blasts.

So this leads to three options for action today:

- Leave the name alone.
- Delay a decision while gathering additional information.
- Change the name.

Changing the name requires three legal actions: amending our bylaws, changing our corporation registrations in Illinois and Indiana, and alerting the IRS and Indiana Department of Revenue. Staff or attorneys will handle the registration changes if we direct them to do so.

A two-thirds majority of the board is required to change the bylaws, after which the SPJ board must be notified within five days. The SPJ board can vote down any bylaws change by simple majority. If the SPJ board takes no action, the bylaws change goes into effect after 30 days.

SDX is mentioned three times in the SPJ bylaws. Delegates will be asked this year and next to remove the Quill Endowment section. The other two – the litany of qualifications to be elected president or president-elect of SPJ, and where funds from a dissolved chapter may go – would need to be amended at some point in the future if we decide to change our name.

The SDX name is mentioned twice in the Foundation bylaws, in the title and the foreword. To meet the bylaws requirement that potential amendments be included on the Foundation meeting agenda, I offer the following language as a possible change, should this board decide to change the name. I suggest a change to “SPJ Foundation” (the initials only) because that communicates our affiliation and allows for the possibility delegates may someday adopt the name *Society for Professional Journalism*. New text is underlined.

Bylaws of the SPJ Sigma Delta Chi Foundation

Foreword

The SPJ Sigma Delta Chi Foundation is a nonprofit corporation organized in 1965 (as the Sigma Delta Chi Foundation) under the laws of the State of Illinois. The Foundation functions in a supporting relationship to the Society of Professional Journalists, a publicly supported organization.

The Foundation aids in the conduct of journalism research, the granting of scholarships, awards and prizes to encourage students and others to undertake journalism as a career and to promote high standards in the conduct of journalistic enterprise.

The Foundation conducts forums or seminars generally open to the public on matters of journalistic and public interest and aids in the publication and dissemination of journals, newsletters and similar publications in furtherance of its purpose.



Publications Committee/Quill Task Force Report

Submitted Aug. 20, 2018, by
Fred Brown, Chair, Publications Committee
Paul Fletcher, Chair, Quill Task Force

The major effort of the Publications Committee continues to be the Quill task force led by Paul Fletcher. Paul has been in regular contact with Monica Williams (and before her, Michael Sanserino) and has arranged telephone conference calls with other members of the committee and task force. His report is next, followed by Fred Brown's report on the ethics book.

Quill Task Force (Fletcher)

Shortly after Monica joined SPJ in July, I contacted her on behalf of the Quill Advisory Committee to introduce myself and our group, and to offer whatever help she might need.

The fall issue of Quill already was close to completion, so our conversation moved to the future. We both thought an introductory meeting with the full committee was in order, which we held Aug. 16.

This call (with Fred Brown, Sue Kopen Katcef and me on behalf of the committee) turned into a brainstorming session. In no particular order, here are some of the topics and preliminary thoughts that emerged:

STORIES THAT MATTER. We shared some of the past history of the publication while hearing Monica's thoughts on where she wanted to go. The new improved Quill will continue to feature longer, thoughtful pieces on issues that matter to journalists. Being current, and even anticipatory, will be important.

NO THEMES TO ISSUES. Issues of the magazine focused around a theme can strain to reach a given number of stories that relate. Instead, the push will be to be on top of a variety of issues important to journalists.

YOUNGER MEMBERS. The magazine will endeavor to cover issues important to younger or early-career journalists, such the difficulty in finding a job in the field that will pay enough.

FREE-LANCE. Similarly, the travails sometimes encountered by free-lancers, such as something so basic as how to insure you get paid, will be covered.

STUDENT MEMBERS. The committee has long discussed the best way to include student SPJ members in the production of Quill, with no real consensus. Monica will be looking for students who might be interested in writing a feature piece.

THE WEBSITE. With the print magazine published just four times a year, the website becomes a logical spot for stories that break between issues. A reaction piece to some event, for example, can be published to the site immediately and be timely. Waiting for the magazine cycle isn't much of an option.

CHAPTER NEWS AND UPDATES. Everyone on the call was in agreement that the website is the place for that information, rather than the magazine.

COMMITTEE'S ROLE. We all anticipate that the committee can best help Monica by serving as a sounding board for story ideas. We further hope to be a source of free-lancers that she can add to her list, or to be able to suggest writers who might be right for a particular topic. For example, Sue KK has a former colleague who wrote a piece for the Philadelphia paper on teaching would-be journalists on how to withstand attacks. For Quill, she might be able to take a deeper dive if addressing an audience of journalists or journalism students.

ADDITIONAL MEETINGS. We hope to hold an in-person meeting with Monica at EIJ18 in Baltimore. The next issue has a deadline of Oct.1, so she should have a briefing on what's planned and what might still be developing. And most likely after that, we will be getting together as a group once a quarter.

Ethics Book (Brown)

Monica Williams, the HQ staffer working with the Quill/publications committee, relayed that Alison would like to continue the ethics book in print, as well as on line. I can see the logic of that; there's a large textbook market out there. But I think there should still be an online book, too -- it can be updated much more quickly, and it can link to other ethics-related materials.

Headquarters is best equipped to determine how and when to publish, what platforms we want to use, and how and whether we should have some sort of online firewall to access the material.

The code of ethics remains the most-visited part of the spj.org website. While I wouldn't want to restrict public access to that, there might be a way to monetize some other parts of the ethics materials available online -- including the complete ethics book. SPJ

members could continue to access (almost) everything free of extra charge, or at least could be given sharply reduced rates.

What I've been working on lately -- cataloguing excerpts from real-life ethics codes that relate to specific chapters of the book -- could also be monetized separately. Here's an example of the sort of thing I'm doing with codes of ethics. This would be a subcategory under the larger category of "Seek Truth and Report It," and this is only a very small sample, just to give you an idea:

WHAT THE CODES SAY: USING DECEPTION

[W]e don't misidentify or misrepresent ourselves to get a story. When we seek an interview, we identify ourselves as AP journalists.

The Associated Press

No staffer will represent himself or herself as anything other than a Dallas Morning News reporter, editor, photographer, artist, columnist or other occupation. If for security or other reasons you must avoid identification, you must inform your editor as soon as possible. The managing editor and editor must also be informed.

The Dallas Morning News

I've identified all of the ethics snippets I want to include in the book/website, but it's taking longer than I thought to type them all in. Still, I hope to get it done (in all of its thousands of words) before we convene in Baltimore. And I hope that, by next spring, there will be both online and printed versions of the ethics book. As I said before, I'm willing to write, travel, compile, edit and collaborate to finish everything as soon as possible.

History book (Fletcher)

I had high hopes of working on the SPJ history project through the summer, with a full report to you in September.

Then I broke my elbow in late May and rehab became my summer project instead.

I thought this memo would be a good place to recap where we are.

In late summer 2017, Marion Street Press sent us their files, which contained little usable information – it was mostly some outlines of topics and to-do lists. The last date for any of the actual work was April 2016.

PRESIDENTS' STATEMENTS. At one point they contacted each past president from 1984-2012 to get a statement about his/her year, contemplating that these would be included in an anniversary book.

Apparently, they received about five statements back; they were not part of the MSP data dump we received.

I have not contacted those five presidents yet individually to see if they have a copy still.

You shared with me after the April meeting that at some point oral histories were taken and sent to DePauw University. Georgiana Vines remembered making a recording about 1996-97.

That promising lead has yet to be explored.

I believe our most recent discussions have centered on providing a web history, rather than an actual published book.

In the coming months, I suggest that the following steps be taken (and I can be the one to take them):

1. Contact all living former presidents for a recap of his/her year, either to be published on the web, or to be used as source material.
2. Explore with DePauw if any oral histories still exist.
3. Consult with Alison, Monica and Billy to determine what can be provided in terms of web space and support for any history project.

I will look forward to your and the board's thoughts and input.



TO: SDX Board of Directors
FM: Bill Ketter
RE: Development Committee Report

Sept. 28, 2018

The committee held a teleconference in August with Larry Messing, the new director of development for SPJ and the SDX Foundation.

Larry discussed his role and that of the committee in working together to expand donations, foundation contributions and other fundraising activities. Committee members will be asked to:

- Help build connections to the fundraising community.
- Occasionally meet with potential funders to share the SPJ/SDX Foundation story.
- Assist with fundraising events.

Currently the following grant proposals are being pursued:

- Joyce Foundation (\$40,000): Submitted proposal for a “Publishers’ Retreat,” which will provide development and training opportunities for publishers of African American newspapers.
- Scripps Howard Foundation (\$50,000): Proposal for an updated Scripps Leadership Institute, which will focus on undergrads beginning stints as school newspaper editors or radio/TV station news directors.

Campaigns Underway

- An email campaign was started in August to SPJ members and donors to encourage making a monthly donation.
- Attendees at EIJ are being asked to make a donation via their mobile phones. In addition, donation forms are available throughout the event.

Other

- Committee members agreed fundraising in general stands a better chance of success if it is tied to specific projects.
- Alex Jones suggested culling from the Internet and other sources names of individuals and organizations who have spoken out for a free and independent

press and against efforts to undermine the news media. They could be potential contributors to the Journalist on Call, Legal Defense Fund and other projects.

- It was agreed the time is right to aggressively seek out donor support for journalism programs that counter the constant vilification of the news media by President Trump and his supporters who see journalism and journalists as enemies of the people.
-
- Bill Ketter, Chair
 - Members: Alex Jones, Russ Pulliam, Michael Bolden, Robyn Davis Sekula



2018-2019 Development Plan

Current Status

Individual contributions for the Society of Professional Journalists and the Sigma Delta Chi Foundation have been up and down over the last few years. After receiving a bump after Trump was elected, there was a drop off after these donors were not fully engaged. Over the last two years, only around one percent of donors have given \$1,000 or greater – mostly because donors have not been asked to do so. In addition, there is great potential for support from non-journalists as President Trump’s rhetoric has helped people become less complacent about First Amendment rights.

On the foundation front, there are several untapped resources that could provide both unrestricted and restricted funding for SPJ and the SDX Foundation. While we have seen support from Scripps Howard, Gannett, Google and Facebook, there is a tremendous amount of potential support from foundations looking to train future journalists and defend First Amendment rights. These include Ford Foundation, Knight Foundation and Joyce Foundation, among others.

Corporations have not really been tapped for event sponsorships and other partnerships. EIJ and the SDX Awards provide a great opportunity to develop additional revenue streams.

2018-2019 Goals

Numbers listed below include only new or additional funding from donors:

Unrestricted	\$70,000	Includes unrestricted donations to both SPJ and SDX Foundation
Restricted	\$30,000	Includes restricted grants to the SPJ Foundation

In addition to the above fundraising goals, we are also focused on achieving the following:

- Increase the number of donors to all funds to 850 from 592.
- Increase giving among members to 10 percent of membership. The 2017-2018 amount was 7 percent of membership.
- Increase monthly donors to 50. Currently, we have 33 monthly donors.
- Increase those giving \$1,000 or more to 12. Currently, we are at 6.

Key Targets

Foundations

While SPJ and the SDX Foundation have received foundation funding in the past, there is a great potential to expand beyond where we are and develop strong relationships with other key funders. This is where the bulk of our \$70,000 unrestricted goal will come from.

Fundable Projects

The following projects have been selected as key projects for funding. This list will be subject to change as new opportunities arise throughout the year.

- Speaker series in Indy
 - Working with the Indiana Pro Chapter, we intend to create an annual speaker series that will cover the topics of media and First Amendment rights.
- Partnership Committee
 - Consisting of peer journalism organizations, this committee will provide an opportunity to share ideas and updates and ensure we are all doing the best with our resources.
- Scholarships
- Operating

Foundation Targets

A target list of 30 or so foundations has been compiled to be approached through the year. This list was created using the Foundation Center and the Media Impact Funders website. Key new targets include the following:

- Ford Foundation
- Joyce Foundation
- Knight Foundation
- Lilly Endowment
- Craig Newmark Philanthropies
- Bill and Melinda Gates Foundation

Individuals

SPJ and SDX are honored to have many generous individual donors who support our mission. In 2016-2017, we had 848 donors – 29 percent of which were not members. This was a year when we received a “Trump bump”. Those that were members represented 8 percent of our overall membership. For 2017-2018, we had 592 donors – 8 percent were not members. Those that are members represent about 7 percent of our overall membership.

Campaigns

Information on SPJ/SDX Foundation giving opportunities will be included in each membership renewal invoice. In addition to the initiatives listed below, we will be running regular “Why I Give” testimonials on social media and the website from both journalists and non-journalists. Throughout the year, donors will have the opportunity to give through Text to Give.

Monthly donor campaign (August)

Growing the base of monthly sustaining donors serves as a great way to introduce non-donors to begin their support and current donors to increase their annual giving. One of the important aspects of this program is that it improves retention.

- Channel: Email/Social Media
- Target: All non-monthly donors and non-donors/general public
- Details: Past donors will have an opportunity to give a monthly amount based upon previous giving (i.e., If previous giving was \$100, will suggest a gift of \$10/month). Non-donors will be suggested with \$5 a month.

Student campaign (October)

The younger an organization can encourage a donor to give, the easier it is to grow their financial commitment to the organization as they grow in their career.

- Channel: Email (To each member) / Mail (To each student chapter)
- Target: Student SPJ members
- Details: Opportunity to join student giving group for a \$10 gift. Will incorporate Text to Give in campaign.

Giving Tuesday (November 27)

While there is often a tendency to get lost in the shuffle of all the organizations asking that day, our large social media following will be a strong tool for our success.

- Channel: Email/Online
- Target: Everyone
- Details: Will look at developing challenge/matching opportunities. Will incorporate Text to Give in campaign. Will begin marketing the day during EIJ.

Year-end Giving (December)

On average, 30 percent of all giving to non-profits occurs in the final month of the year.

- Channel: Mail (2017-201 donors) / Email (All donors) / Social media
- Target: All members and donors / Social Media followers
- Details: Email requests will be segmented by non-donors, lapsed donors and current donors. As gifts during this time are heavily influenced by tax deductions, the Foundation will likely be the main recipient of these gifts. Will incorporate Text to Give in campaign.

Year-end Blast (December 26-31)

On average, 10 percent of all giving happens in the final week of the year.

- Channel: Email
- Target: All donors and members
- Details: As gifts during this time are heavily influenced by tax deductions, the Foundation will likely be the main recipient of these gifts. Will incorporate Text to Give in campaign.

Tax Statement (January)

While not necessarily required by law, these letters provide a great way to thank the donor while subtly encouraging support for the new year.

- Channel: Mail

- Target: 2018 donors
- Details: Will list 2018 total giving and will include a very soft ask for 2019 with a return address envelope.

Day of Giving (May)

This will be our third annual Day of Giving, which will build on the World Press Freedom Day.

- Channel: Social Media / Email
- Target: All members and donors / Social Media followers
- Details: Will work to get matching gift opportunities and additional challenge gifts. Will incorporate Text to Give in Campaign.

Lapsed Donor Campaign (July)

This will be an effort to improve our retention rate.

- Channel: Email (For those we have email addresses for)/Mail
- Target: Donors whose last gift was 2015-2016 and 2016-2017.
- Details: Will encourage a gift of any amount.

Donor Stewardship

Recognition Groups

Below are current and potential giving groups to acknowledge our strongest donors.

- SPJ
 - President's Club (\$100 or more unrestricted)
 - Recognized in annual report at \$100, \$250, \$500, \$1,000+
 - Can be donated all at once or spread throughout the year.
 - Benefits: Name included in Annual Report/Invited to donor reception at EIJ
- SDX Foundation
 - Masthead Society (Unrestricted donations of \$250+)
 - Recognized in annual report at \$250, \$500, \$1,000, \$2,500, \$5,000, \$10,000+
 - Can be donated all at once or spread throughout the year.
 - Benefits: Name included in Annual Update/Invited to donor reception at EIJ/Thank you call from staff or board
 - 1909 Society (Inclusion of SPJ/SDX Foundation in estate planning)
 - Benefits: Name included on website.
 - Note: A strong planned giving program can lead to a huge return.
- Student giving group (\$10)
 - Open to SPJ student members and includes donations to both SPJ and SDX Foundation.
 - Note: The earlier we get SPJ members to begin giving, the greater their contributions grow as they grow in their careers.

Donor Follow Up

Donor retention is one area that many nonprofits struggle with. The average retention rate for U.S. charities is 46 percent. By creating a structured stewardship plan, donors can feel appreciated, that their gift is making a difference and encouraged to give again.

- Thank you letters
 - Sent out within one week of donation
- Handwritten thank you card
 - SDX Foundation
 - \$100-\$249 (Larry)
 - \$250+ (Alison or SDX Foundation President)
 - SPJ
 - \$100-\$249 (Larry)
 - \$250+ (Alison or SPJ President)

Special Events

EIJ Donor Reception

This event will serve as a recognition event for donors (\$250+), Diversity Fellows, Harper Scholarship recipients and other VIPs. Hosted by the SDX Foundation board, this event will also provide an opportunity to network with potential future partners.

- Thursday, Sept. 27 6pm-8pm, Pratt Street Ale House
 - Goal of 50 attendees.

Sigma Delta Chi Awards

While this event remains popular and one of our most high-profile, there is great potential to further capitalize to raise funds from sponsors and attendees.

- Increase sponsorship support
 - Prospects include SPJ vendors and those whose marketing targets those in journalism.
- Provide opportunities for giving
 - These can include a call to give during the event and a fundraising display table in the lobby.

World Press Freedom Day

Working with the Indiana Pro Chapter, we will bring Nobel Prize Winner Joseph Stiglitz to Indy for a speech. This will serve as the first event of our annual speaker series.

- Seeking funding from Indianapolis funders for sponsorship.
- As so many Indianapolis residents are unaware SPJ is in the community, this event will provide greater visibility.

Annual Open House

- Invite members and non-members from the Indianapolis area.
- Provide opportunities to join/donate.

Calendar

Each month, all invoices will include information on the Foundation and other giving programs.

August

Monthly donor campaign

- Channel: Email/Social Media
- Target: All non-monthly donors and non-donors/general public
- Details: Past donors will have an opportunity to give a monthly amount based upon previous giving (i.e., If previous giving was \$100, will suggest a gift of \$10/month). Non-donors will be suggested with \$5 a month.

September

Excellence in Journalism Conference/Donor Reception

- Channel: In-person
- Target: Conference attendees
- Details: Donor Reception / Donation opportunities (paper and Text to Give) throughout event/ Thank you cards added to packets of donors from past year / Information on donating (including Giving Tuesday information) will be included in each packet

October

Student campaign

- Channel: Email (To each member) / Mail (To each student chapter)
- Target: Student SPJ members
- Details: Opportunity to join student giving group for a \$10 gift. Will incorporate Text to Give in campaign.

November

Year-end Giving

- Channel: Mail (2017-201 donors) / Email (All donors) / Social media
- Target: All members and donors / Social Media followers
- Details: Email requests will be segmented by non-donors, lapsed donors and current donors. As gifts during this time are heavily influenced by tax deductions, the Foundation will likely be the main recipient of these gifts. Will incorporate Text to Give in campaign.

Giving Tuesday

- Channel: Email/Online
- Target: Everyone
- Details: Will look at developing challenge/matching opportunities. Will incorporate Text to Give in campaign. Will begin marketing the day during EIJ.

December (final week)

Year-end Blast

- Channel: Email
- Target: All donors and members

- Details: As gifts during this time are heavily influenced by tax deductions, the Foundation will likely be the main recipient of these gifts. Will incorporate Text to Give in campaign.

January

Tax statement letters

- Channel: Mail
- Target: 2018 donors
- Details: Will list 2018 total giving and will include a very soft ask for 2019 with a return address envelope.

May

Press Freedom Day (May 3)

- Joseph Stiglitz speech

Day of Giving

- Channel: Social Media / Email
- Target: All members and donors / Social Media followers
- Details: Will work to get matching gift opportunities and additional challenge gifts. Will incorporate Text to Give in Campaign.

June

Sigma Delta Chi Awards

- Method: In-person
- Target: Sponsors/Attendees
- Details: Increased funds from sponsors/Donation opportunity at event.

July

Lapsed Donor Campaign

- Channel: Email (For those we have email addresses for)/Mail
- Target: Donors whose last gift was 2015-2016 and 2016-2017.
- Details: Will encourage a gift of any amount.



TO: SDX board
FM: Kelly Hawes
RE: Nominations committee
Sept. 28, 2018

The nominations committee submits the following names for officers and directors of the Foundation.

Officers:

President: Irwin Gratz for a two-year term.
Vice president: Hagit Limor for a one-year term.
Secretary: Sonny Albarado for a one -year term.
Treasurer: Howard Dubin for a one -year term.

Board members:

Todd Gillman, Irwin Gratz, Evelyn Hsu, Alex Jones, Bill Ketter, Hagit Limor, Robert Leger and Sonya Ross accepted our invitation to continue on the board with three-year terms ending in the fall of 2021.

David Cuillier, Frank LoMonte and Lynn Walsh accepted our invitation for three-year terms ending in the fall of 2021.

I believe we all know David Cuillier and Lynn Walsh, past national presidents of SPJ.

Frank LoMonte is director of the Brechner Center at the University of Florida and former director of the Student Press Law Center. He is a long-time member of SPJ with extensive experience in non-profit fundraising.

Foundation Board Member Terms

<u>BOARD MEMBERS</u>	<u>Expires</u>	<u>Group</u>	<u>Notes</u>
Todd Gillman	9/28/18	C	3-year term
Irwin Gratz	9/28/18	C	3-year term
Alex Jones	9/28/18	C	3-year term
Bill Ketter	9/28/18	C	3-year term
Al Leeds	9/28/18	C	3-year term
Hagit Limor	9/28/18	C	3-year term
Robert Leger	9/28/18	C	3-year term
Evelyn Hsu	9/28/18	C	3-year term
Sonya Ross	9/28/18	C	3-year term
David Carlson	9/6/19	B	3-year term
Howard Dubin	9/6/19	B	3-year term
Russel Pulliam	9/6/19	B	3-year term
Battinto Batts	9/6/19	B	3-year term
Sonny Albarado	9/10/20	A	3-year term
Fred Brown	9/10/20	A	3-year term
Jay Evensen	9/10/20	A	3-year term
Kelly Hawes	9/10/20	A	3-year term
Jane Kirtley	9/10/20	A	3-year term
Sally Lehrman	9/10/20	A	3-year term
April Bethea	9/10/20	A	3-year term
Michael Bolden	9/10/20	A	3-year term
Paul Fletcher	9/10/20	A	3-year term
Robyn Sekula	9/10/20	A	3-year term
<i>Rebecca Baker</i>	<i>9/10/18</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Sue Kopen Katcef</i>	<i>9/10/18</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Patti Gallagher Newberry</i>	<i>9/10/18</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Alex Tarquinio</i>	<i>9/10/18</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Joe Radske</i>	<i>9/10/18</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Andy Schotz</i>	<i>9/10/18</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Lynn Walsh</i>	<i>9/10/18</i>	<i>SPJ</i>	<i>1-year term</i>

Bold indicates term expires in 2018

Italics indicates SPJ appointee for one-year term expiring in 2018

Expiration terms are approximate, determined by annual convention.



TO: SDX Board
FROM: Jane Kirtley, chair, Grants and Awards Committee
RE: 2018 SDX Eugene S. Pulliam First Amendment Award
DATE: Sept. 28, 2018

Colleagues:

The 2018 SDX First Amendment Award goes to the *Kansas City Star* for its exemplary work exposing secrecy of the state government in Kansas.

As always, this was a very difficult choice. The nomination pool drew a diverse group of nominees, and most were worthy of commendation.

- In all, there were **16** nominations.
- Nominees included daily newspapers, investigative journalists, advocates, activists, lawyers, commentators, and scholars.

The discussion among the committee members was thorough, robust and thoughtful.

Echoing the words of those who nominated the *Kansas City Star*, the committee noted that the newspaper's investigation uncovered government practices spanning the legislative, executive, and administrative branches that made Kansas "one of the most secretive state governments in the nation." The newspaper committed substantial staff and resources to this reporting project while facing significant opposition from politicians and government officials. Moreover, the newspaper convened a series of popular town halls to discuss the problems of secrecy in government and what the solutions might be. As a result of the *Kansas City Star's* efforts, sweeping policy and legislative changes have been made. As the nominating letter from the Kansas Press Association concluded, "While it is still not perfect, the state of Kansas is making progress and the *Kansas City Star* helped light the way."

The committee was impressed by the *Kansas City Star's* dogged reporting, especially at a time when budgets are tight and public skepticism is high. It considers the newspaper's work to be an exemplar of how a daily newspaper can make a real difference in its community by informing the public about how their government works – or doesn't – and then following through to engage its readers in tangible ways.

Appendix

Foreword

The Sigma Delta Chi Foundation is a nonprofit corporation organized in 1965 under the laws of the State of Illinois. The Foundation functions in a supporting relationship to the Society of Professional Journalists, a publicly supported organization.

The Foundation aids in the conduct of journalism research, the granting of scholarships, awards and prizes to encourage students and others to undertake journalism as a career and to promote high standards in the conduct of journalistic enterprise.

The Foundation conducts forums or seminars generally open to the public on matters of journalistic and public interest and aids in the publication and dissemination of journals, newsletters and similar publications in furtherance of its purpose.

Article One: Officers

Section One

The Foundation's officers shall be president, one or more vice presidents, a secretary, a treasurer and an assistant secretary/treasurer.

Section Two

The officers shall be elected to serve one-year terms by the Foundation Board of Directors at its annual meeting, except that the president shall be elected to serve a two-year term.

Section Three

Officers of the Foundation must be members in good standing of the Society of Professional Journalists or its successor.

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Section Four

Officers of the Foundation may not serve concurrent terms as officers or directors of the Society of Professional Journalists or its successor.

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Section Five

A chairman of the Foundation Board of Directors may be nominated from time to time by the President of the Foundation Board to fulfill those duties as determined or delegated by the President of the Foundation. Membership in the Society of Professional Journalists is not a prerequisite for nomination.

Section Six

The president of the Foundation shall be its chief executive and shall preside at Foundation Board meetings. The president is authorized to assign duties to the Foundation's paid staff, as the president deems necessary and in fulfillment of direction from the Foundation Board of Directors.

Section Seven: Succession

The vice president shall succeed to the office of the president in the event of a vacancy, such as the incapacity of the president, for the extent of the president's unexpired term, or until such time as the directors shall elect a new president at their next scheduled meeting.

— In the event the Foundation Board of Directors elects multiple vice presidents, the officers shall be designated numerically as first vice president, second vice president, etc.

— The right of succession to the office of president in the event of vacancy, absence or incapacity shall follow the numeric progression from first vice president to second vice president, etc.

Section Eight

The secretary shall be responsible for the recording and approval of the minutes of all Foundation Board of Directors meetings. The secretary may delegate the performance of these duties but shall remain responsible for the timely completion thereof no later than one month following the adjournment of the meeting.

Section Nine

The treasurer shall be responsible for an accounting of all receipts and disbursements, assets and liabilities and shall report to the president, board of directors and the governing members when requested. The treasurer may delegate certain responsibilities to paid staff in the completion of the treasurer's duties.

Section Ten

The Executive Director of the Society of Professional Journalists, or its successor, shall serve as a nonvoting Assistant Secretary/Assistant Treasurer of the Foundation Board. He or she shall be responsible for the administration and investment operations and activities of the Foundation, subject to policies of the Foundation Board of Directors.

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Article Two: Board of Directors

Section One: Membership

The Foundation Board of Directors shall consist of an unspecified number of members of the Board of Directors of the Society of Professional Journalists or its successor and a minimum of a like number of additional directors plus one. The number of directors elected from membership of the Board of Directors of the Society of Professional Journalists shall be at the discretion of the Board of Directors of the Society of Professional Journalists, but the number shall not constitute a majority of the Foundation Board of Directors.

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Section Two: Nominations

— Foundation directors who are elected from among members of the Society of Professional Journalists Board of Directors shall be nominated in a manner to be determined by the Society of Professional Journalists Board of Directors.

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— Other Foundation directors shall be nominated in a manner to be determined by the

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Foundation Board of Directors,

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Section Three: Elections

— Foundation directors who are elected from the Society of Professional Journalists Board of Directors shall be elected for one-year terms. Election shall take place during the annual meeting of the governing members.

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— The Society of Professional Journalists Board of Directors shall elect other Foundation directors for three-year terms. Election of these directors shall be staggered so that approximately one-third of these directors are elected annually by the Society of Professional Journalists Board of Directors. There shall be no limitation on succession of terms for other directors.

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Section Four: Duties

— The Foundation Board of Directors shall be the executive body of the Foundation and shall have the responsibility of maintaining the fiscal integrity of the Foundation. It shall determine its own rules of procedure, but its acts shall be reported to the Society of Professional Journalists Board of Directors at least annually.

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— The Foundation Board of Directors shall encourage and assist the Society of Professional Journalists Board of Directors in carrying on activities of a professional nature in the furtherance of their aims, and to enhance and strengthen the professional aspects of journalism.

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Section Five: Vacancy

— A vacancy on the Foundation Board of Directors may be filled by appointment of the president of the Foundation Board of Directors. The member of the board so appointed shall serve until the next meeting of the Board of Directors of the Society of Professional Journalists, at which time the Society of Professional Journalists Board of Directors shall choose a candidate for the unexpired term for which the predecessor was elected.

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— The Foundation Board of Directors may declare any office or position of any director vacant if the board determines the incumbent has failed to perform the duties of the office. Such action shall require approval of three-fourths of the members of the Foundation Board of Directors. Any person whose removal will be considered shall be notified 14 days in advance of the time the board may take such action. Further, the Foundation Board of Directors shall notify the Society of Professional Journalists Board of Directors 14 days in advance of the time the board may take such action.

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Section Six: Frequency of Meeting

The Foundation Board of Directors shall meet annually. Additional meetings shall be scheduled at the call of the president or of a majority of the members of the board.

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Article Three: Amendment

Section One

These bylaws may be amended or repealed at any regular or special meeting of the Foundation Board of Directors, provided the notice of such meeting of directors, or waiver notice, thereof, shall contain a statement of substance of the proposed amendment

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or repeal. The affirmative vote of two-thirds of the total number of members of the Foundation Board of Directors shall be necessary for adoption of such amendment or repeal. Amendment or repeal would become effective in 30 days unless rejected by a simple majority of the Society of Professional Journalists Board of Directors. Notice shall be mailed to the Society of Professional Journalists Board of Directors within five (5) business days following action of the Foundation Board of Directors.

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Article Four: Indemnification

Section One: Authorization

— In the event that any person who was or is a party or is threatened to be made a party to legal action by reason of the fact that such person is or was a director, officer, employee or agent of the corporation, then the Foundation shall determine or cause to be determined whether indemnification is proper in the circumstances and, to the extent that it is so determined that such indemnification is proper, the person claiming such indemnification shall be indemnified.

— Expenses, including attorneys' fees, incurred by director, officer, employee, or agent in defending any civil or criminal action, suit or proceeding referred to in Paragraph A of this Section may be paid by the Foundation as they are incurred in advance of the final disposition of such action, suit or proceeding, as authorized by the directors in the specific case upon receipt of an undertaking by or on behalf of the director, officer, employee or agent to repay such amount if it ultimately is determined that such person is not entitled to be indemnified by the Foundation as authorized in this Article.

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— The indemnification authorized by Paragraph A of this Section shall not be deemed exclusive of, and shall be in addition to, any other rights granted to those seeking indemnification, pursuant to the Articles, Bylaws, any agreement, vote of members or disinterested directors, or otherwise, both as to action in their official capacities and as to action in another capacity while holding their offices or positions, and shall continue as to a person who has ceased to be a director, officer, employee or agent and shall inure to the benefit of the heirs, executors, and administrators of such a person.

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Section 2: Insurance

The Foundation may purchase and maintain insurance for or on behalf of any person who is or was a director, officer, employee, agent or volunteer of the Foundation, or is or was serving at the request of the Foundation as a director, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise.

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Section 3: Limitation

Anything to the contrary notwithstanding, the Foundation shall not indemnify directors or officers or other persons or entities, pay their expenses in advance or pay insurance premiums on their behalf if the Foundation is classified as a private foundation as defined in Section 509(a) of the Internal Revenue Code of 1986, as amended (or the corresponding provision of any future United States internal revenue law) and such indemnification payment, advance expense payment or payment of insurance premium

would constitute a violation of any provision of said Code applicable to a private foundation. Nor shall the Foundation indemnify directors or officers or other persons or entities, pay their expense in advance or pay insurance premiums on their behalf if such indemnification payment, advance expense payment or payment of insurance premium would constitute a violation of Section 4958 of said Code.