

AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
AUGUST 24, 2013
TIME: 9 A.M. ROOM : GRAND J
ANAHEIM MARRIOTT

1. Call to Order – *Albarado*
2. Roll Call – *Neuts*
 - a. Albarado
 - b. Cuillier
 - c. Neuts
 - d. Ralston
 - e. Ensslin
 - f. McCloskey
 - g. Corry
 - h. Wagner
 - i. Kenney
 - j. Fox
 - k. Daniels
 - l. Baker
 - m. Eckert
 - n. Koretzky
 - o. Gallagher-Newberry
 - p. Stevens
 - q. Theisen
 - r. Sheets
 - s. Gallagher
 - t. Meyers
 - u. Marquand
 - v. Carnicelli
 - w. Hernandez
3. Report of the SPJ President – *Albarado*
4. Approval of Board Meeting Minutes – *Albarado*
 - a. April 20, 2013 [**Page 2**]
5. Report of the SDX Foundation President – *Leger*
6. Staff Report – *Skeel* [**Page 6**]
7. Chapter Action – *Puckey* [**Page 9**]
8. Action/Discussion Items
 - a. SPJ Communications/Branding – *Albarado*
 - b. SPJ Education Committee request – *Albarado* [**Page 12**]
 - c. Social Media Guidelines – *Albarado* [**Page 14**]
 - d. Reclaimed chapter money – *Puckey* [**Page 15**]
 - e. Chapter/Member affiliation – *Skeel* [**Page 16**]
9. Old/New Business
 - a. Board Stipends – *Eckert*
 - b. Chapter grants – *Koretzky* [**Page 17**]
 - c. Contest Advisory Group – *Neuts* [**Page 18**]
10. Committee Reports
 - a. ACEJMC – *Geimann* [**Page 19**]
 - b. Awards and Honors – *Kopen Katcef* [**Page 22**]
 - c. Ethics – *Smith* [**Page 25**]
 - d. Diversity – *Gonzalez* [**Page 28**]
 - e. Generation J – *Walsh* [**Page 30**]
 - f. Journalism Education – *Tallent* [**Page 33**]

- g. LDF – *Limor* [**Page 34**]
- h. Professional Development – *Wenger* [**Page 36**]
- i. Freedom of Information – *Petersen* [**Page 37**]

11. Executive Director Evaluation – *Albarado* – *EXECUTIVE SESSION*

12. Adjournment

THE SOCIETY OF PROFESSIONAL JOURNALISTS

BOARD OF DIRECTORS MEETING

**AUG. 24, 2013
9 A.M. – NOON**

ROOM: GRAND J

ANAHEIM MARRIOTT



IMPROVING AND PROTECTING JOURNALISM SINCE 1909

THE SOCIETY OF PROFESSIONAL JOURNALISTS IS THE NATION'S LARGEST AND MOST BROAD-BASED JOURNALISM ORGANIZATION, DEDICATED TO ENCOURAGING THE FREE PRACTICE OF JOURNALISM AND STIMULATING HIGH STANDARDS OF ETHICAL BEHAVIOR.

FOUNDED IN 1909 AS SIGMA DELTA CHI, SPJ PROMOTES THE FREE FLOW OF INFORMATION VITAL TO A WELL-INFORMED CITIZENRY, WORKS TO INSPIRE AND EDUCATE THE NEXT GENERATION OF JOURNALISTS, AND PROTECTS FIRST AMENDMENT GUARANTEES OF FREEDOM OF SPEECH AND PRESS.

MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
APRIL 20, 2013
INDIANAPOLIS, IND.

MEETING CALLED TO ORDER

With President Sonny Albarado presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:18 a.m. on Saturday, April 20, 2013, at the Skyline Club in downtown Indianapolis.

In addition to Albarado, the following were present: President-Elect David Cuillier; Immediate Past President John Ensslin; Secretary-Treasurer Dana Neuts; Vice President for Campus Chapter Affairs Neil Ralston; Director at-Large Bill McCloskey; Director at-Large Carl Corry, Campus Adviser at-Large Kym Fox; Student Representative Meg Wagner; Regional Directors Rebecca Baker, Brian Eckert, Michael Koretzky, Patricia Gallagher Newberry (present virtually), Sue Stevens, Amanda Theisen, Eddy Gallagher and Don Meyers.

Staff members present for the meeting were Executive Director Joe Skeel, Associate Executive Director Chris Vachon, Director of Membership Linda Hall, Director of Events Heather Dunn, Chapter Coordinator Tara Puckey and Bookkeeper Sarah Beck.

WELCOME AND INTRODUCTION

President Albarado welcomed new board members to the meeting.

REPORT OF THE PRESIDENT

Albarado spoke about the many letters he has written and signed with other organizations in support of Shield Law changes, free press, etc. Baker and Stevens urged the entire board to “toot our own horn” more and really promote our actions.

Koretzky and Albarado talked briefly about campus access issues, especially at FAMU, where students worked to fight the administration on changes within their student media. Koretzky suggests that SPJ work to promote the hiring of students who “take action.” Cuillier voiced his desire that SPJ move in and “take action ourselves.”

APPROVAL OF THE BUDGET

Executive Director Joe Skeel presented an overview of the budget and responded to Neil Ralston’s question about how SPJ actually makes money. The group discussed revenue streams from awards platforms, membership predictions, etc.

Upon proper motion and second by Ralston and McCloskey, respectively, the board approved the budget.

CHAPTER ACTION

Puckey presented a list of chapters seeking to be chartered:

Delaware Pro

Salisbury University
Florida Atlantic University
Waynesburg University
University of Indianapolis
Texas A&M San Antonio
St. John's University

Upon proper motion and second by Daniels and Baker, respectively, the board approved the charters for the seven new chapters.

Puckey also presented information about “cleaning house” in respect to our inactive chapters. Koretzky questioned where the money would end up once chapters are inactivated. Discussion continued about funds and chapter awards. Daniels questioned whether SPJ markets the annual report and corresponding deadline enough.

McCloskey made a motion that staff is to draft a policy to address the funds from inactive chapters. Daniels seconded the motion.

STAFF REPORT

Skeel spoke about many changes at SPJ HQ. Lauren Rochester will be leaving to pursue other opportunities and Sarah Beck is the new bookkeeper. A brief discussion took place about Newsroom Memberships where Skeel was able to report that SPJ does have one Newsroom Membership.

Information was provided about EIJ, including a proposal to hold the 2016 EIJ at the New Orleans Sheraton on Sept. 18 – 20.

Upon proper motion and second by Corry and Baker, respectively, the board approved plans to hold EIJ 2016 in New Orleans.

NOMINATIONS REPORT

Ensslin gave a brief report on elections. He presented a tentative slate of officers. President-Elect: Dana Neuts; Secretary-Treasurer: Paul Fletcher; At-Large Director: Bill McCloskey; VP for Campus Affairs: Kym Fox; Campus Adviser: Becky Tallent; Region 2 Director: Andy Schotz, Frank Barrows; Region 3 Director: Michael Koretzky; Region 6 Director: Joe Radske, Sarah Bauer; Region 10 Director: Pia Hallenberg; Region 11 Director: empty; Region 12 Director: Tony Hernandez; Student Representatives: Lindsey Cook.

REGIONAL FUND OVERSIGHT

Neuts proposed a policy for Regional Director regarding oversight of finances. Looking at the proposed policy, Hernandez recommended that No. 7 refer to the RD or the RD Treasurer. No opposition from the rest of the board.

Baker voiced concern about chapter funds mixing with regional funds. Discussion continued and Albarado recognized Dave Carlson, who spoke about his thoughts that the funds could sit where

they are at the moment if there is adequate oversight. Koretzky asked that current arrangements be grandfathered in provided they meet the oversight requirements within this proposal.

Upon proper motion and second by Eckert and Koretzky, respectively, the board approved the Regional Fund Oversight proposal with two amendments: the regional director or regional treasurer can make report (No. 7) and regional accounts can be held in a separate account or the account of the regional treasurer's primary chapter checking account (No. 3).

The group broke for lunch and the meeting was called back to order at 1:21 p.m.

SOCIAL MEDIA GUIDELINES

Albarado spoke briefly about the social media guidelines, followed by Corry, who was able to shed light on the committees reasoning and thought process. Koretzky questioned if there was enough information to address communication between board members. Steel made it very clear to the group that the proposal was a set of guidelines, *not policy*. Albarado agreed that the guidelines could be condensed and some of the specificity removed. He will take the guidelines, work on them and bringing them back in August.

LDF LIMITS

The board discussed the Legal Defense Fund and how much current applicants can request (\$1,000). Koretzky spoke about raising the limit substantially and pushing SPJ to take "*the case*" that will make a statement. Hagit Limor said that in her talks with Baker Hostetler, they felt a \$5,000 limit was significant and suggested that the committee tries that for one year.

Upon proper motion and second by Baker and Hernandez, respectively, the board approved raising the Legal Defense Fund request limit to \$5,000 without board approval.

LDF REQUESTS

Limor talked about three requests made to the Legal Defense Fund committee. First, Paul Bass, a New Haven Independent reporter – his case involves the CT state Shield Law. The stand-alone news site is taking a stand against a judge trying to compel the reporter to divulge information and asked for \$2,310. The University of Memphis newspaper requested \$3,024 to fight a cut in funding that the university admitted was because of the content they published. The Louisiana State University paper, the Daily Reveille, requested \$3,000 to force LSU to comply with open records law.

Upon proper motion and second by Stevens and Fox, respectively, the board approved three requests for Legal Defense Fund grants.

CHAPTER TRANSPARENCY

Cuillier gave a bit of background on the chapter transparency proposal. He stressed that they are just best practices, not a strict guideline or policy. Corry also gave background into the adoption of similar best practices at the Press Club of Long Island.

Upon proper motion and second by Corry and Daniels, respectively, the board approved the chapter transparency best practices.

FAIR USE POLICY

The board discussed the Fair Use principles and the work that has been done so far. Concerns surfaced from multiple board members that the work was too broad and there were several aspects of the project that didn't align with SPJ's original thoughts.

Upon proper motion and second by McCloskey and Meyers, respectively, the board moved that SPJ does not participate in any work relating to the project beyond what we have already done.

REPORT OF THE SDX FOUNDATION PRESIDENT

Robert Ledger spoke about recent events and the programs that are and will be funded by the Foundation.

COMMITTEE REPORTS

Albarado discussed and entertained questions about various committee reports. Ensslin was asked about the Public Service Announcement project that he was working on previously. Ensslin said he believed it was time to cancel the project, McCloskey asked that the board give it more time.

There was brief discussion about the grant process for the Sigma Delta Chi Foundation, along with questions about the AEJMC accrediting process and the involvement of SPJ.

NEW BUSINESS

Skeel and Puckey talked about the Nepalese American Journalists Association, which wishes to become a "partner" with SPJ. There was discussion about SPJ Communities, essentially chapters without geographical ties and based on beat, ethnic interest, etc. Looking forward, Skeel believes we will add more communities, but that the Nepal American Journalists Association Community is a good place to start.

Upon proper motion and second by Hernandez and Theisen, respectively, the board moved that the Nepalese American Journalist Association be the first SPJ Community.

CLOSING

Small items were discussed at closing: Koretzky asked for web metrics to be included with the weekly report, Neuts spoke about the challenges and successes of the insurance programs and how they are back on the right track.

ADJOURNMENT

Upon proper motion and second by Daniels and Theisen, respectively, the meeting was adjourned at 4:47 p.m.



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DATE: Aug. 15, 2013
FROM: Joe Skeel, Executive Director
SUBJ: Staff Report
FOR: SPJ Board of Directors

AUTO DUES BILLING

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

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

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

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

FINANCES

Because our fiscal year ended just a couple weeks ago, we don't have the final numbers on our FY2014 budget performance for the Society. It takes a couple months after the close of the year to complete this task as we are still waiting for July bills to come in.

I can report, however, that SPJ's cash position is strong. In fact, the executive committee voted in June to invest about \$300,000 in a low-risk mutual fund and \$100,000 in long-term CDs. At the same time, the committee also adopted an updated version of SPJ's investment policy.

The following sums up the policy:

Recognizing the need to manage day-to-day operations; fiduciary responsibility to our members; and desire for a prudent guide for the present and future direction of our assets, our investment priorities shall be:

A. Liquidity

To maintain sufficient liquidity to provide for all anticipated withdrawals or transfers and to invest in issues with sufficient marketability to provide for unexpected withdrawals.

B. Stability

To maintain a high level of stability and security in the Society by minimizing risk and volatility insofar as possible within the rate of return objectives.

C. *Steady income from interest and dividends*

Earned interest and dividends may be re-invested or used for day-to-day operations.

D. *Preservation of Capital*

To preserve the capital investment of the Society only after ensuring the previous three objectives are being met.

Although I can't speak for the organization's 104-year history, I know this is the first time in nearly a decade that SPJ has had significant money to investment.

These investments will serve as SPJ's rainy day fund. And, if market history holds true, the Society should earn about \$10,000 a year.

SCRIPPS LEADERSHIP INSTITUTE UPDATE

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

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

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

PROGRAMMING

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

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

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

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

All of the training above is because of generous grants from the Sigma Delta Chi Foundation. SPJ board members: If you see and SDX Foundation board member, please say thank you.

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

AWARDS

The Awards and Honors Committee, spearheaded by Sue Kopen Katcef, has proposed some minor changes to the MOE and SDX contests. The goal is to clean up the categories a bit, ensuring they remain relevant and competitive.

Staff will work hand-in-hand with the committee to implement those recommendations that are feasible and worthwhile.

This evaluation, ideally, will be conducted by the committee and staff following each award season.



MEMORANDUM

DATE: August 15, 2013
FROM: Tara Puckey, Chapter Coordinator
SUBJ: Chapter Action
FOR: SPJ Board of Directors

Below is a list of chapters requiring board action. In an effort to keep the board book to a manageable size I have opted not to include all the documentation sent to me, but it is all in order. If you would like to see a copy, I can provide that.

Each respective regional director was consulted on the list below.

SEEKING TO BE CHARTERED

Western Carolina University Region 2

CHAPTERS TO INACTIVATE

Region 1

Bloomsburg University
Boston University
CUNY Grad School Satellite
Emerson College
Fordham University
Lehigh University
New York University
Northeastern University
Penn State University
Sacred Heart University
St. Bonaventure University
State University College at Cortland
SUNY - Oswego
University of Pennsylvania
Westfield State College

Region 2

American University
Appalachian State University
Delaware State University
George Mason University
George Washington University
Howard University
Lenoir-Rhyne College
Norfolk State University
Radford University
University of North Carolina

Region 3

Atlanta Pro
Flagler College
Florida A&M University
University of Miami
University of South Carolina
University of South Florida - St. Petersburg
University of West Georgia

Region 4

Bethany College
California University of Pennsylvania
Central Michigan University
Cleveland State University
Edinboro University of Pennsylvania
Lorain County Community College
Otterbein College
Shepherd University
Shippensburg University
University of Toledo
Wayne State College

Region 5

Cardinal States Pro
Butler University
Crescent-Shield Student
Illinois State University
Indiana State University
Roosevelt University
Southern Illinois University - Edwardsville
Western Illinois University
Southern Illinois University - Carbondale

Region 6

University of North Dakota
University of South Dakota
University of St. Thomas
University of Wisconsin - LaCrosse
University of Wisconsin - River Falls
University of Wisconsin - White Water

Region 7

Baker University
Central Missouri State University
Emporia State University

Iowa Pro
Lincoln University
Northwest Missouri State University
Pittsburgh State University
Southeast Missouri State University
Southwest Missouri Student Regional
Truman State University
University of Kansas
Wichita State University

Region 8

Angelo State University
Cameron University
East Texas State University
Langston University
NW Oklahoma State University
Texas A&M University
Texas Southern University
University of Central Oklahoma
University of Houston
University of Texas - Austin
University of Tulsa
West Texas State University

Region 9

Metropolitan State College
New Mexico State University
University of New Mexico
University of Northern Colorado
University of Southern Colorado
University of Utah
University of Wyoming
Western Wyoming Comm. College

Region 10

Central Washington University
Farthest North Pro
Inland Northwest Student
Oregon State University
Snake River Pro
University of Montana
University of Oregon
Washington State University
Western Washington University

Region 11

Southern Arizona Pro
Southern California Inland
Cal State University - Chico
Humboldt State University
University of California - San Diego
University of Hawaii - Mona
University of Nevada
Valley of Sun Student

Region 12

Mid South Pro
Northeast Mississippi Pro
Arkansas Tech University
Jackson State University
Lincoln Collegiate
Lipscomb University
Louisiana State University - Baton Rouge
Middle Tennessee State University
Mississippi State University
Mississippi University for Women
Nicholls State University
Northwestern State University of Louisiana
Tennessee State University
University of Central Arkansas
University of Louisiana - Fayetteville
University of Louisiana - Monroe
University of Souther Mississippi
University of Tennessee - Chattanooga
University of Tennessee - Martin

REVOKING CHARTER

Greater Philadelphia Pro



MEMORANDUM

DATE: May 31, 2013
FROM: Becky Tallent, Journalism Education Committee Chairwoman
SUBJ: Letter re: committee project request
FOR: SPJ Executive Committee

Note: The Executive Committee voted June 22 to "pass the proposal on to the full board for its consideration, asking the full board to recommend to SDX at the \$1,800 level."

Sonny Albarado
President, Society of Professional Journalists
3909 N. Meridian St.
Indianapolis, IN 46208

Dear Sonny:

We will make this as short and sweet as possible. The goal of the project is to gather information about the status of high school journalism in the United States 20 years after the 1994 Freedom Forum report, *Death by Cheeseburger*, and 40 years after the 1974 Robert F. Kennedy Memorial report, *Captive Voices*, which covered the same topic. The point of view of high school journalism/media teachers/advisers will be surveyed via a national questionnaire.

The SPJ Education Committee is tackling this project because as educators we know high school journalism programs are oftentimes being trimmed if not cut. High school journalism teaches quality writing as well as critical thinking skills; and for the profession, it provides us with a recruiting resource that bolsters our future. Frank LoMonte explains it well in an Aug. 23, 2011, *New York Times* article: "Think of another academic subject that forces young people, on a daily basis, to weigh – and experience – the impact of their decisions on others, and to put the adherence to the truth ahead of personal gain. Geometry? Chemistry? English composition? Nope, nope and nope. By working in journalism – and by being given the freedom to fail and to learn from their failures – students experience what it means to be a 'professional.'" The SPJ Education Committee concurs.

We hope to find out the following from those who teach or advise high school student media:

- What specifically are the instructors' concerns? (Budget? Censorship?)
- What relationships do they have with their school administrators?
- What are recent dilemmas they have faced? What were the outcomes?

The end result will be a report detailing our findings and will include our suggestions for the future; members of the SPJ Education Committee will also use

the information for academic research, which is a component of many of our jobs. The committee has been working on and discussing this project for the past two years. We are currently at a place where we do need some funding. It would be extremely helpful to have a part-time, temporary administrative assistant to compile e-mail lists, send out surveys, keep track of who has not replied and do basic statistics. We estimate that this would be 5-10 hours per week at the pay rate of \$15 per hour for approximately four months (\$1,800).

Also important would be travel money for the two editors to meet once the information has been collected from the Journalism Education Committee authors although we could possibly do everything via Dropbox, e-mail and phone calls. So the committee needs a minimum of \$1,800 to do the work, but we would like to request \$2,500 total if we include limited editor travel. This is quite a bit less than what committee member Lee Anne Peck asked for in the grant she submitted in good faith.

We know you and SPJ as a whole are committed to journalism education. We of the Education Committee deeply appreciate your consideration of this request for assistance.

Sincerely,

Rebecca J. Tallent, Ed.D., Chair; Lee Anne Peck, Ph.D., committee member



MEMORANDUM

SUBJECT: SPJ Social Media Guidelines
FROM: Sonny Albarado, SPJ President
TO: SPJ Board of Directors
DATE: April 29, 2013

At the Society of Professional Journalists Board meeting on April 20, board members' questions and concerns about proposed social media guidelines prompted me to withdraw the proposal for further editing and presentation of revised guidelines at a later date.

Here is the revised proposal, which the Executive Committee voted in June to recommend full board adoption.

SOCIAL MEDIA GUIDELINES SOCIETY OF PROFESSIONAL JOURNALISTS

PREAMBLE

The Society strongly encourages its leaders and members to regularly use social media to communicate, not only among themselves, but with the broader journalism community.

These guidelines are intended to help SPJ leaders and members follow accepted best practices as they use social media in carrying out the Society's missions. Source material for these guidelines came from governmental agencies, nonprofits and some of the nation's largest businesses.

THE SHORT VERSION

These guidelines can be summed up in three words: *Use common sense.*

DISCLOSURE

Always disclose your position with SPJ or clearly indicate your role.

GUIDELINES FOR SPJ LEADERS AND COMMITTEES

- Remember: only SPJ's national president, or the president's designee, can speak on behalf of the organization.
- Don't blindside your leaders.
- Do not disclose private or proprietary information.
- Encourage discussion about SPJ and journalism in general.
- "Live tweeting" of open board meetings and convention business is allowed.



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MEMORANDUM

DATE: Aug. 15, 2013
FROM: Joe Skeel, Executive Director
SUBJ: Reclaimed chapter money
FOR: SPJ Board of Directors

In April, the Society's Board of Directors asked staff to propose a plan for money that is being recaptured from dormant chapters.

Currently, we have just under \$5,000. However, this sum is the result of the massive clean-up project that has been ongoing for the past year. Moving forward, with the clean-up behind us, we expect to receive less than \$1,000 each year from chapters that close. Ideally, no chapters will close and we will receive \$0.

We view this as a small pot of money that will not be substantially replenished.

Therefore, we propose:

- Money collected is sent to national headquarters.
- Money is set aside and to be used only for the purpose of building and strengthening chapters.
- The Society's chapter coordinator, currently Tara Puckey, will manage the money. She could authorize spending for things such as: sending in a facilitator for the purpose of leading a board retreat (think mini-Scripps), covering costs for programming assistance, financial support for chapter programs, seed money for fundraising, etc., etc. The money will come with the stipulation that the chapter coordinator and RD are involved in the project at some level.
- Tara will work closely with regional directors to ensure the money is well spent.

Rationale behind the proposal

- The money will be a limited pot, and available only until it's gone. Therefore, having the greatest impact nationwide is critical.
- We feel that the chapter coordinator is in the best position to determine where the need is greatest.
- By keeping the money at HQ, in a separate account line item, we will be able to easily track which chapters sent in money and where it is spent.

Please note, the proposal *is not* to keep money "on hold" *in case* a specific chapter returns at some point in the distant future. We are strongly opposed to this concept. Doing so will hinder the Society's ability to help chapters now. With that said, however, should a chapter re-launch quickly and the funds be available, we could return the money.



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MEMORANDUM

DATE: Aug. 15, 2013
FROM: Joe Skeel, Executive Director
SUBJ: Automatic Member/Chapter Affiliations
FOR: SPJ Board of Directors

As most of you know, SPJ staff has historically assigned members to a chapter based on his/her zip code. We did this whether or not they paid chapter dues or indicated they wanted to join.

This was done so that when members received their renewal invoice in the mail, dues for the local chapter were printed on the notice. At this point, they could opt-in to chapter membership. Manually affiliating members with a chapter in our database is the only way to accomplish this.

This all started before my time when the board voted that HQ was to include the option of paying chapter dues on each membership notice.

Fast forward to 2013.

Because of the new online join/renewal system, which automates the entire process, members now see their chapter options when joining/renewing. Therefore, this new system meets the board's goal for SPJ members to see their available choices. They can then opt in if they choose.

The automatic system does not, however, automatically affiliate members with a chapter. A member is only affiliated with a chapter when he/she *chooses* a chapter from the drop-down menu. To be consistent, staff no longer manually affiliates members that join by paper.

Bottom line: members are no longer affiliated with chapters unless they choose to join.

What does this mean for you? Overall member counts used to determine delegate votes and large/small chapter awards will go down **across the board**.

On the plus side, the chapter rosters available on SPJ.org will eventually only include people that have chosen to join a chapter. There will still be reports to isolate those people in a geographic area that didn't join a chapter.

As we move forward, we will push more and more members to join/renew online – allowing them to see their chapter choices. No board action is required on this matter. But it's important to understand the past practice of affiliating members, and why it no longer is being done. It's likely chapter leaders will notice a drop in their "member" count – even though they never chose to be "members."

A modest proposal: Cash for the RD Caucus

— submitted April 22, 2013, by Michael Koretzky on behalf of the Regional Director Caucus

SUMMARY

SPJ's regional directors request a one-year experiment with chapter grants. Instead of doling them out \$500 about once a month via a three-member committee, give \$6,000 to the RD Caucus to do the same as it wishes.

BACKGROUND

Here's the short version...

Once upon a time, SPJ simply gave each RD \$500 for chapter programming within its region. From what I can glean, that experiment last only a couple years. Apparently, it died for several reasons. Among them:

- Some regions have more active and/or cash-strapped chapters than others, so it was considered a tad unfair.
- Some regions didn't spend their money because there was nothing good to spend it on.
- Some SPJ leaders were uncomfortable with the concept – for the same transparency and accountability issues we've been discussing lately.

This year, a three-member committee has solicited applications and doled out \$500 about once a month. But it hasn't worked very well. In fact, this month, no chapter is receiving any money because the committee (which has deep philosophical rifts amongst its members) couldn't agree. I know this because I'm pals with one of the committee members.

And yes, that was the short version.

PROPOSAL

SPJ allows the RD Caucus to allocate \$6,000 for chapter programming in FY13-14.

Within one month of approval, the RD Caucus will devise procedures for timely discussion and quality distribution of the money. Among those procedures will be virtual debate and voting, to keep the chapter grants as timely as they are now.

BENEFITS

Why change something if it doesn't improve upon it? Here are Top 3 reasons to give it a shot...

1. *RDs know chapters*

This year's three-member committee included no RDs. Who knows chapters' needs better? And yes, those chapters had to fill out applications. But those never tell the entire story. Just look at our annual reports.

2. *Fewer rules, better programs*

Right now, the three-member committee allocates grants on a cycle several times per year. Some cycles, there are no quality applications. Other cycles, there are a lot. Three volunteers vetting ideas all year long is a lot of work – but not for a dozen RDs.

3. *Empower and improve the RDs*

This is equally as important to me. We keep asking more of our RDs – more reports, more financial data, more oversight. But what do we offer them? Giving RDs a budget to administer will make our jobs more tangible – and interesting. It may mean more and better RD candidates in the future.

CONCERNS

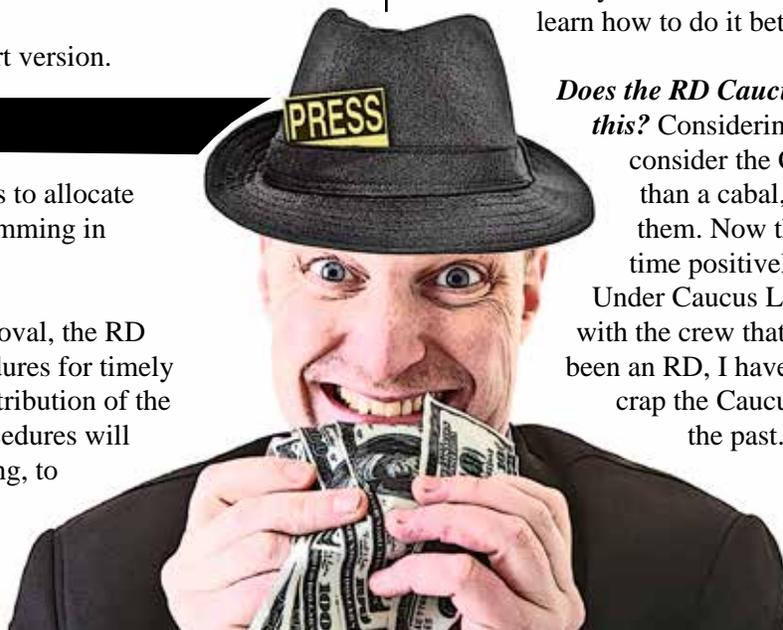
Will the RDs fight over this money?

Sure, just like the SPJ and SDX boards do. That's healthy. And if we do so clumsily at first, we'll learn how to do it better as we go

Does the RD Caucus have time to handle this?

Considering how some SPJ leaders consider the Caucus nothing more than a cabal, this should encourage them. Now the Caucus will spend its time positively. (Although I must say: Under Caucus Leader Brian Eckhart, and with the crew that's been in since I've been an RD, I haven't seen any of the evil crap the Caucus has been accused of in the past.)

Any questions, holler.





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MEMORANDUM

DATE: Aug. 16, 2013
FROM: Dana Neuts
SUBJ: Contest Advisory Group Update
FOR: Sonny Albarado & SPJ Board

Last summer we created the Contest Advisory Group to make contests easier for chapters in three ways: matching swap partners for judging, sharing contest vendor information and advising chapters and trouble-shooting contest-related issues. We wanted to streamline contests so that chapters and regions could continue to generate revenue, but with support at the national level.

The first year we matched judging swap partners for 24 SPJ local and regional contests. We think there are about 30 SPJ contests total. Some chose not to participate this year, primarily because they had long-standing relationships with judges across the country. We hope to eventually have all of the contests participating.

The 2013 contest season is complete now, and we recently sent out a survey to get feedback. There are a few things that we can improve upon for the 2014 contest season. We recently created a Contest Support section of SPJ.org [<http://www.spj.org/contests.asp>] to put some of this information online.

Next steps: I'll be transferring responsibility of the Contest Advisory Group to Michael Koretzky this month. He's recruited a couple of volunteers to help. This fall he and his team will match up swap partners for the 2014 contest season, work with contest vendors to get updated information and support the chapters and regions that host contests as needed. I'll be available to assist if they have questions or need additional support.

Respectfully submitted,

Dana Neuts
SPJ Secretary/Treasurer



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MEMORANDUM

DATE: Aug. 9, 2013
FROM: Steve Geimann
SUBJ: ACEJMC – Summer 2013 Report
FOR: SPJ Board of Directors

The Accrediting Council, for the first time in my 16 years, denied reaccreditation for East Tennessee State while renewing 13 programs, granting initial accreditation to three and gave one program two years to correct deficiencies.

The industry-academy council at a May meeting in Phoenix also approved a probation/ suspension policy should a program fail to comply with a new public accountability and disclosure requirement in Standard 6: Student Services.

National accrediting agencies are demanding greater transparency from specialty bodies, such as the Council.

Accreditation for South Florida - Tampa lapsed after the program yanked its application.

HISTORIC DENIAL

East Tennessee State's Department of Communication lost its accreditation, in place since 1989, by falling short on three of nine standards – mission and governance, diversity, and assessment. The program conceded in a written response that steps required to meet accrediting standards weren't in place when a team visited in November last year.

The university and program changed president, provost and director in six years. During the transition, the unit failed to maintain a strategic plan; was unable to make progress on diversity, resulting in an all-white faculty and adjuncts; and an assessment plan was waylaid by the leadership turnover.

The team visiting the campus found the unit lacked a functioning structure for its Mass Communications division and barely operated as a single unit.

East Tennessee, which has 282 majors, with 100 in radio-television and 74 in public relations, in a four-page letter agreed "significant leadership and faculty turnover" was compounded by changes in facilities and curriculum "as part of its ongoing effort toward media convergence." The unit declined to appeal, and must wait two years before reapplying.

Program leaders outlined steps to come into compliance, although Council members determined it would take more than two years to remedy the deficiencies.

The Council's six-year review and decision is based on a program's self-study and views of a team that visits campus, not on pledges for action in the future.

Colorado's School of Journalism and Mass Communications won reaccreditation, while completing the overhaul ordered by the central administration. A team that visited the campus two years after the program was placed on probation found the turmoil and protests tied to the 2011 decision had abated as the program is pared back. The revisit team said education was being provided. SPJ's Colorado Pro chapter had protested the program changes.

Full reaccreditation also was granted to Norfolk State and Southeast Missouri State, which were on provisional status for two years, although both remained out of compliance on assessing learning outcomes. The Council debated the precedent of granting full benefits to a program that remained out of compliance after two years, and took no action.

ACCREDITING DECISIONS

The Council reaccredited St. Cloud State and Iowa, which had provisional status. Shippensburg State won initial accreditation after two years as provisional. Abilene Christian in Texas, which was deficient on the diversity standard, was recommended for provisional reaccreditation. Arecibo in Puerto Rico, Columbia's graduate program, Illinois, Memphis, Minnesota, Ohio, Penn State, Savannah State and Washington and Lee were reaccredited. Qatar University's initial accreditation was endorsed.

ACCREDITORS, ACCREDITATION AND ACCOUNTABILITY

The Council, among 60 accreditors overseen by the Council for Higher Education Accreditation, will have its application for recognition considered in November. In preparation, ACEJMC in May adopted its strictest directive to accredited units to avert losing its status.

The Council agreed to place on probation units that fail to disclose on their websites by Sept. 3 data on retention and graduation rates. A unit will be suspended if the data isn't posted by Aug. 15, 2014. As of early August, just 18 percent of the accredited programs posted such data.

During the probation period, units must pay annual dues. If suspended, a program is relieved of dues and barred from a site visit until the requirement is met.

The steps are part of a drive by federal policy makers to increase public accountability for universities while pressing accreditors such as the Council to be more open about decisions and program performance. Accountability was discussed in June and in April at a House committee hearing, as part of the reauthorization of the Higher Education Act.

The Council for Higher Education Accreditation told Congress in July that accreditors have taken significant steps to expand transparency, including expectation for what colleges disclose about student achievement – an issue that continues to draw resistance from colleges.

ACEJMC meets in spring to review and accredit programs for six years and in late summer to discuss policies and issues. Each year, teams of educators and practitioners visit schools. A committee meets in March to review team reports and makes recommendations to the full council. A Council seat costs \$3,000 a year. School annual dues are \$1,000.

I will join a team visiting Hofstra University on Long Island in November with three educators and last fall visited the University of Memphis. I join a site-visit team at least once a year, and have visited 19 schools in 13 states while on the Council, including a previous visit to Memphis in 2000 and Hofstra in 2001.

The Council, founded in 1945, accredits 111 journalism, public relations, advertising or telecommunications programs, with 11 industry and six educational groups. Minority groups -- Asian American Journalists Association, National Association of Black Journalists and National Association of Hispanic Journalists -- returned this year. SPJ joined in 1977, withdrew in 1989, and returned in May 1996. After 16 years, I am among the senior Council members.



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MEMORANDUM

DATE: July 25, 2013
FROM: Sue Kopen Katcef
SUBJ: Awards and Honors Committee Report
FOR: SPJ Board of Directors

The focus of the Awards & Honors Committee has largely been a review of both the Mark of Excellence and Sigma Delta Chi contests. We are looking for ways to merge and revise categories to reflect the growth in online and multimedia reporting.

Quite honestly, while subcommittees were formed early it took quite some time to pull things together. But we now have some recommendations for the full committee to consider when we meet during the convention in Anaheim. It is an important start. We see this now as an on-going effort which will need to be under constant review because of the quickly changing delivery methods of the work that we produce.

To get to this point, the MOE subcommittee, with (new) co-chairs Andy Schotz and Andrew Seaman, were aided by the results of a survey made available to everyone who submitted MOE entries this year. Andrew Seaman did a masterful job in putting the Survey Monkey questionnaire together. We were concerned about the number of responses that we'd get during the summer when colleges and universities are usually pretty quiet. But we received 96 responses (and there may yet be more coming in).

Here's a snapshot of those results to give you an idea of what we received in the way of feedback:

- 71 percent liked the current split of Small, Medium and Large divisions (but didn't necessarily agree on the current thresholds of 5,000 and 10,000 student population).
- 68 percent did not object to the idea of condensing categories that did not get many entries in a given year and 84 percent agreed with that idea for categories that have historically had low participation
- 68 percent of respondents thought the current categories work well, including for digital journalism
- 73 percent said they have not had any problems finding the right category for a student's work

That said, there were plenty of suggestions on ways to improve the MOE. They included the following:

- Change/eliminate entries to match participation. There should be an annual review of the contest, particularly to look at which categories are attracting entries.

- Online categories should be “all-college” (grouping two- and four-year colleges) for the foreseeable future.
- It’s unclear why there are divisions for Best All-Around Non-Daily Newspaper, but not for Best All-Around Daily. The numbers don’t seem to show much greater support for one over the other. Both should be treated the same. For now, the best approach appears to be making both “all-college” awards, without divisions.
- Participation is not great in some of the TV categories. One idea that makes sense is combining the three TV photography categories into one.
- A large percentage of survey respondents like the idea of expanding the contest to keep up with new platforms of journalism. The most common request was to create a category for news delivered on tablets.
- Have a pool of professional journalists who are willing to read and critique student MOE entries with the entrant, randomly choosing a few from those that did not win.

With regard to the Sigma Delta Chi Awards, Jay Evensen chaired the subcommittee reviewing the categories. Again, it was quite challenging for Jay to get the members of the committee to respond in a timely fashion. Jay is still waiting for reports/recommendations from some of his panel members. But, again, we do have several suggestions to work with. They include:

- Possibly making the Public Service Category a SUPER CATEGORY with one award given but with submissions made across platforms. The feeling is that would help to elevate the significance of the award.
- Create just three divisions for the following newspaper categories (which are currently broken into four):

Deadline Reporting, Non-Deadline Reporting, Investigative Reporting

Non-Daily Publication

Daily Circulation up to 100,000

Daily Circulation 100,000+

(this would merge Daily Circulation 1-50,000 with Daily Circulation 50,001-100,000)

- Offer just **ONE** award in the **Newspaper Editorial Writing** category

All of this is very much still a work in progress, especially since we continue to await the recommendations from others on the SDX subcommittee who have been asked to review the remaining categories.

But I feel confident the committee and staff will start the process of revising both contests to keep them relevant and fresh when we meet at the convention.

Let me also say that it has been a pleasure — albeit, a challenging one — to chair the Awards and Honors Committee this year. It’s clear there is still much more work ahead for this committee. But, I know that Andrew Seaman, who will be succeeding me, is MORE than up to the task.

As many of you know, Andrew, who was a former student representative on the board, is a dedicated SPJ member and an incredible worker. I know he will continue to move the Awards & Honors committee forward.



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MEMORANDUM

DATE: Aug. 5, 2013
FROM: Kevin Smith, Ethics Committee Chairman
SUBJ: Ethics Committee Report
FOR: SPJ Board of Directors

Starting in the spring, with urging from current president Sonny Albarado and incoming president David Cuillier, the Ethics Committee began laying the groundwork for discussions regarding potential modifications to the existing SPJ Ethics Code.

Really, preparations began almost a year prior as conversations with SPJ members and outside journalists were held informally (ethics classroom exercises and social media discussions) and formally (in Quill magazine and at regional conferences) soliciting thoughts on whether the code of 16 years should be reviewed.

This process actually goes back to 2009-10 when I was president and I asked the Ethics Committee to begin this review process. It didn't happen that year, but we began conversations the following year when I assumed the committee's chairmanship. Those theoretical discussions have now evolved into practical, action-oriented discussions.

The code was written between 1994-96 and has served the Society, its members and many journalists worldwide with distinction. But, in the last few years questions have arisen as to the Code's value when it comes to addressing many digital and social media issues. Other organizations have written or rewritten their codes to make direct references to this new era driven by new communication technologies and mediums.

Albarado and Cuillier have asked that the committee spend the next year furthering our discussions with a prominent town hall meeting at this convention, to evaluate the code's relevance in current times. From these public events, over the several months, we will collect comments and approach our work based on the overriding suggestions from members and industry leaders.

Right before this convention, we began gathering comments and suggestions via a survey developed by Scott Leadingham. Unveiled in early August, SPJ staff has done a great job getting word out to membership. The survey should allow for feedback to the Ethics Committee throughout the year. By the end of the calendar year we anticipate moving toward a point when we can start recommending changes. However, we will continue to listen and debate through the spring. In fact, we are encouraging all regional directors to conduct an Ethics Code discussion at their regional conferences and allow our committee people to attend to collect comments.

Some of the options we will explore based on conversations to date:

- Do nothing and continue to produce position papers that will offer our interpretation of the current code as it relates to current digital media issues.
<http://spj.org/ethics-papers.asp>
- Review the code and shorten it. Take out specific references relevant in 1996 and broaden the language it so that there are no specific references that will date the code. Create a statement of principles, if you will.
<http://web.archive.org/web/20080622123407/http://www.apme.com/ethics/>
- Review and revise the code to specifically add language that addresses growing concerns as they pertain to digital media and social media.
<http://www.ap.org/company/news-values>
- Review and revise the code but add addendums/footnotes to it and reference the position papers.

POSITION PAPERS

We added three new position papers to the website: Reporting on grief and tragedy, anonymous sources and accountability. The plans are to add three more in the coming months: Privacy, diversity and photojournalism. Depending on the outcome of the Ethics Code discussions there could be a large paper regarding social media. That one will be pending the Code process.

CODE WORDS

The Ethics Committee blog continues to be underutilized. Members have been encouraged to make their viewpoints known on the site and we have fallen short of the expectations. Our goal, like last time, is to increase that blog activity. And, we believe the Code revision discussions will contribute to that effort.

MEDIA

I have lost track of the exact number of interviews Fred Brown and I have done, but we have been interviewed, as in the past, by a number of larger media outlets including Newsday, Washington Post, International Business Times, Columbia Journalism Review, CNN Interactive, msnbc, to name a few. The number of international interviews was down. In early August I was interviewed by a reporter from Kansas who is working on developing a book about the Zimmerman trial (isn't everyone?) and he is writing extensively on the media's ethics in handling the trial.

ETHICS CASE STUDY BOOK

As we reported previously, we are gathering new case studies in hopes of updating the current Media Ethics paperback printed three years ago by Marion Street Press. Case study books require a number of updates to keep them relevant to academics. Anticipated additions will be the Boston Marathon bombing, Sandy Hook, the Colorado theater shooting and the George Zimmerman trial. Those four are enough for a book itself (see Kansas reporter).

HOTLINE

Once again the hotline was busy. Calls and emails to headquarters and to our personal emails and phones come in at an average of five a week. Add in college student research papers and we manage to address about 320 inquiries a year. This year we were slightly down, just under that number according to my counting, about 290. I attribute the decline to the lack of election issues once we passed October.

Of course our biggest highlights involved the Boston Marathon bombing, The George Zimmerman trial, the Rolling Stone magazine cover and Sandy Hook Elementary School shooting. I penned a 20+ page report on the media coverage of the Sandy Hook, but we didn't release it. It's available for review if anyone on the board is interested. By the time we vetted it via the committee, the incident was a week old. It was written for immediacy. There are options of appropriating it as a retrospect. Our work on those two events increased our social media involvement by about 200 percent and increased Twitter followers by 30 percent.

THE FINAL WORD

As I always do, I like to share one of my favorite calls from the year. This one came in late July from a woman in Connecticut.

The woman/caller works in city hall of a small town and she is remodeling her home in hopes of selling it.

On this particular day a young female newspaper reporter comes into city hall and goes to Zoning and Planning Commission and says she is the woman's Realtor and wants to see her permits. The people balk a bit and the reporter leaves. The reporter goes down the hall to the Assessor's Office and again, posing as a Realtor, says she needs to see her client's field card.

The people recognize her as a local reporter and call the woman.

The reporter leaves and within the hour comes back to the Zoning and Planning and correctly identifies herself as a newspaper reporter and then requests the public record and it's given to her.

So, the reporter posed as a Realtor to get access to a public document.

The homeowner/city hall worker/woman, angered, calls the editor of the paper and tells him the story.

His response?

"Oh, so she used the Realtor again?"

Enough said.



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MEMORANDUM

DATE: August 8, 2013
FROM: Sandra Gonzalez, Diversity Committee Chairwoman
SUBJ: Diversity Committee report
FOR: SPJ Board of Directors

The committee maintains its commitment to welcoming and fostering diversity into SPJ, especially into leadership roles; and to make appropriate decisions as it pertains to presentation of news and coverage of issues in changing communities.

I am approaching the one year mark as Chairwoman following the Diversity fellows program 2012.

SPJ DIVERSITY FELLOWS PROGRAM 2013

I have been working closely with Chris Vachon over the past few months as she has helped me prepare for the upcoming EIJ conference. Her scheduling and preparation have been extremely helpful. I have invited two speakers to inspire our new group of fellows in Anaheim. The program will be simpler, but still have impact. I will be their "go to" person throughout the conference. I sent them an email and will be keeping in touch with them before and throughout EIJ. Special thanks to Tracy Everbach who was involved in the selection procession.

DIVERSITY COMMITTEE SESSION AT EIJ

Committee member Sherri Williams took the reins on this to make deadline on the proposal. We have a session titled: Diversity Data-Mining: Finding Important Demographic Trends in Census Data. We will have someone from the Census helping reporters look at the data and being able to walk away with story ideas.

JUDGING AWARDS

After helping Lauren with broadcast judging I immediately jumped into help judge the 'New America' award along with Becky Tallent and Sue Kopen Katcef. We judged dozens of entries. And while it was quite extensive and time consuming we all came to one conclusion on the winner: Center of Detention. This investigative report was out of Washington state about a detention center for undocumented immigrants. It was written from its inception to the traveling of a young man from Mexico into the United States; and woven together beautifully.

PROJECT 2013/2014

The Diversity Committee is trying to narrow down a project for the upcoming year. We hope to have this decided by next meeting in Anaheim. After brainstorming in our last meeting it was whittled down to three areas of interest. We will get this down to one.

UPDATING AND MAINTAINING DIVERSITY SOURCEBOOK

Sally Lehrman has been active in trying to keep the Rainbow Sourcebook updated to help journalists broaden their base of sources. She has not only been dedicated to trying to keep this current, she is also trying to ensure it is promoted. The RFP was completed and approved with a deadline for early next year. We're promoting it at AEJMC and will do so as well at AAJA, EIJ, and other conferences.

SOCIAL MEDIA

The SPJ Diversity Now Facebook page has greatly increased in popularity this year. I believe Sally Lehrman has a lot to do with this. She has agreed to help me in our social media outreach. She actively posts articles and a lot of people are joining. I have also started a Twitter account: @SPJDiversityNow in order to reach people who prefer to use Twitter.

BLOGS AND ARTICLES

We had a hiccup in our Quill calendar coordinator duties, so Sally Lehrman has agreed to help through December. In recent months Becky Tallent has coordinated our blogs/Quill assignments. Becky Tallent did our June article on Native Americans not being caricatures. Our blog Who's News Diversity has been reactivated by members, including Tracy Everbach and Georgiana Vines (who just wrote two articles). I contributed one about the upcoming conference and the historic addition of NAHJ. We have had two guest blogs with a UNLV student and SPJ member Pash Ufuszy; and our own Tony Hernandez.

REGIONAL SPJ OUTREACH

I have been active in our Las Vegas SPJ Chapter as Secretary. We had our regional, we had a panel following the state legislative session. I have also been active in NAHJ Nevada, where we have hosted our first paid internship program. I will be giving them a tour of the TV station where I work before they head back to school. I will also answer any questions they have about broadcast, as they have been immersed in the newspaper world this summer. I tell you all of this because this energy and synergy culminates as we head into the Excellence in Journalism Conference later this month. I have also been tapped to serve on a panel to talk about the "Live Shot." I know our other SPJ Diversity committee members are active in other organizations and journalism activities in their communities and campuses as well.

Finally, big kudos to Sherri Williams who appeared as a guest on CNN's Piers Morgan Live when she wrote a blog about "The social media stoning of Rachel Jeantel," a witness in the George Zimmerman trial.



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MEMORANDUM

DATE: Aug. 6, 2013
FROM: Lynn Walsh, Generation J Committee Chairwoman
SUBJ: Generation J Committee Report
FOR: SPJ Board of Directors

About: Generation J is an SPJ committee where future newsroom leaders can collaborate to build newsrooms of the future. We offer an opportunity for early-career journalists to give or get career advice, share and obtain industry insight, pick up new skills and tools and stay on top of the issues that affect journalists and newsrooms every day. The Society of Professional Journalists and the Generation J committee inspire journalists to improve and protect journalism.

Who: Twelve journalists based in cities throughout the country sit on the committee writing for the blog, maintaining social media accounts and participating in a variety of outreach activities. The committee is chaired by Lynn Walsh an investigative journalist based in West Palm Beach, Florida. The other committee members are: Jennifer Sullivan, Mike Brannen, Jackie Ingles, Claudia Amezcua, Victoria Reitano, Andrew Seaman, Patrick Kane, Ryan Broussard, Robert McLean and Robert Moran.

After the EIJ13 Conference, Victoria Reitano will be stepping in as the chairwoman of the committee. Lynn Walsh will continue to be involved but is joining and hoping to take a larger role with the SPJ FOI committee. Victoria will allow the committee to remain fresh and have new opportunities and programming.

What: SPJ Generation J is working toward its mission by participating and leading the following events/programs:

- **Excellence in Journalism 2013 Conference:** Members of the Generation J committee will once again work on critiquing resumes during the 2013 convention in California. Lynn Walsh will be presenting a session on interviewing skills and all members of the Gen J committee will be participating in the “Doctor is In” session with the focus being on personal branding and breaking into a beat as a newer journalist. We also will host a #GenJ meetup at local restaurants and bars near the hotel. We will be tweeting live from the event with the hashtag #GenJ. We will also pass out buttons and ribbons to people who fit into Gen J.
- **SPJ Mentor Match-Up.** The Mentor Match-up is still going strong. The program transitioned from a traditional mentor program with veteran journalists and early-career journalists to one that is community based using Facebook. The group is private and only SPJ members can join. Every few months there are new mentors that join and provide advice and

answers to questions from anyone in the group. The great thing about the Facebook group is that people can respond when they want and on their time. The group also allows for discussions about industry trends, journalism ethics and more in a private and safe environment. As of April 5, 2013 there were 86 members in the group.

- **First Draft Blog.** Committee members take turns creating posts for the blog that is part of the SPJ blog network. Contributions range from industry insight from committee member to tips on creating better coverage in a news organization. We have been working on shorter posts that focus on fast, easy tips to help journalists. These “Five Things” posts have been publishing on Fridays since February of this year. In August 2012 we launched a “Why I love my Job” series where committee members shared personal experiences about why they love their job.
- **Social Media:** Generation J has a presence on Facebook, Twitter, Pinterest, Google+, Tumblr and LinkedIn. All committee members work together to update and keep the accounts fresh with new links and information. The committee has discussed being more active on Twitter by participating in various Twitter chats like the SPJ chats on Thursday. The committee has also created two hashtags: #GenJ and #TuesdayTips. #GenJ is used by members and others when articles or tweets are posted that relate to Gen J members. #TuesdayTips has just started and is an opportunity for us to share quick tips with fellow journalists.
- **CMA 2013 NYC Conference.** Andrew Seaman and Victoria Reitano attended the 2013 College Media Advisers convention in New York City in March. The committee saw the conference as an opportunity for SPJ and Generation J to reach current college students before they graduate. The conference is an amazing outreach opportunity for Generation J to reach out to future Gen Jers and potential SPJ members. It was an opportunity to raise awareness about the committee and SPJ while helping future newsroom leaders. Victoria and Andrew presented sessions to the college students, including one on the importance of personal branding, what it is like in your first job and 50 website you must know about.

Future plans: Along with continuing to develop the SPJ Mentor Match-Up program and the First Draft blog, the committee has discussed two other possible programs/areas of focus for Outreach to young journalists: Generation J committee members feel there is a strong need to reach out to young journalists before they graduate.

The Gen J committee feels that this lack of knowledge can lead to lower membership for SPJ now and in the future. The committee feels SPJ has a lot to offer journalists, especially young journalists, and we want to help spread the word about the organization as a whole and our committee. To do this, we want to be able to attend more conferences and do more targeted outreach at events and meetings where our target demographic is present. Several members are participating in the SPJ regional conferences where they are presenting sessions and helping organize the conferences for SPJ.

We also want to do more video content and Google+ Hangouts, targeting training for young journalists. We have our conference handouts/presentations and want to create short videos that focus on one or more topics that can then be shared across the society. We'd also like to do video resume critiques and social media profile critiques throughout the year as a way to raise funds for SPJ GenJ at convention. At EIJ14, we'd like to host a working lunch session (or sessions, should the Society approve our proposals) with pizza or something else to encourage a relaxed and frank discussion about all things GenJ.



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MEMORANDUM

DATE: Aug. 15, 2013
FROM: Rebecca Tallent, Chair, Journalism Education Committee
SUBJ: Journalism Education Committee Report
FOR: SPJ Board of Directors

In the 2012-13 year, the SPJ Journalism Education Committee continued with its work looking at the state of high school journalism in America. In the summer, Journalism Education Association (JEA) President Mark Newton joined the committee's work, saying this is filling a serious void in knowledge about high school journalism programs. Other groups being contacted by committee members are state-specific high school journalism associations.

In addition to collaborating with JEA, the committee is also working with the Scholastic Journalism Group in AEJMC. To date, the committee has divided the work into categories (History: Pre-1960; History: 1960-Hazelwood; History: Post-Hazelwood; High School Journalism Workshops; how High School Journalism Teaches Critical Thinking; the 4Cs of Journalism Education: Critical Thinking, Collaboration, Communication Skills and Creativity; and The Relationship Between Professional Journalists and High School Students). In addition, the committee is writing and sending out a survey to JEA's 2,000 members asking specific questions about teaching high school journalism today, and the committee will write a call to action plan.

In addition, this project will produce a book, written in common English, which defines where high school journalism stands as of 2014. In addition, the work will provide peer-reviewed, quantitate articles for the academic audience. Editors of the work will be committee members LeeAnne Peck, Kym Fox and Becky Tallent.

In the July 16, 2013 meeting, Mark Newton told the committee that although JEA and AEJMC have both done work to keep up with the state of high school journalism, "What we are missing is exactly what you are doing."

Although research can be expensive, the committee is doing its best to do the work in a cost-effective manner, reaching out to services offered through journalism departments and schools of various universities. Committee member LeeAnne Peck and Becky Tallent are trying to find funding for the work as well as a place to publish the final common language work.

In addition to the major project, the committee made sure to have Toolbox columns in every issue of Quill this year. The committee also suggested two sessions for the Excellence in Journalism conference (both were rejected) and have written a resolution to be presented at the national conference addressing issues about high school censorship as this year is the 25th anniversary of the *Hazelwood* decision.



MEMORANDUM

DATE: July 22, 2013
FROM: Hagit Limor, LDF Committee Chairwoman
SUBJ: LDF Committee Report
FOR: SPJ Board of Directors

In a year that exposed secret government programs that tapped into phone and email conversations, this Board enabled the Legal Defense Fund to aid journalists who may be impacted in a much more meaningful way. The most significant news item for LDF this year came at the April Board meeting when the directors agreed to the committee's initiative to raise to \$5,000 the amount committee members may approve before requiring a full board vote. Staff has updated the application online to reflect the change. I challenge the next board to publicize this change in some meaningful way so that journalists are aware of this resource.

The committee and board also discussed moving our game plan from pure defense to offense, in seeking cases where we choose to intervene with greater awards. As this committee updates to reflect the latest executive board, let us keep our eyes and ears open to cases where we can make an impact.

Since the April board meeting, during which I verbally updated three late April entries, the committee has considered and approved three new applications, all from the Reporters Committee for Freedom of the Press and all at no cost to LDF.

- On April 22 we approved an amicus request from the Reporters Committee in a FOIA case before the Second Circuit of the U.S. Court of Appeals. The case supports an appeal by the New York Times and the ACLU (New York Times v. DOJ) for government to release memos about the use of lethal force against American citizens and the targeted killings of suspected terrorists. The memos were classified but, among other arguments, the Times and ACLU said so many high-level officials, including President Obama, had made public statements about the program, they should be declassified. The amicus brief highlighted the exponential growth in classification decisions made by the Executive Branch in the past decade. It pointed out that there's no external oversight of the classification process and questions federal courts ability to scrutinize classification requests from the Executive Branch, weakening information obtainable under FOIA.
- We approved another Reporters Committee request June 3 to join a letter to Attorney General Eric Holder suggesting ways to improve DOJ guidelines. The changes include adding a statement of principles, providing notice to news organizations/journalists and giving them a chance to be heard if their records are requested from a third party (telephone company or internet service provider), and broadening of all

newsgathering materials that could be requested (not just phone records) and all methods that could be used to request them (not just subpoenas).

- The WikiLeaks story that has provided so much fodder for SPJ discussion over the past three years led to a third amicus request we approved on June 28, as the Pfc. Bradley Manning court martial began. The brief argued for access to court documents filed in the case, an issue in any military tribunal. The brief argued that the First Amendment provides a right of access to documents in courts martial.

Thanks to Laurie Babinski for her briefings throughout the year, and to the entire committee for answering a call to action sometimes with less than a full day's notice.



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MEMORANDUM

DATE: Aug. 6, 2013
FROM: Deb Wenger and Jeff Cutler,
Professional Development Committee Co-Chairs
SUBJ: Professional Development Committee Report
FOR: SPJ Board of Directors

As mentioned in the March report, the committee's primary efforts have been focused on three areas of professional development and training: on-site through the SPJ Journalism Training Program, eCampus videos and webinars.

Since we met at convention last year, we have been involved in the following:

Committee member Jeff South delivered a webinar on data visualization. The live event had about 70 participants and is expected to generate additional views online. We had hoped to produce another webinar on social media with committee member Jeff Cutler, but that has not yet gone through the approval process.

eCampus expansion with data visualization tutorials. The Chicago Tribune's Andy Boyle created a set of data visualization tutorials, which have gone live just in time for mentions at convention! They look great and the committee recommends that we send out another email to educator members, reminding them of the video training offerings and encouraging them to incorporate the videos into class presentations.

Expanding the Journalism Training Program to educators. This year we began targeting journalism educators with this program, which has been a part of our professional development offerings since 2004. We have training programs scheduled for Willamette University and the University of Georgia for December, and are in discussions with Columbia College about offering another training program there

Also worth mentioning, co-chair Deb Wenger will be stepping down from the position post-convention, after a gratifying and enjoyable tenure on the committee. Her thanks go out to everyone who helped make the committee's successes possible.



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MEMORANDUM

DATE: Aug. 8, 2013
FROM: Linda Petersen, FOI Committee Chairwoman
SUBJ: FOI Committee Report
FOR: SPJ Board of Directors

We have had two new people join our board in recent months: Lynn Walsh and Jennifer Karchmer

Lynn Walsh is the investigative producer for WPTV in West Palm Beach, Fla. and a freelance blogger for the Radio Television Digital News Association. A Cum Laude graduate of Ohio University's E.W. Scripps School of Journalism, Lynn believes in government transparency, First Amendment rights for all and government accountability on both sides of the aisle.

Jennifer Karchmer is an independent journalist who has worked in print, radio, TV and Internet-based reporting since 1991. Currently, she writes for the environmental and watchdog newspaper Whatcom Watch and teaches journalism at Western Washington University. She is a member of the Western Washington Pro chapter. In 2012, Jennifer was awarded First Place in the SPJ Northwest Excellence in Journalism Contest for her research and writing on Iceland as a free press haven. She was also awarded news citations by the Washington Press Association for her international reporting and for "The Transparency Report," a self-produced series on the coal port proposal near Bellingham, WA. Jennifer has worked for the Associated Press, McClatchy, Gannett and CNN. She volunteers with Reporters Without Borders.

RESIGNATIONS

I have contacted every member of the FOI committee, checking in with them on their commitment to and ability to serve on the committee. Several have indicated it no longer works for them and have resigned: Carol Cole Frowe, Ana-Klara Hering, Hoa Quoch and Andy Tibault.

Charles Davis, who is now the new dean of the Grady College of Journalism at the University of Georgia, will remain on the committee in an advisory role and to lend his name to our efforts.

Christine Locke had previously resigned, as had Robert Leger, who now serves as the SDX Foundation president.

I'm working with SPJ Webmaster Billy O'Keefe to get those updates on the website.

SPECIAL PROJECTS

- Carolyn Carlson and I were part of a National Press Club panel on the effects of public affairs practices at the federal level on open government on Aug. 12. The event was webcast at www.press.org.
- We reviewed the Sunshine and First Amendment Award nominees and made recommendations to the executive board.
- Carolyn Carlson is getting ready to conduct her PIO survey on a state-by-state basis.
- In Anaheim, I will present to the board the idea of putting together an advocacy fund. We would apply to the SDX Foundation for a grant to provide the FOI committee chair with travel funding to be able to fly to an area to present the Back Hole award as needed. I will also be making the suggestion to the board that we take the Black Hole award from an annual award to one that is given “as justified.”
- Lynn Walsh has proposed a project that I will be taking to the board: As a member of the SPJ South Florida board, she is working to give quarterly “awards” to people/agencies in Florida that are transparent and those that are not. This will have a video element to it where she will interview the people involved and talk about how they were able to get the information and what the process was. She is interested in creating a similar project on a national level through video interviewing on Skype or Google. (Dave is aware of this and is excited about the possibilities.)
- At Sonny’s request, a sub-committee (me, Lynn, Jennifer) evaluated the First Amendment and Sunshine Awards to make a recommendation on whether they should be combined or remain separate. We concluded that they should remain separate. We believe that the work honored by each of the awards is sufficiently different to keep them separate.

The Sunshine Award honors those who fight for access to the government and public information. The First Amendment Award honors those who have published work, recorded video, etc. despite being warned, threatened by government or anyone acting on its behalf. Keeping two categories shows fellow journalists and the public the importance SPJ places on these nuances of the profession (freedom of expression vs. open govt. /transparency).

- I was approached by Michael Ravinsky of Government Attic, asking if we’d be interested in linking to him from our site. Passed it by Dave who thought it was a good idea. I am working with Billy on this.