

AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
TIME: 9:00A.M. EST
APRIL 26, 2014
INDIANAPOLIS
STREAMED LIVE AT WWW.SPJ.ORG

1. Call to Order – *Cuillier*
2. Roll Call – *Fletcher*
 - a. Cuillier
 - b. Neuts
 - c. Fletcher
 - d. Kopen-Katcef
 - e. Albarado
 - f. McCloskey
 - g. Corry
 - h. Rogers Cook
 - i. Periatt
 - j. Fox
 - k. Tallent
 - l. Baker
 - m. Schotz
 - n. Koretzky
 - o. Gallagher-Newberry
 - p. Stevens
 - q. Radske
 - r. Sheets
 - s. Gallagher
 - t. Meyers
 - u. Hallenberg
 - v. Smith
 - w. Hernandez
3. Report of the SPJ President – *Cuillier* [**Page 2 in meeting packet**]
4. Approval of Board Meeting Minutes – *Cuillier*
 - a. August 24, 2013 [**Page 5**]
 - b. August 27, 2013 [**Page 9**]
5. SPJ staffing – *Cuillier* [**Page 12**]
6. Board stipends – *Cuillier/Fletcher* [**Page 18**]
7. Review and adoption of the SPJ budget for the fiscal year ending July 31, 2015. – *Fletcher* [**Page 23**]
8. Chapter Activity – *Puckey* [**Page 38**]
9. Nominations Report – *Albarado*
10. Report of the SDX Foundation President – *Leger* [**Page 39**]
11. Action/Discussion Items
 - a. Proposed bylaws change_elections – *Skeel* [**Page 41**]
 - b. Freelance Community – *Cuillier* [**Page 43**]
 - c. LDF request – *Cuillier* [**Page 46**]
12. SPJ’s future – *Cuillier/Skeel* [**Page 49**]
13. SPJ and SDX – Streamlining our strengths – *Cuillier/Skeel* [**Page 60**]

14. Advocacy Fund – *Cuillier* [**Page 65**]
15. Old/New Business
 - a. SPJ name change update – *Cuillier*
 - b. Regional meetings at convention – *Skeel*
 - c. Ethics Code revision update – *Cuillier*
16. Public comment period
 - a. *Public can make comments prior to the meeting at www.spj.org*
17. Committee/Task Force Reports
 - a. ACEJMC – *Geimann* [**Page 68**]
 - b. Awards and Honors – *Seaman* [**Page 71**]
 - c. Diversity – *Gonzalez* [**Page 73**]
 - d. Ethics – *Smith* [**Page 75**]
 - e. Freedom of Information – *Petersen* [**Page 77**]
 - f. Freelance – *Fitzgerald* [**Page 79**]
 - g. Future of SPJ Task Force – *Ensslin* [**Page 80**]
 - h. Generation J – *Claudia Amezcua* [**Page 82**]
 - i. International Journalism – *Sandoval* [**Page 83**]
 - j. Journalism Education – *Tallent* [**Page 84**]
 - k. LDF – *Limor* [**Page 86**]
 - l. Membership – *Neuts* [**Page 89**]
18. Adjournment

THE SOCIETY OF PROFESSIONAL JOURNALISTS

BOARD OF DIRECTORS MEETING

**APRIL 26, 2014
9 A.M. – 5 P.M. EST**

INDIANAPOLIS

STREAMED LIVE AT WWW.SPJ.ORG



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.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 9, 2014
FROM: David Cuillier, SPJ President
SUBJ: President's Report
FOR: SPJ and SDX Foundation Board of Directors

ADVOCACY

- **Shield Law.** Paul Fletcher, working with Laurie Babinski, continues to coordinate our efforts toward passage of a federal shield law. We are closer than ever before – possibly with enough votes in the Senate to get it passed. However, there are always members of congress who can stall the process, so we will keep the effort going. I give it 50-50 odds at this point, but that's just a wild guess.
- **FOIA.** I testified March 11 before the Senate Judiciary Committee on behalf of SPJ and the Sunshine in Government Initiative (a coalition of nine journalism organizations, including SPJ) regarding the need to revamp FOIA. Discussions will likely continue for the next few years as we draft further amendments to improve FOIA, or at least make it as strong as the FOIA laws in Russia, Kyrgyzstan and Nigeria (currently rankings indicate U.S. FOIA is weaker than FOIA laws in those and 40 other nations – my new motto: Beat Kyrgyzstan!).
- **Dust-Ups.** We continue to support journalists in their fights for press rights and access to information, including the Otterbein University students seeking police records. Also, Hawaiian journalists expressed their thanks for SPJ/SDX for sending NPPA's attorney to talk about photographers' rights, particularly since there was a fracas there between a photographer and police. During Sunshine Week I lost track of how many times we were quoted. I have gotten repeated callbacks for quotes from a growing number of outlets, including the Associated Press, CJR, AJR, Fox News, Poynter and the Student Press Law Center. We are a voice for journalism.
- **PIO controls.** Carolyn Carlson, Kathryn Foxhall and I spoke out at a press conference March 19 in Washington, D.C., at the National Press Club, about increasing frustration by journalists regarding excessive controls by PIOs, particularly from federal agencies. Carolyn conducted several more surveys this past year, and the summaries are provided online at the SPJ website. I also helped Carolyn write an academic paper to move the findings into the research community.
- **Advocacy fund.** More information is provided in this packet, but my goal for the rest of my presidency, and beyond, is to develop an endowed advocacy fund to provide sustained funding to fight for journalism forever. If we don't do it, who will?

COMMUNITIES

At the board meeting we will consider giving official recognition to the Freelance Community, which has started its work reaching out to all members to build a supportive freelance networking community. The Gen J Committee is interested in also converting to a community, and others might follow suit. Thanks to Michael Fitzgerald, Dana Neuts and staff for their time in creating these new opportunities for members. Typical of new initiatives, it has taken a few years to get rolling since the idea of “virtual communities” emerged during John Ensslin’s term, but as of this month the concept will now be reality. Huzzah!

CODE OF ETHICS UPDATE

The Code of Ethics update is well under way and on schedule. Ethics Committee Chair Kevin Smith and the committee members, along with other ethics experts, produced draft revisions last month in time for regional conferences. Healthy discussions have ensued since and once feedback is collected committee members will hash out a second draft this summer in time for members to further mull and consider adopting in September in Nashville.

COMMUNICATIONS

Ironically, many journalists suck at communication. The topic seems to comprise a bulk of our internal discussions and angst. That’s why I and others believe we need to hire a public relations pro to promote SPJ, advocate for journalism, and educate the public. In this board packet you’ll see my memo about the hiring of a communications coordinator, which is within our budget. Combined with the social media prowess and boundless energy of President-Elect Dana Neuts, I see this as a well-timed opportunity to change the communications culture for SPJ in the coming years. In the meantime, I think we have made some improvements this year to communications, including changes to the website, more use of social media, and now, starting this month, streaming board meetings live with time set aside for public feedback and comment. We have more to do, though!

NAME CHANGE UPDATE

In September, following debate over a name-change resolution proposed by Michael Koretzky, the delegates instructed the SPJ board to discuss the merits of a possible name change. The board did this in Anaheim, but asked for more information for further discussion. I appointed the Name Change Task Force to collect member feedback, which it did, and the task force reported in January to the Executive Committee that there was little support for a name change. The full board may continue to discuss the matter if it wishes, or not. It is essentially now back in the hands of the delegates. Anyone can initiate another resolution at EIJ14 in Nashville. If we want to further assist delegates, we could probably put a “referendum” on the summer online ballot to see what the broad membership thinks. In the meantime, the task force, led by John Ensslin, has continued to meet, but is now focusing on how SPJ can better serve younger journalists. See John’s memo in this packet for more information. Personally, I like the idea of the name change, but this is an organizational decision, and I respect the will of the members. My time and energy will remain focused on journalism and the organization’s actions, not a name.

MEMBERSHIP

President-Elect Dana Neuts has taken the lead on membership, initiating efforts to recognize members, attract new ones, and retain existing members. See her Membership Committee memo for more information. Joe has hired a student to call people whose memberships lapsed, and other activities are under way that they can expound upon in their reports. I feel that the key to membership is providing services that people feel are valuable, such as effective training, resources, and networking opportunities (e.g., communities). Then the second step is getting the word out through more effective communications. We are taking action on both fronts.

DIVERSITY

Joe and I attended a UNITY diversity summit March 14 in Washington, D.C., to talk about how journalism groups can help each other promote diversity. It was well-attended and a great discussion ensued. I anticipate UNITY will be charging forward to help promote diversity beyond just a conference every four years, but we will wait and see. Joe and I extended an offer for SPJ to help in any way we can.

COMMITTEES

All of the committees have provided updates on their work, included in this packet, so I do not have to repeat their words. Their work is appreciated, and it's a testament to the power of a volunteer organization. After years of relative inactivity, the Digital Media Committee will be disbanded but I hope a new critical mass of members interested in digital media will coalesce to form a digital *community* in the next few years. I see this as a good opportunity for SPJ to create a network of members interested in media innovation, rather than relying on a select small group. I am truly grateful for the commitment and dedication to journalism that I see every day by our chapter leaders, members, national committee members, regional directors, SDX Board members, and staff. It's a great organization, and a great cause!

MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
AUGUST 24, 2013
ANAHEIM, CALI.

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 9:04 a.m. on Saturday, August 24, 2013, at the Anaheim Marriott, in conjunction with the Society's annual convention at the Excellence in Journalism conference.

In addition to Albarado, the following were present: Immediate Past President John Ensslin; President-Elect Dave Cuillier; Secretary-Treasurer Dana Neuts; 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, Patti Gallagher-Newberry, Susan Stevens, Amanda Theisen, David Sheets, Eddy Gallagher, Don Meyers, Ian Marquand, Teri Carnicelli and Tony Hernandez.

Staff members present for the meeting were Executive Director Joe Skeel and Chapter Coordinator Tara Puckey.

PRESIDENT'S REPORT

President Albarado began his report thanking everyone for their hard work and blaming all mistakes on Immediate Past President John Ensslin. He spoke about progress with the Shield Law and partnerships with other organizations, his many interviews about SPJ's stand on issues that really matter to journalists and the wonderful things the Society has accomplished over the past year.

APPROVAL OF MEETING MINUTES

Upon proper motion and second by Theisen and Fox, respectively, the board approved meeting minutes from the April 20, 2013 meeting.

The following edits were requested:

- April 20, 2013: Addition of Tony Hernandez to the roll call and correction to the spelling of "Leger."

SIGMA DELTA CHI FOUNDATION REPORT

Robert Leger submitted his report on behalf of the Sigma Delta Chi Foundation.

He spoke briefly about how happy SDX is to have supported and sponsored EIJ and the board is making plans for the year moving forward.

STAFF REPORT

Skeel delivered the report of the executive director and reported that more than 1,450 people pre-registered for EIJ13 and he expects to top 1,500. He shared breakdown of membership

affiliations for those who were registered – a little more than 30% were SPJ members – and explained that 70 booths packed the Expo hall. Skeel also reported that NAHJ voted to not join EIJ14. Baker urged Skeel to continue working with other small groups to come to the “EIJ party.”

Corry asked about managing three different organizations and Theisen asked if most of our sponsors will leave with NAHJ. Baker urged staff to keep all conferences in September instead of August.

DISCUSSION ITEMS

CHAPTER ACTION

Upon proper motion and second by McCloskey and Meyers, respectively, the board approved to inactivate all chapters listed in the board book.

Upon proper motion and second by McCloskey and Hernandez, respectively, the board voted to approve the charter for Western Carolina University.

Puckey spoke about revoking the charter for Greater Philadelphia Pro chapter for failure to comply with the minimum requirements set forth by the board. Eckert explained that all the Regional Directors and especially the Region 1 Director, Rebecca Baker, support the action. His thoughts were echoed by Ensslin and Corry.

Upon proper motion and second by Eckert and Corry, respectively, the board voted to revoke the charter of the Greater Philadelphia Pro Chapter.

COMMUNICATIONS PLAN

Albarado talked about the communications plan and the efforts to form a committee to develop a way for SPJ to be more effective in promoting the message to others and those within SPJ. Cuillier and Albarado asked that the discussion take place at the April meeting once a committee is formed and more concrete information is available.

SOCIAL MEDIA GUIDELINES

Brief discussion about the Social Media Guidelines took place after Albarado brought back a condensed version. He stressed that they are guidelines, not policy or rules. Sheets questioned if the guidelines should address specific social media tools and Neuts countered that, with the constant change, it would be difficult to keep updated.

Upon proper motion and second by Corry and Neuts, respectively, the board voted to approve social media guidelines.

CHAPTER FUNDS

Puckey answered questions about chapter funds when a chapter is inactive or the charter is revoked.

Stevens requested a change in the first bullet point of the proposal from SPJ HQ and was supported with a friendly amendment by Marquand.

Amended motion reads:

Money returned to national HQ from dormant or deactivated chapters is to be set aside and used only for the purpose of building and strengthening chapters.

Upon proper motion and second by Stevens and Carnicelli, respectively, the board voted to approve the (amended) proposal for directives of deactivated chapter funds.

CHAPTER AFFILIATION

Skeel spoke briefly about HQ no longer automatically affiliating members with the nearest local chapter and how it will impact chapters and their delegate numbers. Schotz congratulated staff for their progress with this issue.

OLD/NEW BUSINESS

BOARD STIPENDS

Eckert spoke about the challenge of regional travel and attending meetings out of town. He stressed that Regional Directors simply do not have the funds, especially since companies are no longer sponsoring or supporting the travel costs and time necessary to connect with chapters in multiple states. Eckert said the Regional Directors considered asking for \$500 more than the Directors At-Large stipend.

Corry said that he appreciates the time and cost Regional Directors put into connecting with their chapters, but he doesn't think they should just ask for more than what the Director At-Large stipend is – in fact, he should ask for more since his stipend was spent after his first convention this year. He estimates he is out more than \$2,500 from his own pocket.

Newberry suggested a hardship fund to help people who need additional help since there are board members who don't always use their entire stipend amount.

Albarado directed staff to 1) find out how much money can be reasonably allotted for stipends within the budget, and/or 2) review an RD proposal for how the money should be raised and the amounts.

McCloskey suggested all directors and members of the board make a good faith estimate about their expenses and Carnicelli urged the board to take action now.

Upon proper motion and second by Baker and McCloskey, respectively, the board voted to create a fund using the unspent stipends of the national board to reimburse expenses of board members over and beyond their stipends.

Skeel will review stipend receipts and overage requests on Sept. 30 and work with the finance committee to review the process and possibility of increasing the stipend amounts in the near future.

CHAPTER GRANTS

Koretzky said the RDs expressed interest in having the money from the Chapter Grants program. Fox asked about where the requests would come from given a large area and Carnicelli questioned if the money would be available up front.

Leger explained that money for the Chapter Grants program comes from the Foundation and needs to be disbursed by HQ. However, that request can be changed and resubmitted if the group chooses to do so.

Upon proper motion and second by Koretzky and McCloskey, respectively, the board voted to give \$500 from the SPJ general fund for RDs to use as extra chapter grants starting immediately.

AEJMC

Steve Geimann provided information about the AEJMC and how the council is thinking about requiring accredited schools to be in compliance with all nine standards in order to be reaccredited.

COMMITTEE REPORTS

Kopen Katcef talked briefly about how the Awards Committee has worked hard to update categories, including combining the Public Service Award across all categories. Carnicelli expressed concern about combining two and four year colleges for online information and Schotz provided information about how the committee used previous year participation as a guide.

Becky Tallent spoke about the proposal by the Education Committee to research the state of journalism in American high schools. The committee was requesting \$1,800 to cover expenses.

Upon proper motion and second by Koretzky and Hernandez, respectively, the board voted to recommend the \$1,800 request to SDX and that \$250 be taken from the SPJ general fund to cover current expenses for the Committee.

Linda Peterson talked about the FOI committee and corrected her report that funding for the advocacy fund will be applied out of the SPJ general fund, not SDX.

EXECUTIVE SESSION

Upon proper motion and second by McCloskey and Meyers, respectively, the board entered executive session to discuss the Executive Director's evaluation.

The board exited executive session and adjourned at 12:26 p.m. Aug. 24, 2013.

MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
AUGUST 27, 2013
ANAHEIM, CALI.

MEETING CALLED TO ORDER

With President Dave Cuillier presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:04 a.m. on Tuesday, August 27, 2013, at the Anaheim Marriott, in conjunction with the Society's annual convention at the Excellence in Journalism conference.

In addition to Albarado, the following were present: President-Elect Dana Neuts; Immediate Past President Sonny Albarado; Secretary-Treasurer Paul Fletcher; Vice President for Campus Chapter Affairs Sue Kopen Katcef; Director at-Large Bill McCloskey; Director at-Large Carl Corry, Campus Adviser at-Large Kym Fox; Campus Adviser at-Large Rebecca Tallent; Regional Directors Rebecca Baker, Andy Schotz, Michael Koretzky, Patti Newberry-Gallagher, Susan Stevens, David Sheets, Eddy Gallagher, Don Meyers, Pia Hallenberg and Tony Hernandez.

Staff members present for the meeting were Executive Director Joe Skeel and Chapter Coordinator Tara Puckey.

WELCOME AND INTRODUCTION

President Cuillier welcomed new board members to the meeting and expressed excitement for the year to come. He thanked Past President Sonny Albarado for all his time and energy. Cuillier gave a brief overview of how he likes to run meetings and asked all board members to introduce themselves.

EXECUTIVE COMMITTEE ELECTIONS

Upon proper motion and second by Neuts and Corry, respectively, the board elected Bill McCloskey to the SPJ Executive Committee as an at-large member.

Upon proper motion and second by Koretzky and Stevens, respectively, the board elected Don Meyers to the SPJ Executive Committee as a representative of the Regional Director caucus.

APPOINTMENTS TO SIGMA DELTA CHI FOUNDATION BOARD

Cuillier appointed the members of SPJ's finance committee to the SDX Foundation board: Cuillier, Albarado, Neuts, Fletcher, Kopen Katcef, McCloskey and Hernandez.

RATIFICATION OF THE SDX FOUNDATION BOARD ELECTIONS

Robert Leger read the new offices elected to the Sigma Delta Chi Foundation. Irwin Gratz was elected Vice President, Jane Curtley was elected Secretary and Howard Dubin was elected Treasurer. Other members of the board are Dave Carlson, Al Cross, Steve Geimann, Russ Pulliam, Dave Aikens and John Ensslin.

Upon proper motion and second by McCloskey and Meyers, respectively, the board ratified the new elections to the SDX Foundation board.

COMMITTEE CHAIRPERSONS

Cuillier read a list of committees and their chair persons. Andrew Seaman is the new chairperson of the Awards Committee and the Digital Media Committee is having conversations about moving to a community structure. The Diversity Committee will be led by Sandra Gonzalez and Kevin Smith will continue to chair the Ethics Committee. Linda Peterson will continue to chair the Freedom of Information Committee and Michael Fitzgerald will lead the Freelance Committee as they move to a community model. Victoria Reitano will take over as chairperson of the Gen J Committee. Cuillier instructed the International Committee to provide specific goals within the next few months. Becky Tallent will chair the Journalism Education Committee and Hagit Limor will continue on as chair of the Legal Defense Fund Committee. Mac McKerrall is stepping down as chairperson of the Resolutions Committee and there was no replacement named at the time of the meeting. Sonny Albarado will chair the Nominations Committee, Brian Eckert will lead a Communications Task Force and Cuillier is working with the Membership Committee and the Professional Development Committee to see how they will continue to move forward this year.

Gallagher inquired about the Ethics Committee's work on updating the Code of Ethics and if they would have information for the board at the April meeting. Cuillier explained that the committee would have a report, but wasn't sure how completely it would be as the group will be conducting surveys and holding discussions at many regional conferences, which will probably take place after the April board meeting.

FINANCE COMMITTEE APPOINTMENTS

Upon proper motion and second by Meyers and Fox, respectively, the board approved the nominations of Bill McCloskey and Tony Hernandez to serve on the SPJ Finance Committee.

BOARD ORIENTATION AND LEGAL UPDATE

Laurie Babinski reviewed the requirements for board members and their legal and fiduciary responsibilities.

Schotz asked about recording how each board member votes on a particular issue. Skeel explained that though it is possible, SPJ has historically not kept such records in the past.

Upon proper motion and second by Baker and Schotz, respectively, the board approved that future roll call votes of the SPJ board be recorded in the minutes of board meetings, listing each person and how they voted.

SPJ NAME CHANGE

Cuillier talked briefly about creating a task force to discuss changing SPJ's name to Society for Professional Journalism, as instructed by the delegates at the Closing Business Meeting on Monday, August 26. Koretzky, who proposed the resolution, asked that Cuillier allow a few minutes of discussion with the full board and asked that members give a sense of their opinion.

Several board members volunteered to serve on the task force, including Sheets, who expressed interest because of his freelance connections and the relevance to the topic. Gallagher asked for additional information and wondered about the significant cost the name change might impose on many chapters.

Other members of the board spoke quickly on their opinion of the name change and Cuillier asked guests in the room, including Steve Geimann, to give their opinions. Neuts and Baker spoke out about the need to share information about the name change, and other things SPJ is doing, with not only members, but the public.\

Meyers urged the group to be in a “fact finding state of mind,” and Cuillier said he will put together a task force in the coming weeks to further discuss the options.

REVISITING TRANSPARENCY

Schotz asked that the board revisit the policy that was passed previously about transparency. He questioned why board meetings were not broadcast for the membership and why meeting materials and information was not readily available on the website. There was some discussion about how the board should proceed.

Koretzky asked that Schotz put specific actions on paper for the board to discuss in April.

THE EIJ NEWS

Fletcher expressed his concern about not having a print product at EIJ and that he would be in favor of bringing it back. Skeel explained some of the rationale behind moving away from the printed product and noted that metrics from the EIJ News site were not yet available.

Fox pointed out different ways to continue to promote the current format and Hallenberg agreed that the product needs to be more visible. Cuillier asked Skeel to provide metrics and additional information for the board to discuss the project in April.

MOBILE TASK FORCE

Stevens spoke about coordinating a mobile task force to send into a city with massive layoffs, which would include a mental health professional, a financial planner and a career adviser. Cuillier urged her to submit a grant proposal to the SDX Foundation and Leger advised her that submitting the grant to the SPJ Executive Committee first in January would be best.

THANKS TO ALBARADO

Cuillier thanked Albarado for his presidency and Albarado was presented with gift cards to thank him for his service.

ADJOURNMENT

Upon proper motion and second by Theisen and Ensslin, respectively, the meeting was adjourned at 10:59 a.m.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 8, 2014
FROM: David Cuillier, President
SUBJ: Communications staff position
FOR: SPJ Board of Directors

Since last year, the Executive Committee has been pursuing the idea of hiring a full-time communications person. We asked Joe to see if this would fit within the scope of SPJ’s budget.

The budget presented today, which is more aggressive than in years past but still projects a surplus of about \$10,000, includes the salary and benefits for such a position. We won’t be able to afford a high-level director, but we do have the resources to hire someone with a little experience.

Therefore, I propose we give Joe the freedom to hire a full-time communications coordinator.

This position will not replace the current post-graduate communications internship. Rather, this person will take on responsibilities that go above the intern’s capabilities (both skill level and time constraints), and enhance our overall presence. The idea is that with two communications staff members, we can be far more strategic and proactive will all of our efforts.

Given our structure today, we are mostly reactionary. When something breaks, we respond, more or less on a timely basis. Sometimes not. A good chunk of the intern’s time is spent marketing our programs and services – such as EIJ, awards, JournCamps, etc. Much of her time is spent engaging folks on social media. She also produces press releases and other content as necessary.

However, there isn’t anyone on staff thinking strategically about SPJ’s communication efforts. We need someone with a long-term outlook and with authority to make things happen. For example, I could use someone to bother me to respond to breaking journalism news, to set up in advance editorial boards, radio shows and chapter talks while I travel, and to get the word out about our work to media contacts for members, non-member journalists, and the public. With my full-time job, I just can’t keep up with those details and remember to keep communications top of mind. Maybe it’s just me, but I suspect other previous presidents would agree.

Also, while the intern would still focus on marketing and engagement, this position would allow us to take our *advocacy* efforts to a new level. Some of the things this person could do:

- Monitor state, local and national news and trends that threaten the journalism profession and its impact on democracy.
- Proactively inform media outlets and other stakeholders of SPJ activity, including Romenesko, Editor & Publisher, journalists at large and others that cover the media industry.
- Organize interviews and appearances (at media outlets and chapters) by SPJ leaders, the executive director and other SPJ experts.
- Prepare SPJ experts and staff for any media opportunities.
- Work closely with the webmaster to ensure all content on SPJ.org is timely, accurate and consistent.
- Establish and execute plan for communicating with journalists outside of SPJ membership ranks in relation to SPJ's advocacy efforts.
- Help develop and oversee any marketing campaigns that are designed to educate the public about the importance of journalism and SPJ, including LDF, Black Hole Award and Sunshine Week.
- Become the advocate - a change agent - for fostering cultural transformation within SPJ to become more communicative and engaging through social media and other outlets.

We've tried other tactics in the past. A volunteer committee had great ideas but execution, particularly fast execution, is difficult with volunteers. We've had full-time communication coordinators. They were fine, but times have changed. In the past we did not have social media and the urgency to change SPJ's communication culture. In the past it was much easier to be heard, but today you have to work extra-hard to push through the mountain of Tweets, emails, webpages, banner ads, and other messages barraging busy journalists and citizens.

We can try it, see how it goes, and re-assess in three or four years. To sit back and hope volunteers can pick it up, or that SPJ will undergo a cultural transformation through osmosis, I think, is wishful thinking. If we are to do this right then I believe we need to hire a permanent professional. Let's hire that change agent now.

The timing couldn't be better as the organization is in a strong financial position and as Dana Neuts moves into the presidency. She is the perfect person to lead the charge in this transformation. Between her and a full-time communications person, assisted by an intern, there will be nobody in this country, nay, this *world*, who will be able to avoid hearing about the great work performed by SPJ.

Following this memo are job description drafts for the full-time communications coordinator and the post-graduate communications intern. Please read them to understand how we see the division of labor taking place.

I look forward to the discussion in Indianapolis.

Position: Communications Coordinator
Reports to: Executive Director

Basic Function: The communications coordinator will develop and implement an overall strategy for the Society's communication efforts. In particular, this person will be proactive regarding journalism advocacy and SPJ's role in the profession and democracy.

Responsibilities:

1. Monitor state, local and national news and trends that threaten the journalism profession and its impact on democracy.
2. Keep SPJ leaders and staff current on news related to the Society's missions and goals.
3. Inform media outlets and other stakeholders of SPJ activity, including Romenesko, Editor & Publisher, journalists at large and others that cover the media industry.
4. Proactively organize interviews and appearances (at media outlets and chapters) by SPJ leaders, the executive director and other SPJ experts.
5. Prepare SPJ experts and staff for any media opportunities.
6. Create and distribute press releases, social media messages and other communications as necessary.
7. Work closely with webmaster to ensure content on SPJ.org is timely, accurate and consistent.
8. Manage media inquiries for the SPJ President, executive director or other SPJ experts.
9. Establish/execute plan for communicating with journalists outside of SPJ membership ranks in relation to SPJ's advocacy efforts.
10. Help develop and oversee any marketing campaigns that are designed to educate the public about the importance of journalism and SPJ, including but not limited to the Legal Defense Fund, Black Hole Award and Sunshine Week.
11. Ensure that SPJ's programs and initiatives are promoted in an appropriate manner by working closely with the post-graduate intern.
12. Help the Associate Executive Director with marketing of Sigma Delta Chi Foundation efforts.
13. Update and maintain SPJ's current media lists using Meltwater software.
14. Communicate with political leaders as necessary.
15. Other duties as assigned by the Executive Director.

Minimum Qualifications:

1. Must be a college graduate with a degree in public relations, journalism, communications, marketing or related field.
2. Ability to recognize urgent journalism issues, and frame them for media covering journalism, legislators and SPJ stakeholders.
3. Superior written and telephone skills.
4. Ability to represent SPJ's point of view regardless of personal feelings.
5. Confidence and knowledge to respond quickly without supervision.
6. Ability to manage multiple tasks, remain organized and meet deadlines.
7. Familiarity with deadlines and requirements of print, broadcast, online, cable and other journalistic mediums.
8. Decision-making, problem-solving, and research skills are necessary.
9. Ability to express ideas and opinions clearly and concisely.
10. Outgoing and self confident with a willingness to take initiative and work cooperatively with others.
11. Proficient computer skills with an understanding of how a Web site works.

12. Strong work ethic and a positive attitude are a must.
13. Experience with crisis management preferred.
14. The following are preferable:
 - a. Understanding of public policy/legislative processes.
 - b. Experience in news industry.
 - c. Experience at pitching/placing stories.
 - d. Education or background that includes basic knowledge of journalism law.

Job Specifics:

1. Position is located in Indianapolis
2. Full-time.
3. Competitive salary based on experience level.
4. Benefits available, including health/dental and 401k matching program.
5. Some travel is required.
6. Must be able to work with a diverse staff and be versatile at all times.

**SOCIETY OF PROFESSIONAL JOURNALISTS
POSITION DESCRIPTION**

Communications post-graduate Intern

Position: Communications Post-Graduate Internship

Reports to: Executive Director

Basic Function: The communications intern will assist in the implementation of an overall communications and marketing strategy for the organization and specific programs.

Responsibilities:

1. Develop and implement marketing plans for SPJ's programs and services, including but not limited to its annual conference, awards programs and training events. Plans should take into account marketing before, during and after each program.
2. Manage SPJ's social media channels, including daily engagement with respective communities.
3. Create and distribute SPJ's weekly e-newsletter, SPJ Leads.
4. Help keep SPJ board and staff current on news related to the Society's missions and goals.
5. Work with SPJ's board and staff, including the communications coordinator, to create and distribute Society news releases and announcements.
6. Assist other staff members in promoting SPJ programs and services.
7. Manage on-site social media coverage of SPJ's events, including but not limited to EIJ and the Ted Scripps Leadership Academy.
8. Update and maintain SPJ's current media lists using Meltwater software.
9. In the absence of the Communications Coordinator, manage media inquiries, organize interviews and appearances by SPJ leaders, the executive director and other SPJ experts when necessary.
10. Assist in posting content to SPJ.org.
11. Provide editorial content for all of SPJ's communications vehicles, including its Web site, Quill magazine and other materials as necessary.
12. Help the Associate Executive Director and Communications Coordinator with marketing of Sigma Delta Chi Foundation efforts.
13. Other duties as assigned by the Executive Director.

Minimum Qualifications:

1. Must be a recent college graduate, with a degree in public relations, journalism, communications, marketing or related field.
2. Writing and/or reporting experience required.
3. Should be able to manage multiple tasks, remain organized and meet deadlines.
4. Decision-making, problem-solving, and research skills are necessary.
5. Ability to express ideas and opinions clearly and concisely.
6. Should be outgoing and self confident with a willingness to take initiative and work cooperatively with others.
7. Proficient computer skills with an understanding of how a Web site works.
8. Strong work ethic and a positive attitude are a must.

Job Specifics:

1. This is a paid, one-year post-graduate internship. Benefits are available.
2. Intern must work a minimum of 40 hours per week.
3. Some travel is required.

4. Must exhibit professionalism in the office and at all outside events where SPJ is represented.
5. Must be able to work with a diverse staff and be versatile at all times.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: March 31, 2014
FROM: Paul Fletcher, Secretary-Treasurer
SUBJ: Reimbursement stipends for SPJ officers and board members
FOR: SPJ Board of Directors

At the SPJ board meeting in Anaheim, you asked Joe Skeel and me to review the current system of reimbursement stipends for SPJ officers and board members and to make recommendations for changing or updating the current stipend scheme.

Here is a quick review of the current amounts available per year, by position:

President	\$10,000
President-Elect	4,000
Secretary-Treasurer	3,000
Past President	2,500
VP, Campus Chapter Affairs	4,000
Campus Reps (2)	2,500
Regional/at large director Exec. C'tee (2)	2,000
Regional director	1,000
At Large directors	1,000

The total amount budgeted per year under this system is \$46,500.

In 2012-13, nine of the 23 people eligible for stipends used the full amount available; there was a total pool of \$11,377.62 remaining after all expense reports had been submitted.

Five people (one officer and four RDs) requested relief for amounts over their stipends (total: \$2,760.57), which SPJ was able to pay from the pool of unpaid stipend money.

This ad hoc approach worked well – this time. And given the fact that 14 of the 23 officers and directors who had stipend money available did not use the complete amount, it would be easy to say that we simply should continue that approach.

However, Joe and I noted that the stipend amount for officers has not been changed since 2005 and the other stipends were last reviewed and raised in 2009. We also observed that some of the expectations and needs for the various posts may have changed during those years as well.

Also, some RDs may have regional funds on which they can draw for some expenses. Some officers or directors may have employers willing to foot part of

the bill. Our analysis doesn't not take either of those factors into account, since they are specific to individuals and make fashioning a policy difficult.

And it is not really possible to factor geography or number of chapters in a given region into account, either.

We propose an update to the stipend amounts as follows:

President	\$10,000
President-Elect	\$4,000
Secretary-Treasurer	\$4,000
Past President	\$2,500
VP, Campus Chapter Affairs	\$2,000
Campus Reps (2)	\$1,500
Regional/At Large director on Exec. C'tee (2)	\$2,500
Regional director	\$1,500
At Large director	\$1,500

The annual total would be \$51,500, or \$5,000 more than is currently budgeted.

Reasons for the adjustments:

- The Secretary-Treasurer likely is traveling as much as the President-Elect, including attendance at regional conferences.
- The original stipend for VP of Campus Chapter Affairs anticipated the need for "parachute" visits to troubled campus chapters, a task not really handled by the VP any more.
- The Campus Reps are traveling to two meetings – the spring session and convention.
- All RDs would get an additional \$500 to cover increased travel costs.

In addition to increasing the stipend amounts, Joe and I reviewed the stipend guidelines, which were last reviewed and amended by the board in 2009. I attach a draft 2014 update.

The goal of all proposed changes is to take current circumstances and reality into account.

The proposal gives each RD and at-large director ample money to spend on his/her travel, regardless of geography or the existence of a regional fund or the number of chapters in a region. With planning and careful budgeting, each RD should have the funds necessary to accomplish what is needed for his/her region without seeking additional money at the end of the year.

The Executive Committee discussed this proposal at its January meeting and backed these changes. The group also put together a general statement of philosophy about stipends:

Stipends are not intended to fully reimburse all the costs of a board member. They are intended as a baseline and to help to defray the costs of required board service.

I look forward to hearing your thoughts.

SOCIETY OF PROFESSIONAL JOURNALISTS
REIMBURSEMENT GUIDELINES FOR OFFICERS AND BOARD MEMBERS
effective Sept. 8, 2014

REIMBURSEMENT STIPENDS

As of Fiscal Year 2015, SPJ officers and board members chairs receive the following annual reimbursement stipends for work and travel done on behalf of SPJ:

President	\$10,000
President-Elect	\$4,000
Secretary-Treasurer	\$4,000
Past President	\$2,500
VP of Campus Chapter Affairs	\$2,500
Regional Directors (12):	\$1,500
At large Directors	\$1,500
Regional/At large director serving on Exec C'tee	\$2,500
Campus Representatives (2):	\$1,500

REIMBURSEMENT GUIDELINES

Board officers and members receive annual reimbursement stipends for work they do on behalf of the Society. They have a fiduciary responsibility to the Society and stipends should be used strictly for work related to SPJ.

Approved reimbursements include:

- Airfare
- Car rental
- Mileage for personal vehicle (50 cents per mile)
- Lodging
- Meals
- Miscellaneous travel expenses, including parking fees, cab fares and toll fees

The following expenses will not be reimbursed:

- National convention and regional conference registration fees within the home region (including meal event tickets)
- Alcohol-related expenses
- Entertainment

The goal of the stipend is to offset travel expenses for regional directors traveling within their regions, for directors-at-large traveling around the country for SPJ business and for officers who makes trips and visits on behalf of SPJ. All parties should use their best judgment when requesting reimbursements.

Board members should make every effort to stretch the SPJ dollar by using the least expensive form of travel.

Board members are free to secure their own lodging for any SPJ event, however, the reimbursement request should not exceed the rate at the “headquarters” hotel.

Expenses incurred for spouses/significant others are not eligible for reimbursement.

A key word to insert before all eligible reimbursements is “reasonable.” SPJ does not expect volunteers to stay in shoddy hotels and eat every meal at fast-food establishments. Likewise, staying at five-star hotels and dining at expensive restaurants every night similarly are discouraged.

REIMBURSEMENT REQUESTS

Requests should be submitted using an SPJ expense report form (available from SPJ headquarters). Receipts or copies of receipts must be included with all reimbursement requests.

All requests for reimbursement should be submitted within 30 days to SPJ headquarters. Expense reports submitted more than 60 days after the expenses have been incurred shall not be reimbursed, at the discretion of the Executive Director.

The reimbursement stipend timeline runs from the close of the national convention to the close of the following national convention in accordance with board member terms.

Questions about reimbursements or requests for waivers should be directed to SPJ’s Executive Director.



SINCE 1909

THE NATIONAL
JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
FROM: Joe Skeel, Executive Director
SUBJ: Proposed SPJ Budget for Fiscal Year 2015
FOR: SPJ Board of Directors; SPJ Finance Committee

Included with this cover memorandum is the staff's proposed budget for SPJ for the fiscal year ending July 31, 2015. A number of supporting documents are included to provide a better understanding into the process of constructing the budget.

As you review this information, please remember that this is a management tool, albeit a most important one. The numbers presented represent staff's "best guess" based on fixed expenses, estimates, historical data and possible trends.

In years past, I presented an ultra-conservative budget. I felt this was necessary to restock our depleted reserves. It also protected us from an unexpected economic downturn at a time when we had little in reserve.

Those days are gone. We have a healthy rainy-day fund that will allow us to weather a storm.

Now is the time to be aggressive. This budget reflects that.

What lies below is a projection that has no fluff. It contains some aggressive revenue projections and only a little wiggle room for expenses.

As you will see, we are projecting a budget surplus of just under \$10,000.

This is the most aggressive budget I have ever constructed. But I also think it's realistic.

Some may wonder why we are now taking an aggressive approach?

SPJ has spent the past five years regaining its financial security. We could keep stockpiling our cash. But SPJ doesn't exist to stockpile cash. It exists to make journalism better. And that's what we plan to do.

BUDGET HIGHLIGHTS

There are a handful of things within this budget that I consider significant "culture" changes to SPJ's operations. Some are obvious, some not. All of these things have the potential to help shape SPJ and journalism.

- Full-time, *proactive*, communications position.
- Part-time membership person.

- Increased board member stipends.
- Larger investment in the Scripps Leadership program – and, by extension, all SPJ members.
- Consistent revenue stream (albeit small at this point) from rainy-day investments.
- Sponsorship revenue from MOE Student Union and SDX Awards Banquet.
- Increased association management revenue.

BUDGET PROCESS

Each staffer prepared the preliminary budget for his or her department. Several meetings were held over the course of several weeks to identify any potential gaps. I oversaw the process to make sure staffers could defend their assumptions and to make sure all of the numbers tied out in the end.

UNDERSTANDIGN THE BUDGET

Just as I do for the quarterly financial reports, below is an explanation of the larger variances when comparing the FY2015 budget to the FY2014 budget that was adopted last year.

Please keep in mind as you look at last year’s column: these are budgeted figures that were adopted. They are not amounts that SPJ actually made or spent. We are only half way through FY2014, so I can’t provide actual. This is simply meant to give you an idea of how this budget compares to the prior year budget.

REVENUE VARIANCES

GRANT REVENUE FROM THE SDX FOUNDATION

For Fiscal Year 2015, the following grant requests have been submitted to the Foundation. They have been approved by the Foundation Grants Committee and await final approval from the Foundation board of directors.

Training Place	\$191,585
National Convention Education.....	\$85,000
Mark of Excellence Program Support.....	\$27,201
Diversity Leadership	\$8,510
TOTAL	\$312,296

This budget assumes the Foundation board will accept the committee’s recommendation and fund the \$312,296. We received a similar amount last year.

OTHER CONTRIBUTIONS/GRANT REVENUE

Included in the budget is a projected grant from Scripps Howard Foundation in the amount of \$50,000 to fund the Ted Scripps Leadership Training Institute.

The biggest change here is the expectation of sponsorship for the Student Union and Sigma Delta Chi Banquet. Given the early interest for the current year's programs, we are optimistic we can reach our goals.

Furthermore, we have a new sales team working on EIJ. We believe this will net positive results.

MEMBERSHIP

Our membership has steadily declined over the past couple of years. I expect that to continue. We are budgeting for a 3-percent decline.

ADVERTISING REVENUE

Believe it or not, our advertising revenue is trending up. The \$1,500 increase over the prior year's budget is a reflection of actual sales.

INTEREST/ DIVIDENDS

This is a re-energized revenue stream created by our rainy-day investments.

SUBSCRIPTIONS

Fewer journalism departments and libraries are renewing their subscription to Quill.

AWARDS REVENUE

Our entries have remained steady for three straight years. We are budgeting for them to do the same in FY2015. I budgeted uber-conservatively in prior years.

REGISTRATION FEES

We are projecting significantly less than the prior year. Despite an amazing EIJ13, the trend shows that fewer SPJ and RTDNA members are attending our conference. We are budgeting for 700 paid attendees, which is about the same as EIJ12 in Ft. Lauderdale.

ROYALTIES

We do not have a rebate in this year's hotel contract.

ASSOCIATION MANAGEMENT

Based on actuals from the prior two years. Of course, I will continue to reach out to other groups and offer our services.

SDX FOUNDATION MANAGEMENT

This is projected reimbursement of SDX's expenses that SPJ pays upfront (salaries, utilities, maintenance, etc., etc.). With Chris taking on more management responsibilities, I am allocating less of my time there.

EXPENSE VARIANCES

PERSONNEL

This increase over the prior-year's budget includes costs for a full-time communications coordinator, our part-time membership person and an average 4-percent raise for each staffer (although increases are merit-based). Costs for the additional employees also increase payroll taxes and 401k contributions.

We are budgeting less for health care than we did in the prior year. Our figure for FY2015 is based on quotes from our broker. It includes an estimate for a new communications person.

EMPLOYEE EDUCATION/TRAINING

We are getting to the bottom of our technology. This will require Tara and Linda to get more training in our database. SPJ staff has been using our database the way we were taught – when we hired in seven years ago. I also don't believe we were taught how to use it in the most efficient manner in the first place.

With Tara on board, we have a staffer that is tech-saavy enough to help determine if we can do a better job of making our technology work for us – instead of us working to get our technology to work.

Bottom line: We are in the middle of an ongoing evaluation of our technology (database, website, servers, etc., etc). One critical piece is that we ensure SPJ is using its database in the most effective manner.

PAYROLL RELATED CHARGES

This is a budget change, not an expense change. We are now budgeting the costs of managing our 401k program under "401k related charges instead of "payroll related charges."

UTILITIES

Based on actuals with our tenant.

BOARD RELATED EXPENSES

Three things: Increased stipends, election platform, board meals moved out of convention and into this line item.

WEBSITE EXPENSE/MAINTENANCE

Most of our upgrades will be complete before Aug. 1, 2014.

COMPUTER SERVICES

We budgeted for more hardware in the prior year.

OFFICE SUPPLIES

We moved the costs for the DiSC tests (given at Scripps) to "outside services."

PRINTING

This is the result of more realistic costs for printing Quill.

DUES AND SUBSCRIPTIONS

Moved cost of diversity leadership convention registration to “contributions/grants/awards.” We felt like it makes more sense there.

EMPLOYEE TRAVEL

We won't be flying staff to convention in Nashville. We also won't be attending AEJMC in FY2015.

MERCHANT FEES/CREDIT CARD PROCESSING

As long as we encourage people to pay by credit card, which is a good thing, this expense will rise. It's the cost of doing business in 2014.

INVESTMENT ACCOUNT/BANKING FEES

We have streamlined our CC processing, saving about \$1,000 a year. These are fees association only with our checking account and Innerfence (which allows us to use our iPad to process registrations at EIJ and other training events). Investment fees are managed out of our investment accounts.

TRAINER FEES

This is a reflection of what we actually do. In the prior year we budgeted to pay each trainer \$500 for their work. We actually pay them \$250. Also, we aren't budgeting to do a chapter program through our Training Place funding.

401(k) RELATED CHARGES

See “Payroll Related Charges” above.

CONTRIBUTIONS/GRANTS/AWARDS

We have not budgeted to give out chapter programming grants. We will still give out Regional Conference reimbursements of up to \$500 for each region. However, we have found that that the chapter education grants process remains critically flawed. Many of those that are awarded the money don't use it. Yet, we dedicate much staff and volunteer time on the process. Therefore, we didn't request a grant from the SDX Foundation this year. We will retrench and see if a good solution presents itself for FY2016. We have been tweaking this process for years, it's time to re-evaluate the entire concept.

OUTSIDE SERVICES

This is one of the few line items that crosses all programs. Therefore, the end result is a combination of some program costs rising and some falling. Clearly, more fell than rose. Here are the highlights: EIJ14 AV/Internet costs are quoted about \$15,000 lower; Training Place and Scripps Leadership costs are up about \$12,000 because we are doing an extra JournCamp and now have four “opening night” events for Scripps instead of one; Membership is down \$10,000 because we won't be using an outside service to manage our invoicing.

EVENTS, MEALS AND BANQUETS

The MOE Student Union, SDX Awards Banquet and costs for Training Place are up a bit. Food-related costs for Convention and Scripps are down a bit. This is the net result.

FACILITY RENTAL

This is more of a budgeting issue, not an expense issue. Scripps Leadership Program hotel costs are being classified as facility rental instead of participant travel. This is being done because of the way the hotels bill us – one lump sum for room nights, room rental, etc., etc. Part of this increase is because we are planning an additional JournCamp.

MARKETING

We removed travel to exhibit at other conferences (\$5,000), advertising for the SDX awards (CJR and Poynter -- \$5,000). The remaining difference is the result of last year's communications committee project. Regarding the advertising: we asked entrants to MOE and SDX how they heard about the contest. Of the 1,750 entrants, **FIVE** chose CJR/Poynter! We had only 30 click-throughs from Poynter's site. Not enough to justify the spending.

PARTICIPANT/SPEAKER TRAVEL

See "facility rental" above.

Composite View

Proposed Budget				
Society of Professional Journalists				
FY 2015	Proposed Budget		Adopted Budget	Variance
Revenue	FY 2015		FY 2014	
Contributions/Grants/Sponsorship	\$ 493,072.73		\$ 478,289.55	\$ 14,783.18
Membership Dues	\$ 414,741.50		\$ 420,911.77	\$ (6,170.27)
Advertising Revenue	\$ 37,500.00		\$ 36,000.00	\$ 1,500.00
Merchandise Sales	\$ 15,850.00		\$ 15,475.00	\$ 375.00
Interest/Dividends	\$ 10,500.00		\$ 1,209.52	\$ 9,290.48
Subscriptions Revenue	\$ 13,200.00		\$ 18,100.00	\$ (4,900.00)
Awards Revenue	\$ 234,500.00		\$ 203,500.00	\$ 31,000.00
Registration Fees	\$ 136,350.00		\$ 151,350.00	\$ (15,000.00)
Royalties/Membership Benefits/Supplementary	\$ 19,550.00		\$ 30,793.75	\$ (11,243.75)
Lease Management	\$ 27,293.00		\$ 27,293.00	\$ -
Association Management	\$ 58,000.00		\$ 52,800.00	\$ 5,200.00
Awards Platform Sales	\$ -		\$ -	\$ -
SDX Foundation Management	\$ 205,246.83		\$ 212,696.43	\$ (7,449.60)
Total Revenue	\$ 1,665,804.06		\$ 1,648,419.01	\$ 17,385.05
Expenses				
Salaries	\$ 671,180.93		\$ 594,444.04	\$ 76,736.89
Payroll Taxes	\$ 56,945.34		\$ 50,374.97	\$ 6,570.37
Health Insurance	\$ 80,547.52		\$ 88,886.99	\$ (8,339.47)
401k Match	\$ 36,342.38		\$ 30,368.58	\$ 5,973.80
Employee Education/Training	\$ 5,500.00		\$ 3,500.00	\$ 2,000.00
Payroll Related Charges	\$ 4,940.00		\$ 7,900.00	\$ (2,960.00)
Workers Compensation Insurance	\$ 1,428.00		\$ 1,586.10	\$ (158.10)
Liability Insurance	\$ 14,035.35		\$ 13,887.30	\$ 148.05
Property Taxes	\$ -		\$ -	\$ -
Utilities	\$ 19,972.32		\$ 18,511.68	\$ 1,460.64
Telephone	\$ 11,580.00		\$ 11,377.60	\$ 202.40
Building Maintenance	\$ 25,000.00		\$ 25,500.00	\$ (500.00)
Capital Improvements	\$ 6,500.00		\$ 6,500.00	\$ -
Board Related Expenditures	\$ 61,000.00		\$ 51,500.00	\$ 9,500.00
Equipment Rental	\$ 10,598.00		\$ 9,660.00	\$ 938.00
Software Maintenance/Upgrades	\$ 14,864.00		\$ 14,500.00	\$ 364.00
Internet Connectivity	\$ 2,800.00		\$ 1,900.00	\$ 900.00
Website Expense/Maintenance	\$ 4,475.00		\$ 6,025.00	\$ (1,550.00)
Computer Services/Consulting/Maintenance	\$ 20,340.00		\$ 21,760.00	\$ (1,420.00)
Audit/Accounting Fees	\$ 17,500.00		\$ 17,000.00	\$ 500.00
Legal Fees	\$ 60,000.00		\$ 60,000.00	\$ -
Office Supplies	\$ 5,860.00		\$ 10,722.00	\$ (4,862.00)
Postage/Shipping	\$ 39,965.00		\$ 39,217.33	\$ 747.67
Printing	\$ 61,461.00		\$ 66,499.50	\$ (5,038.50)
Employment Recruiting	\$ 2,000.00		\$ 2,000.00	\$ -
Dues and Subscriptions	\$ 4,200.00		\$ 6,730.00	\$ (2,530.00)
Employee Travel/Meals	\$ 39,805.00		\$ 43,179.00	\$ (3,374.00)
Merchant Fees/Credit Card Processing	\$ 29,450.00		\$ 26,940.00	\$ 2,510.00
Investment Account Fees/Banking Fees	\$ 360.00		\$ 2,820.00	\$ (2,460.00)
Trainer fees	\$ 18,000.00		\$ 22,500.00	\$ (4,500.00)
401(k) Related Charges	\$ 2,940.00		\$ -	\$ 2,940.00
Contributions/Grants/Awards	\$ 29,024.00		\$ 31,838.08	\$ (2,814.08)
Miscellaneous Expense	\$ 400.00		\$ 300.00	\$ 100.00
Outside Services	\$ 96,721.00		\$ 108,400.84	\$ (11,679.84)
Events, Meals and Banquets	\$ 109,150.00		\$ 111,826.00	\$ (2,676.00)
Facilities Rental	\$ 32,400.00		\$ 12,800.00	\$ 19,600.00
Marketing	\$ 5,000.00		\$ 19,000.00	\$ (14,000.00)
Free Lance labor	\$ 27,500.00		\$ 27,700.00	\$ (200.00)
Participant/Speaker Travel	\$ 28,690.00		\$ 44,091.00	\$ (15,401.00)
				\$ -
Total Expenses	\$ 1,658,474.84		\$ 1,611,746.01	\$ 46,728.83
Cash on hand from prior year	\$ 2,450.00			
Restricted for Reginal Conference grants				
Net Change in Assets	\$ 9,779.22		\$ 36,673.01	\$ (26,893.79)

Revenue Variance Analysis 2015 Budget vs 2014 Budget	2015 Budget	2014 Budget	Variance
Contributions/Grants/Sponsorships			
Sponsorships - Convention	\$ 58,637.95	\$ 50,000.00	\$ 8,637.95
Sponsorships - Awards	\$ 12,000.00	\$ -	\$ 12,000.00
SDX Grant Convention	\$ 85,000.00	\$ 87,500.00	\$ (2,500.00)
SDX Grant Training Place Workshops	\$ 191,585.84	\$ 187,722.00	\$ 3,863.84
SDX Grant Diversity Outreach	\$ 8,510.00	\$ 7,570.00	\$ 940.00
SDX Grant Mark of Excellence	\$ 27,201.00	\$ 27,201.00	\$ -
SDX Grant Communications Committee	\$ -	\$ -	\$ -
SDX Grant On-Line On Demand Training	\$ -	\$ -	\$ -
SDX Grant Chapter Education Grant	\$ -	\$ 7,660.00	\$ (7,660.00)
Scripps Leadership Grant	\$ 50,000.00	\$ 50,000.00	\$ -
Post Grad Intern SDX Sponsorship	\$ 34,650.89	\$ 34,136.55	\$ 514.34
Conference Sponsorships	\$ -	\$ -	\$ -
Quill Endowment Grant	\$ 11,987.05	\$ 13,000.00	\$ (1,012.95)
Membership - Presidents Club	\$ 9,000.00	\$ 9,000.00	\$ -
Contributions/Grants/Sponsorships	\$ 488,572.73	\$ 473,789.55	\$ 14,783.18
Membership Dues			
Lifetime	\$ 3,860.00	\$ 3,860.00	\$ -
Professional	\$ 271,952.78	\$ 291,816.00	\$ (19,863.22)
Associate	\$ 7,903.37	\$ 8,073.19	\$ (169.82)
Household	\$ 1,984.13	\$ 2,207.91	\$ (223.78)
Retired	\$ 22,623.18	\$ 23,521.88	\$ (898.70)
Post Graduate	\$ 20,455.12	\$ 21,458.71	\$ (1,003.58)
Student	\$ 72,293.93	\$ 62,640.08	\$ 9,653.85
Collegiate	\$ 10,784.00	\$ 7,334.00	\$ 3,450.00
Institutional	\$ 2,885.00	\$ -	\$ 2,885.00
Total	\$414,741.50	\$420,911.76	(\$6,170.26)
Advertising Revenue			
Quill	\$ 5,000.00	\$ 10,000.00	\$ (5,000.00)
Convention	\$ 7,500.00	\$ 6,000.00	\$ 1,500.00
Electronic	\$ 25,000.00	\$ 20,000.00	\$ 5,000.00
Total	\$ 37,500.00	\$ 36,000.00	\$ 1,500.00
Merchadise Sales	\$ 15,850.00	\$ 15,475.00	\$ 375.00
Interest/Dividends	\$ 10,500.00	\$ 1,209.52	\$ 9,290.48
Subscription Revenue			
Quill	\$ 13,200.00	\$ 18,100.00	\$ (4,900.00)
Total	\$ 13,200.00	\$ 18,100.00	\$ (4,900.00)
Awards Revenue			
MOE Awards	\$ 76,000.00	\$ 63,000.00	\$ 13,000.00
SDX Awards	\$ 154,000.00	\$ 138,750.00	\$ 15,250.00
New American Award	\$ 4,000.00	\$ 1,250.00	\$ 2,750.00
High School Essay	\$ 500.00	\$ 500.00	\$ -
Total	\$ 234,500.00	\$ 203,500.00	\$ 31,000.00

Revenue Variance Analysis 2015 Budget vs 2014 Budget	2015 Budget	2014 Budget	Variance
Registration Fees			
Convention	\$ 118,850.00	\$ 134,500.00	\$ (15,650.00)
Training Place Workshops	\$ 13,500.00	\$ 10,850.00	\$ 2,650.00
Scripps Leadership	\$ 4,000.00	\$ 6,000.00	\$ (2,000.00)
Total	\$ 136,350.00	\$ 151,350.00	\$ (15,000.00)
Royalties/Membership Benefits/Supplementary			
Convenvention	\$ -	\$ 18,393.75	\$ (18,393.75)
Quill Management	\$ -	\$ -	\$ -
Membership Program	\$ 19,550.00	\$ 12,400.00	\$ 7,150.00
Total	\$ 19,550.00	\$ 30,793.75	\$ (11,243.75)
Lease Management	\$ 27,293.00	\$ 27,293.00	\$ -
Association Management	\$ 58,000.00	\$ 52,800.00	\$ 5,200.00
SDX Foundation Management	\$ 205,246.83	\$ 212,696.43	\$ (7,449.60)
SDX Foundation Software/Supplies/Fees Associated Expenses	\$ 4,500.00	\$ 4,500.00	\$ -
TRNA Fund Use	\$ -	\$ -	\$ -
Total Difference In Budgeted Revenue	\$ 1,665,804.06	\$ 1,648,419.01	\$ 17,385.06

Expense Breakdown

Budget composed of three major expense categories

Personnel Costs:

Includes salaries, health/disability insurance, payroll taxes, 401k matching. Joe sets salary and personnel changes.

401 k match includes all current participating eligible employees.

Direct Costs of Running our Budgeted Programs:

Examples includes shipping costs for MOE Awards, Employee travel, printing for programs, etc.
Staff responsible for each program determines what activities that need to be performed to put on say a training program and then estimate the costs to make the activity happen utilizing quotes and in most cases actual estimated costs.

Allocated Costs:

These are costs that are shared equally across all program activities and in most cases SDX Management as well.
Utilities costs, telephone charges, board related expenditures, audit and accounting fees, legal, etc.
building maintenance costs

Personnel Costs:	\$	845,016.17	50.95%
Direct Costs:	\$	472,976.00	28.52%
Allocated Expenditures:	\$	340,482.67	20.53%
Total Expenditures	\$	1,658,474.84	100.00%

Income Breakdown:

Grants	\$	366,796.84	22.02%
Contributions	\$	9,000.00	0.54%
Sponsorships	\$	70,637.95	4.24%
Quill Endowment Interest	\$	11,987.05	0.72%
SDX Intern Sponsorship	\$	34,650.89	2.08%
Membership Dues	\$	414,741.50	24.90%
Advertising Revenue	\$	37,500.00	2.25%
Interest/Dividends	\$	10,500.00	0.63%
Subscription Revenue	\$	13,200.00	0.79%
Awards Revenue	\$	234,500.00	14.08%
Registration Fees	\$	136,350.00	8.19%
Merchandise Sales	\$	15,850.00	0.95%
Royalties, Misc	\$	19,550.00	1.17%
Lease Management	\$	27,293.00	1.64%
Association Management	\$	58,000.00	3.48%
Reimbursement of SDX Costs	\$	205,246.83	12.32%
Total	\$	1,665,804.06	100.00%
			100.00%

Proposed Budget		Training		Scripps	
SPJ		Place	Diversity	Leadership	
FY 2015	Convention	Workshops	Outreach	Institute	Total
Revenue					
Contributions/Grants/Sponsorships	\$ 143,637.95	\$ 191,585.84	\$ 8,510.00	\$ 50,000.00	\$ 393,733.79
Membership Dues	\$ -	\$ -	\$ -	\$ -	\$ -
Advertising Revenue	\$ 7,500.00	\$ -	\$ -	\$ -	\$ 7,500.00
Merchandise Sales	\$ -	\$ -	\$ -	\$ -	\$ -
Interest/Dividends	\$ -	\$ -	\$ -	\$ -	\$ -
Subscriptions Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Awards Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Registration Fees	\$ 118,850.00	\$ 13,500.00	\$ -	\$ 4,000.00	\$ 136,350.00
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -	\$ -
Lease Management	\$ -	\$ -	\$ -	\$ -	\$ -
Association Management	\$ -	\$ -	\$ -	\$ -	\$ -
Awards Platform Sales	\$ -	\$ -	\$ -	\$ -	\$ -
SDX Foundation Management	\$ -	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 269,987.95	\$ 205,085.84	\$ 8,510.00	\$ 54,000.00	\$ 537,583.79
Expenses					
Salaries	\$ 69,641.85	\$ 71,696.48	\$ -	\$ 12,730.44	\$ 154,068.77
Payroll Taxes	\$ 6,011.80	\$ 6,307.18	\$ -	\$ 1,071.88	\$ 13,390.86
Health Insurance	\$ 12,604.28	\$ 11,062.94	\$ -	\$ 1,718.75	\$ 25,385.98
401k Match	\$ 4,043.53	\$ 3,869.84	\$ -	\$ 763.83	\$ 8,677.19
Employee Education/Training	\$ -	\$ -	\$ -	\$ -	\$ -
Payroll Related Charges	\$ 512.58	\$ 527.70	\$ -	\$ 93.70	\$ 1,133.97
Workers Compensation Insurance	\$ 148.17	\$ 152.54	\$ -	\$ 27.09	\$ 327.80
BOP Insurance Policy	\$ 1,456.31	\$ 1,499.28	\$ -	\$ 266.21	\$ 3,221.80
Property Taxes	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	\$ 1,201.95	\$ 1,237.41	\$ -	\$ 219.72	\$ 2,659.08
Telephone	\$ 1,201.54	\$ 1,236.99	\$ -	\$ 219.64	\$ 2,658.17
Building Maintenance	\$ 1,297.00	\$ 1,335.27	\$ -	\$ 237.09	\$ 2,869.36
Capital Improvements	\$ -	\$ -	\$ -	\$ -	\$ -
Board Related Expenditures	\$ 6,329.37	\$ 6,516.10	\$ -	\$ 1,157.00	\$ 14,002.48
Equipment Rental	\$ 1,099.65	\$ 1,132.09	\$ -	\$ 201.01	\$ 2,432.76
Software Maintenance/Upgrades	\$ 1,490.41	\$ 1,534.38	\$ -	\$ 272.45	\$ 3,297.24
Internet Connectivity	\$ 290.53	\$ 299.10	\$ -	\$ 53.11	\$ 642.74
Website Expense/Maintenance	\$ 464.33	\$ 478.03	\$ -	\$ 84.88	\$ 1,027.23
Computer Related Equipment	\$ -	\$ -	\$ -	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 2,006.72	\$ 2,065.93	\$ -	\$ 366.83	\$ 4,439.47
Audit/Accounting Fees	\$ 1,815.80	\$ 1,869.37	\$ -	\$ 331.93	\$ 4,017.10
Legal Fees	\$ 6,225.61	\$ 6,409.28	\$ -	\$ 1,138.03	\$ 13,772.93
Office Supplies	\$ 1,715.04	\$ 787.29	\$ -	\$ 75.87	\$ 2,578.20
Postage/Shipping	\$ 1,609.40	\$ 1,167.05	\$ -	\$ 847.42	\$ 3,623.87
Printing	\$ 5,503.76	\$ 1,290.82	\$ -	\$ 18.97	\$ 6,813.55
Employment Recruiting	\$ 207.52	\$ 213.64	\$ -	\$ 37.93	\$ 459.10
Dues and Subscriptions	\$ 108.95	\$ 112.16	\$ -	\$ 19.92	\$ 241.03
Employee Travel/Meals	\$ 17,590.12	\$ 6,041.86	\$ -	\$ 4,827.61	\$ 28,459.59
Merchant Fees/Credit Card Processing	\$ 3,009.05	\$ 3,097.82	\$ -	\$ 550.05	\$ 6,656.91
Investment Account Fees/Banking Fees	\$ 37.35	\$ 38.46	\$ -	\$ 6.83	\$ 82.64
Trainer fees	\$ -	\$ 18,000.00	\$ -	\$ -	\$ 18,000.00
401k Related Charges	\$ 305.05	\$ 314.05	\$ -	\$ 55.76	\$ 674.87
Contributions/Grants/Awards	\$ -	\$ -	\$ 2,070.00	\$ -	\$ 2,070.00
Miscellaneous Expense	\$ 41.50	\$ 42.73	\$ -	\$ 7.59	\$ 91.82
Outside Services	\$ 50,974.76	\$ 16,106.82	\$ -	\$ 5,818.97	\$ 72,900.55
Events, Meals and Banquets	\$ 28,018.80	\$ 20,534.11	\$ 200.00	\$ 21,794.84	\$ 70,547.74
Facilities Rental	\$ 228.27	\$ 5,035.01	\$ -	\$ 25,441.73	\$ 30,705.01
Marketing	\$ 518.80	\$ 534.11	\$ -	\$ 94.84	\$ 1,147.74
Free Lance labor	\$ -	\$ -	\$ -	\$ -	\$ -
Participant Travel	\$ 8,510.00	\$ 12,540.00	\$ 6,240.00	\$ 1,400.00	\$ 28,690.00
Total Expenses	\$ 236,219.82	\$ 205,085.84	\$ 8,510.00	\$ 81,951.88	\$ 531,767.54
Net Change in Assets	\$ 33,768.13	\$ (0.00)	\$ -	\$ (27,951.88)	\$ 5,816.25

Awards Programs

Proposed Budget	General	Mark of	Sigma Delta	
SPJ	Awards	Excellence	Chi	
FY 2015	Program	Awards	Awards	Total
Revenue				
Contributions/Grants/Sponsorships	\$ -	\$ 30,701.00	\$ 8,500.00	\$ 39,201.00
Membership Dues	\$ -	\$ -	\$ -	\$ -
Advertising Revenue	\$ -	\$ -	\$ -	\$ -
Merchandise Sales	\$ -	\$ 1,000.00	\$ 14,850.00	\$ 15,850.00
Interest/Dividends	\$ -	\$ -	\$ -	\$ -
Subscriptions Revenue	\$ -	\$ -	\$ -	\$ -
Awards Revenue	\$ 4,500.00	\$ 76,000.00	\$ 154,000.00	\$ 234,500.00
Registration Fees	\$ -	\$ -	\$ -	\$ -
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -
Lease Management	\$ -	\$ -	\$ -	\$ -
Association Management	\$ -	\$ -	\$ -	\$ -
Awards Platform Sales	\$ -	\$ -	\$ -	\$ -
SDX Foundation Management	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 4,500.00	\$ 107,701.00	\$ 177,350.00	\$ 289,551.00
Expenses				
Salaries	\$ 11,943.16	\$ 22,755.35	\$ 22,755.35	\$ 57,453.86
Payroll Taxes	\$ 1,015.15	\$ 2,022.50	\$ 2,022.50	\$ 5,060.16
Health Insurance	\$ 2,229.48	\$ 4,071.21	\$ 4,071.21	\$ 10,371.90
401k Match	\$ 716.59	\$ 1,365.32	\$ 1,365.32	\$ 3,447.23
Employee Education/Training	\$ -	\$ -	\$ -	\$ -
Payroll Related Charges	\$ 87.90	\$ 167.48	\$ 167.48	\$ 422.87
Workers Compensation Insurance	\$ 25.41	\$ 48.41	\$ 48.41	\$ 122.24
BOP Insurance Policy	\$ 249.75	\$ 475.85	\$ 475.85	\$ 1,201.44
Property Taxes	\$ -	\$ -	\$ -	\$ -
Utilities	\$ 206.13	\$ 392.74	\$ 392.74	\$ 991.60
Telephone	\$ 206.06	\$ 392.60	\$ 392.60	\$ 991.26
Building Maintenance	\$ 222.43	\$ 423.79	\$ 423.79	\$ 1,070.01
Capital Improvements	\$ -	\$ 1,000.00	\$ 500.00	\$ 1,500.00
Board Related Expenditures	\$ 1,085.45	\$ 2,068.11	\$ 2,068.11	\$ 5,221.67
Equipment Rental	\$ 188.58	\$ 359.31	\$ 359.31	\$ 907.20
Software Maintenance/Upgrades	\$ 255.60	\$ 486.99	\$ 486.99	\$ 1,229.57
Internet Connectivity	\$ 49.82	\$ 94.93	\$ 94.93	\$ 239.68
Website Expense/Maintenance	\$ 79.63	\$ 151.72	\$ 151.72	\$ 383.07
Computer Related Equipment	\$ -	\$ -	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 344.14	\$ 655.69	\$ 655.69	\$ 1,655.53
Audit/Accounting Fees	\$ 311.40	\$ 593.31	\$ 593.31	\$ 1,498.02
Legal Fees	\$ 1,067.65	\$ 2,034.21	\$ 2,034.21	\$ 5,136.07
Office Supplies	\$ 71.18	\$ 235.61	\$ 235.61	\$ 542.40
Postage/Shipping	\$ 259.49	\$ 3,484.76	\$ 9,294.76	\$ 13,039.00
Printing	\$ 17.79	\$ 2,133.90	\$ 2,733.90	\$ 4,885.60
Employment Recruiting	\$ 35.59	\$ 67.81	\$ 67.81	\$ 171.20
Dues and Subscriptions	\$ 18.68	\$ 35.60	\$ 35.60	\$ 89.88
Employee Travel/Meals	\$ 213.53	\$ 406.84	\$ 2,506.84	\$ 3,127.21
Merchant Fees/Credit Card Processing	\$ 516.03	\$ 1,233.20	\$ 1,183.20	\$ 2,932.43
Investment Account Fees/Banking Fees	\$ 6.41	\$ 12.21	\$ 12.21	\$ 30.82
Trainer fees	\$ -	\$ -	\$ -	\$ -
401k Related Charges	\$ 52.32	\$ 99.68	\$ 99.68	\$ 251.67
Contributions/Grants/Awards	\$ 5,790.00	\$ 4,814.00	\$ 13,900.00	\$ 24,504.00
Miscellaneous Expense	\$ 7.12	\$ 13.56	\$ 13.56	\$ 34.24
Outside Services	\$ 17.79	\$ 5,433.90	\$ 3,983.90	\$ 9,435.60
Events, Meals and Banquets	\$ 88.97	\$ 4,169.52	\$ 30,919.52	\$ 35,178.01
Facilities Rental	\$ 39.15	\$ 74.59	\$ 74.59	\$ 188.32
Marketing	\$ 88.97	\$ 169.52	\$ 169.52	\$ 428.01
Free Lance labor	\$ -	\$ -	\$ -	\$ -
Participant Travel	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$ 27,507.35	\$ 61,944.21	\$ 104,290.21	\$ 193,741.78
Net Change in Assets	\$ (23,007.35)	\$ 45,756.79	\$ 73,059.79	\$ 95,809.22

Proposed Budget				
SPJ		Other	Electronic	
FY 2015	Quill	Communications	Programs	Total
Revenue				
Contributions/Grants/Sponsorships	\$ 11,987.05	\$ -	\$ -	\$ 11,987.05
Membership Dues	\$ -	\$ -	\$ -	\$ -
Advertising Revenue	\$ 5,000.00	\$ -	\$ 25,000.00	\$ 30,000.00
Merchandise Sales	\$ -	\$ -	\$ -	\$ -
Interest/Dividends	\$ -	\$ -	\$ -	\$ -
Subscriptions Revenue	\$ 13,200.00	\$ -	\$ -	\$ 13,200.00
Awards Revenue	\$ -	\$ -	\$ -	\$ -
Registration Fees	\$ -	\$ -	\$ -	\$ -
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -
Lease Management	\$ -	\$ -	\$ -	\$ -
Association Management	\$ -	\$ -	\$ -	\$ -
Awards Platform Sales	\$ -	\$ -	\$ -	\$ -
SDX Foundation Management	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 30,187.05	\$ -	\$ 25,000.00	\$ 55,187.05
Expenses				
Salaries	\$ 40,513.24	\$ 24,799.54	\$ 36,291.18	\$ 101,603.96
Payroll Taxes	\$ 3,403.76	\$ 2,364.32	\$ 3,045.77	\$ 8,813.86
Health Insurance	\$ 6,165.82	\$ 2,856.36	\$ 762.64	\$ 9,784.81
401k Match	\$ 2,430.79	\$ 1,487.97	\$ 179.71	\$ 4,098.48
Employee Education/Training	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00
Payroll Related Charges	\$ 298.18	\$ 182.53	\$ 267.11	\$ 747.82
Workers Compensation Insurance	\$ 86.20	\$ 52.76	\$ 77.21	\$ 216.17
BOP Insurance Policy	\$ 847.19	\$ 518.59	\$ 758.90	\$ 2,124.68
Property Taxes	\$ -	\$ -	\$ -	\$ -
Utilities	\$ 699.22	\$ 428.02	\$ 626.35	\$ 1,753.59
Telephone	\$ 698.98	\$ 427.87	\$ 626.14	\$ 1,752.99
Building Maintenance	\$ 754.51	\$ 461.86	\$ 675.88	\$ 1,892.26
Capital Improvements	\$ -	\$ -	\$ -	\$ -
Board Related Expenditures	\$ 3,682.03	\$ 2,253.90	\$ 3,298.31	\$ 9,234.23
Equipment Rental	\$ 639.71	\$ 391.59	\$ 573.04	\$ 1,604.33
Software Maintenance/Upgrades	\$ 1,367.03	\$ 530.74	\$ 776.67	\$ 2,674.43
Internet Connectivity	\$ 169.01	\$ 103.46	\$ 151.40	\$ 423.87
Website Expense/Maintenance	\$ 270.12	\$ 165.35	\$ 241.97	\$ 677.43
Computer Related Equipment	\$ -	\$ -	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 2,167.38	\$ 714.60	\$ 1,045.73	\$ 3,927.71
Audit/Accounting Fees	\$ 1,056.32	\$ 646.61	\$ 946.24	\$ 2,649.17
Legal Fees	\$ 3,621.67	\$ 2,216.95	\$ 3,244.24	\$ 9,082.85
Office Supplies	\$ 241.44	\$ 147.80	\$ 216.28	\$ 605.52
Postage/Shipping	\$ 16,740.90	\$ 92.37	\$ 135.18	\$ 16,968.45
Printing	\$ 43,737.36	\$ 36.95	\$ 54.07	\$ 43,828.38
Employment Recruiting	\$ 120.72	\$ 73.90	\$ 108.14	\$ 302.76
Dues and Subscriptions	\$ 63.38	\$ 38.80	\$ 56.77	\$ 158.95
Employee Travel/Meals	\$ 724.33	\$ 443.39	\$ 648.85	\$ 1,816.57
Merchant Fees/Credit Card Processing	\$ 1,750.47	\$ 1,071.52	\$ 1,568.05	\$ 4,390.05
Investment Account Fees/Banking Fees	\$ 21.73	\$ 13.30	\$ 19.47	\$ 54.50
Trainer fees	\$ -	\$ -	\$ -	\$ -
401k Related Charges	\$ 177.46	\$ 108.63	\$ 158.97	\$ 445.06
Contributions/Grants/Awards	\$ -	\$ -	\$ -	\$ -
Miscellaneous Expense	\$ 24.14	\$ 14.78	\$ 21.63	\$ 60.55
Outside Services	\$ 1,060.36	\$ 36.95	\$ 5,054.07	\$ 6,151.38
Events, Meals and Banquets	\$ 301.81	\$ 184.75	\$ 270.35	\$ 756.90
Facilities Rental	\$ 132.79	\$ 81.29	\$ 118.96	\$ 333.04
Marketing	\$ 301.81	\$ 184.75	\$ 270.35	\$ 756.90
Free Lance labor	\$ 27,500.00	\$ -	\$ -	\$ 27,500.00
Participant Travel	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$ 163,269.88	\$ 43,132.18	\$ 62,289.61	\$ 268,691.67
Net Change in Assets	\$ (133,082.83)	\$ (43,132.18)	\$ (37,289.61)	\$ (213,504.62)

Proposed Budget		
SPJ	Membership	
FY 2015	Program	Total
Revenue		
Contributions/Grants/Sponsorships	\$ 9,000.00	\$ 9,000.00
Membership Dues	\$ 414,741.50	\$ 414,741.50
Advertising Revenue	\$ -	\$ -
Merchandise Sales	\$ -	\$ -
Interest/Dividends	\$ -	\$ -
Subscriptions Revenue	\$ -	\$ -
Awards Revenue	\$ -	\$ -
Registration Fees	\$ -	\$ -
Royalties/Membership Benefits/Supplementary	\$ 19,550.00	\$ 19,550.00
Lease Management	\$ -	\$ -
Association Management	\$ -	\$ -
Awards Platform Sales	\$ -	\$ -
SDX Foundation Management	\$ -	\$ -
Total Revenue	\$ 443,291.50	\$ 443,291.50
Expenses		
Salaries	\$ 105,525.98	\$ 105,525.98
Payroll Taxes	\$ 9,351.04	\$ 9,351.04
Health Insurance	\$ 17,578.95	\$ 17,578.95
401k Match	\$ 5,582.76	\$ 5,582.76
Employee Education/Training	\$ 4,000.00	\$ 4,000.00
Payroll Related Charges	\$ 776.69	\$ 776.69
Workers Compensation Insurance	\$ 224.52	\$ 224.52
BOP Insurance Policy	\$ 2,206.70	\$ 2,206.70
Property Taxes	\$ -	\$ -
Utilities	\$ 1,821.28	\$ 1,821.28
Telephone	\$ 1,820.66	\$ 1,820.66
Building Maintenance	\$ 1,965.30	\$ 1,965.30
Capital Improvements	\$ -	\$ -
Board Related Expenditures	\$ 9,590.68	\$ 9,590.68
Equipment Rental	\$ 1,666.26	\$ 1,666.26
Software Maintenance/Upgrades	\$ 2,258.37	\$ 2,258.37
Internet Connectivity	\$ 440.23	\$ 440.23
Website Expense/Maintenance	\$ 703.58	\$ 703.58
Computer Related Equipment	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 3,040.72	\$ 3,040.72
Audit/Accounting Fees	\$ 2,751.43	\$ 2,751.43
Legal Fees	\$ 9,433.46	\$ 9,433.46
Office Supplies	\$ 628.90	\$ 628.90
Postage/Shipping	\$ 5,393.06	\$ 5,393.06
Printing	\$ 5,057.22	\$ 5,057.22
Employment Recruiting	\$ 314.45	\$ 314.45
Dues and Subscriptions	\$ 165.09	\$ 165.09
Employee Travel/Meals	\$ 1,886.69	\$ 1,886.69
Merchant Fees/Credit Card Processing	\$ 4,559.51	\$ 4,559.51
Investment Account Fees/Banking Fees	\$ 56.60	\$ 56.60
Trainer fees	\$ -	\$ -
401k Related Charges	\$ 462.24	\$ 462.24
Contributions/Grants/Awards	\$ -	\$ -
Miscellaneous Expense	\$ 62.89	\$ 62.89
Outside Services	\$ 7,857.22	\$ 7,857.22
Events, Meals and Banquets	\$ 786.12	\$ 786.12
Facilities Rental	\$ 345.89	\$ 345.89
Marketing	\$ 786.12	\$ 786.12
Free Lance labor	\$ -	\$ -
Participant Travel	\$ -	\$ -
Total Expenses	\$ 209,100.60	\$ 209,100.60
Net Change in Assets	\$ 234,190.90	\$ 234,190.90

Proposed Budget			
SPJ	SDX	Management	
FY 2015	Management	and General	Total
Revenue			
Contributions/Grants/Sponsorships	\$ -	\$ 39,150.89	\$ 39,150.89
Membership Dues	\$ -	\$ -	\$ -
Advertising Revenue	\$ -	\$ -	\$ -
Merchandise Sales	\$ -	\$ -	\$ -
Interest/Dividends	\$ -	\$ 10,500.00	\$ 10,500.00
Subscriptions Revenue	\$ -	\$ -	\$ -
Awards Revenue	\$ -	\$ -	\$ -
Registration Fees	\$ -	\$ -	\$ -
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -
Lease Management	\$ -	\$ 27,293.00	\$ 27,293.00
Association Management	\$ -	\$ 58,000.00	\$ 58,000.00
Awards Platform Sales	\$ -	\$ -	\$ -
SDX Foundation Management	\$ 205,246.83	\$ -	\$ 205,246.83
Total Revenue	\$ 205,246.83	\$ 134,943.89	\$ 340,190.72
Expenses			
Salaries	\$ 130,784.50	\$ 121,743.87	\$ 252,528.37
Payroll Taxes	\$ 10,638.51	\$ 9,690.91	\$ 20,329.42
Health Insurance	\$ 5,263.97	\$ 12,161.91	\$ 17,425.89
401k Match	\$ 7,712.09	\$ 6,824.63	\$ 14,536.72
Employee Education/Training	\$ -	\$ -	\$ -
Payroll Related Charges	\$ 962.60	\$ 896.05	\$ 1,858.65
Workers Compensation Insurance	\$ 278.26	\$ 259.02	\$ 537.28
BOP Insurance Policy	\$ 2,734.89	\$ 2,545.84	\$ 5,280.73
Property Taxes	\$ -	\$ -	\$ -
Utilities	\$ 8,388.37	\$ 4,358.40	\$ 12,746.77
Telephone	\$ 2,256.45	\$ 2,100.47	\$ 4,356.92
Building Maintenance	\$ 12,500.00	\$ 4,703.06	\$ 17,203.06
Capital Improvements	\$ -	\$ 5,000.00	\$ 5,000.00
Board Related Expenditures	\$ -	\$ 22,950.94	\$ 22,950.94
Equipment Rental	\$ 2,065.10	\$ 1,922.35	\$ 3,987.44
Software Maintenance/Upgrades	\$ 2,798.93	\$ 2,605.45	\$ 5,404.38
Internet Connectivity	\$ 545.60	\$ 507.89	\$ 1,053.49
Website Expense/Maintenance	\$ 871.99	\$ 811.71	\$ 1,683.70
Computer Related Equipment	\$ -	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 3,768.54	\$ 3,508.04	\$ 7,276.58
Audit/Accounting Fees	\$ -	\$ 6,584.28	\$ 6,584.28
Legal Fees	\$ 11,691.44	\$ 10,883.25	\$ 22,574.69
Office Supplies	\$ 779.43	\$ 725.55	\$ 1,504.98
Postage/Shipping	\$ -	\$ 940.61	\$ 940.61
Printing	\$ -	\$ 876.24	\$ 876.24
Employment Recruiting	\$ -	\$ 752.49	\$ 752.49
Dues and Subscriptions	\$ 204.60	\$ 3,340.46	\$ 3,545.06
Employee Travel/Meals	\$ -	\$ 4,514.94	\$ 4,514.94
Merchant Fees/Credit Card Processing	\$ -	\$ 10,911.10	\$ 10,911.10
Investment Account Fees/Banking Fees	\$ -	\$ 135.45	\$ 135.45
Trainer fees	\$ -	\$ -	\$ -
401k Related Charges	\$ 572.88	\$ 533.28	\$ 1,106.16
Contributions/Grants/Awards	\$ -	\$ -	\$ -
Miscellaneous Expense	\$ -	\$ 150.50	\$ 150.50
Outside Services	\$ -	\$ 376.24	\$ 376.24
Events, Meals and Banquets	\$ -	\$ 1,881.22	\$ 1,881.22
Facilities Rental	\$ 428.69	\$ 399.05	\$ 827.74
Marketing	\$ -	\$ 1,881.22	\$ 1,881.22
Free Lance labor	\$ -	\$ -	\$ -
Participant Travel	\$ -	\$ -	\$ -
Total Expenses	\$ 205,246.83	\$ 247,476.42	\$ 452,723.26
Net Change in Assets	\$ -	\$ (112,532.53)	\$ (112,532.53)



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
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.

SEEKING TO BE CHARTERED

This list does not include American University of Bulgaria because we are waiting on paperwork. I expect we will see their chapter in action over the coming months, as they should be, but the charter process will not happen for them until September.

- Ashford University (online program) Region 7
Franklin Pierce University Region 1
Lindenwood University Region 7
Seattle University Region 11
University of Central Missouri Region 6
University of Northwestern St. Paul Region 6

CHAPTERS TO INACTIVATE

This list is short because we have not had another round of Annual Reports. Chapters that were listed in the "yellow" will be evaluated again after reports are due in May. I expect we will have a longer list at the first board meeting of EIJ.

- Regent University Region 2



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 9, 2014
FROM: Robert Leger, President
SUBJ: President's Report
FOR: SDX Foundation Board of Directors

We have much to talk about in a short amount of time at our April 27 meeting, so this report is deep in the agenda. If there is anything in here you wish to discuss, please let me know before the meeting so I make sure to carve out some time.

The Bottom Line

After a tremendous showing in 2013, the stock market has given back some of its gains this year. Our corpus is still healthy, at \$12.3 million, a drop of 2.3 percent since Dec. 31.

Most of our holdings are in stock, which we occasionally need to sell to pay our bills and issue grants. Executive Director Joe Skeel will present a full explanation of this during the meeting.

Pulliam Fellowship

When we gathered in Anaheim, some members asked for updates on Pulliam Fellowship recipients.

The 2012 recipient, Philadelphia Daily News editorial page editor Sandy Shea, expects to have published her work on poverty and its causes by the time we meet. We will link to it from the SPJ website.

Her project became increasingly ambitious. She has included Temple, Rutgers, radio and online news outlets for what will be a 16-page report in the Daily News and other outlets. It will include multiple interviews with people living in poverty plus a Temple survey on attitudes about poverty.

Shea also spent a week at the University of Wisconsin's Center for Poverty Research, volunteered at an employment center and shadowed the creation of a city office on poverty, something she says she wouldn't have been able to do without the fellowship. She is leading writing workshops for lower-income people to help them tell their own stories.

"I feel like I've gotten a lot done, but given the size and complexity of the subject, like I've barely scratched the surface," she wrote in a note to me and Todd Gillman. "But I believe that this fellowship has awarded me a chance to establish a path of coverage and expertise that will last for at least the next few years."

The 2013 recipient, Hugh Bailey of the Connecticut Post, has taken his leave of absence to research how communities are reclaiming abandoned industrial sites. I have been unable to contact him for an update on his progress.

History Book

Marion Street Press (MSP) has developed pieces so far on campus crime records initiatives, ethics and the Code, the story of the SDX Foundation and the Pulliam funds, the Black Hole Award, SPJ's international chapters, the fight for a shield law, and moving headquarters/SPJ's rescue from the brink. They are working on pieces that cover new technology over a 25-year span; diversity and splintering membership (including African American journalism recruiting initiatives in the late 80s, the growth of women in journalism, and the gradual acceptance of LGBT journalists); leadership and continuity; job numbers and membership; first amendment campus challenges; and project sunshine. They have a few more topic ideas, but want to make sure there's enough material to merit full chapters before diving in.

MSP has presidential summaries from Aeikens, Cross, Gratz, Gordon, Carlson, Brown and Limor. They will be following up with everyone else in the coming weeks.

EUGENE S. PULLIAM
NATIONAL
JOURNALISM CENTER

3909 N. MERIDIAN ST.
INDIANAPOLIS, IN 46208

(317) 927-8000
FAX: (317) 920-4789
SDX@SPJ.ORG
WWW.SPJ.ORG

They have found that asking those originally involved in various initiatives to recall a lot of specifics can be a challenge, which unfortunately mitigates our oral history idea. Fortunately, mining Quill and board minutes works well, for they offer a lot of historical data that can be referenced. The first-person presidential summaries; however, are heartfelt and offer some intimate perspectives the written record can't convey. Balancing these will make for good reading.

Based on these adjustments, and MSP's schedule, the manuscript will be completed by June 1st. Aiming to have copies available in Nashville in September.

SDX Foundation's Future

I look forward to a great discussion on the future of the Foundation. The initial reaction and comments on the idea of taking responsibility for training and education was insightful and encouraging.

As always, thanks for all you do.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: March 24, 2014
FROM: Joe Skeel, Executive Director
SUBJ: Proposed bylaws change
FOR: SPJ Board of Directors

Since the Society implemented one-member, one-vote two years ago – and the accompanying electronic voting system – staff has had the opportunity to work out most of the kinks.

However, one hurdle remains that can best be cleared with a very small bylaws change.

Currently, Article 9, Section 8 states:

All members of the Society in good standing at the date and time balloting begins are eligible to vote for officers and at-large directors.

Staff requests that be changed to:

All members of the Society in good standing at the date and time seven days prior to the date balloting begins are eligible to vote for officers and at-large directors.

Leaving the bylaws as is creates unnecessary work while at convention – when time is precious.

Here is the process:

The day before we depart for the convention city, staff uploads a list of eligible voters into the electronic voting system. This is done after the list has been pulled from our membership database, edited for potential duplicates and other oddities, and each individual's region number added.

Then, just before the balloting begins at EIJ, staff must log into the membership database remotely and generate a second list of those members that joined between the time we left for EIJ and the time balloting begins. We then must upload that latest list into the electronic voting system.

We then send out the voting message to our members.

Logging into the system, isolating the members that joined since staff left Indianapolis, and then uploading them into the electronic system is a lot of work to capture a very small number of new members. Furthermore, we are capturing members that are brand new to SPJ. We don't believe the majority (if any) has a vested interest in the election outcome.

To eliminate the second upload that we currently do on site, we have considered waiting until we are at EIJ to upload the list for the first time. However, we would be banking on cooperative technology that would allow us to access the membership database remotely. The inability to connect would mean we couldn't have the election at the planned time.

We view this scenario as catastrophic. Therefore, we eliminated it as a viable option.

Assuming the technology worked, we would still have to edit and upload list – taking away valuable time on site. This doesn't solve our problem.

Therefore, the safest solution to eliminate the unnecessary work while on site at EIJ is to amend the bylaws as proposed.



SINCE 1909

THE NATIONAL
JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
FROM: Michael Fitzgerald, Freelance Committee chairman
SUBJ: Formation of Freelance Community
FOR: SPJ Board of Directors

I am enclosing the completed application form for the SPJ Freelance committee to become the SPJ Freelance Community. We are excited about taking this step into the future. A number of people have worked very hard on this project, and we're pleased to be at the point where we can formally move forward into becoming a community.

We submit this form with a request. Our Community site pilot still has some rough edges, and we humbly request that the word 'beta' be put up alongside the headers for the main Freelance Community page and its sub pages. We appreciate the work Billy O'Keefe has put into the site and look forward to continuing to work with Billy on this project.

We know we're in the home stretch here. We look forward to a vibrant Freelance community, and thank the Board for its vision, guidance and support throughout this effort.

SPJ COMMUNITIES APPLICATION FORM

Date 3-31-14

Proposed Community Name SPJ Freelance Community

Organizer Name Michael Fitzgerald ,et al

Organizer Address 50 Sacramento St., Apt. 1, Cambridge MA 02138

Organizer Phone/email 508/254-400; Michael@mffitzgerald.com

Total petition signatures (petition attached, including name, address, email, signature) 26

1. Explain the purpose/mission of the community. Who does it serve? What is its goal?

To better represent SPJ’s freelance membership, improve our responsiveness and provide more useful resources.

2. What activities do you envision the community performing? (check all that apply)

- Newsletter
- Members-only website
- Open blog
- Networking opportunities
- Regional training/workshops
- Social gathering at EIJ
- Online programs (e.g., Webinars)
- Contest/awards
- Scholarships
- Proposals for conference programming
- Partnerships with other organizations
- Other (explain in detail)

We will continue to provide columns for Quill. We will create an active jobs board and a more granular freelancer directory. We will engage in social media. We will develop resources and shepherd existing ones like the Freelance Guide.

3. Do you plan to charge member dues?

Yes___ No__x_
If “Yes,” how much per year? _____

4. Do you plan to have a community bank account?

Yes___ No__x_

5. What officer positions do you wish to create? (check all that apply, explain further if needed)

- Chair
- Vice-chair
- Secretary-Treasurer
- Communications (newsletter/web)
- Other (list) Community/regional coordinators. We expect that there will be communities of interest (writers, editors, video and radio journalists for example) who will form. We expect also we may have people in specific areas who organize freelance activities, probably with local chapters.

6. Do you plan to have an officer “ladder” or term limits? (Ladder: once elected to a certain position you advance automatically to higher positions – provides continuity and gives others a chance to serve)

Yes x No _____

If “Yes,” what are the steps of the ladder?

We intend to use a term limits system, whereby officers serve for one year with the option to be re-elected for up to two-more one-year terms. Not more than three terms can be served successively.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 9, 2014
FROM: Joe Skeel, Executive Director
SUBJ: LDF Request – Otterbein
FOR: SPJ Board of Directors

Otterbein University is seeking \$5,000 from the Legal Defense Fund. This is their second request, as \$5,000 was previously awarded by the LDF Committee.

Any requests exceeding \$5,000 from the same entity must get board approval. The Committee vetted the second request, and voted to recommend that the full board grant the request.

Following are comments from SPJ attorney Laurie Babinski to the LDF Committee. Also, following this memo, is the cover letter to the LDF Committee from Gena DiMattio, editor of otterbein360.com.

From Laurie Babinski:

Attached is a second LDF request from (adviser) Hillary Warren at Otterbein University. If you recall, in January you granted them \$5,000 to assist the student staff members of otterbein360.com in suing for campus police records. We did so because it was important to support the students and a fight worth waging.

Since that time, the students filed suit and the court has referred the case to mediation. The parties have met with no immediate resolution. Two bills have also been introduced in the Ohio Legislature that directly address private police on private campuses, which we hoped would be another result of the lawsuit. In particular, HB 429 would require private police forces to comply with the same records laws as public police forces. (Much like the federal government does with FERPA, the state legislature can regulate private universities by threatening funding and other incentives.)

I recommend that SPJ grant the additional \$5,000, which requires full board approval. The students are fighting this battle themselves and the pressure seems to be having an effect on the legislative front. Even if the only success in the end is passage of a bill making these records public, it would be a victory.

Memorandum

Name: Gena DiMattio, Editor-in-Chief Otterbein360.com

Date: March 31, 2014

Affiliation: Otterbein360.com/T&C, Otterbein University

Address: One South Grove, Westerville OH 43081

E-mail: hillaryawarren@gmail.com (adviser)

Amount requested: \$5000

The SPJ Legal Defense Fund generously provided \$5000 to support Otterbein student journalists in obtaining arrest records from the Otterbein University Police Department. The purpose of this memo is to request an additional \$5000 from the Fund.

Background:

Otterbein360.com news editor Anna Schiffbauer filed suit in the Ohio Supreme Court on February 12, 2014 against Otterbein Dean of Students Robert Gatti and Otterbein Chief of Police Larry Banaszak for denying her request for arrest records. Otterbein University maintains that its police force is a private organization and therefore not subject to the Ohio Open Records Act. The suit argues that the Otterbein Police Department is a public office performing a governmental function and is therefore required to make records available under Ohio's public records laws.

Update:

The Court referred the case to mediation and the parties met last week with no immediate resolution. According to the Schiffbauer's attorney, Jack Greiner, mediation is most successful when the dispute is about charges for public records or resolving a misunderstanding and less successful when the dispute is over whether a document is a public record.

Concurrent to the legal process, two bills have been introduced in the Ohio Legislature that would address private police on private university campuses and in private hospitals. Most notably, Ohio representatives Heather Bishoff (D-Blacklick) and Michael Henne (R-Clayton) introduced House Bill 429 which would require private police forces to comply with the same records laws as public forces. Bishoff and Henne are working with the Ohio Newspaper Association to refine the bill and have included the students in the process as well. It appears that the filing of the suit is working to maintain momentum and interest in the legislation.

Request:

The attorney estimates that the total cost of the litigation will be about \$10,000, with the bulk of the expenses in mileage and deposition costs. The initial \$5000 grant from the SPJ Legal Defense Fund and a \$1000 contribution from the students have paid the legal expenses thus far. The students

were also just awarded \$1500 from the Ohio Coalition for Open Government. However, fewer than \$1000 remains available from the total combined amounts and the students must seek additional support from a variety of sources. The students respectfully request an additional \$5000 funding from SPJ in order to continue their legal efforts.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: March 24, 2014
FROM: Joe Skeel, Executive Director
SUBJ: Vision for SPJ
FOR: SPJ Board of Directors

I was asked by the Executive Committee in August to examine the role of SPJ and its place in journalism. Truth be told, I've been doing this since I was hired as Quill editor in December 2004.

But it wasn't until I was named Executive Director in 2009 that my vision of SPJ began to clear a bit. This, of course, is a result of having the opportunity to evaluate, think big picture, study trends, listen to association experts and meet regularly with other journalism organization leaders.

This has brought me to a few overriding – if unpleasant – realizations:

1. Over the past 15-20 years, SPJ leadership has focused too much on internal matters and not enough on external issues. (Membership vs. journalism).
2. There isn't a single group in the United States that is effectively serving the watchdog/advocacy role on behalf of the profession.
3. SPJ will likely not survive as a membership association – as we define membership today.

I realize this may be hard to read. But I should also point out that I don't see SPJ dying any time soon. We could remain on course for the next few decades. But 50 years from now, if it remains on its current path, I do believe SPJ will be non-existent (or most certainly less relevant).

I also realize that I am one person, with one opinion. There is no guarantee that my beliefs would play out if things remain unchanged. That's why everything I present below contains a critical element: flexibility.

By implementing changes to alter our current path, I believe SPJ can remain vital and relevant long into the future. And if my thoughts are off base a bit, these gradual changes still give SPJ the ability to adapt along the way. The key here is to evolve slowly, as outside forces exert pressure and change the circumstances. It's not healthy to change course suddenly based on the opinions of a select few. When posed with the question "what is SPJ's role in journalism," my answer is simple: To be a leader in the industry on all fronts – advocacy, training, membership, etc. But the more I pondered, the more I realized the question wasn't broad enough.

SPJ doesn't want to just improve journalism. Our mission is based on the belief that SPJ will strive to improve and protect democracy. We do that *through* journalism.

So, the real question is:

How can SPJ most positively impact and protect democracy through journalism?

Incidentally, the answer lies mostly within SPJ's mission statement. We simply need to think differently about how to accomplish these goals.

Our mission:

The Society of Professional Journalists is dedicated to the perpetuation of a free press as the cornerstone of our nation and our liberty.

To ensure that the concept of self-government outlined by the U.S. Constitution remains a reality into future centuries, the American people must be well informed in order to make decisions regarding their lives, and their local and national communities.

It is the role of journalists to provide this information in an accurate, comprehensive, timely and understandable manner.

It is the mission of the Society of Professional Journalists:

- To promote this flow of information.*
- To maintain constant vigilance in protection of the First Amendment guarantees of freedom of speech and of the press.*
- To stimulate high standards and ethical behavior in the practice of journalism.*
- To foster excellence among journalists.*
- To inspire successive generations of talented individuals to become dedicated journalists.*
- To encourage diversity in journalism.*
- To be the pre-eminent, broad-based membership organization for journalists.*
- To encourage a climate in which journalism can be practiced freely.*

Since 1909, we have felt the best way to achieve these goals is through individual members. The more journalists that are exposed to our mission, the greater likelihood we would be successful in improving and protecting journalism. They would be better journalists, carry the torch in their newsrooms and communities, and democracy would be better because of our grass-roots efforts.

For the first 75 years of SPJ, this was a decent approach. It works fairly well when the majority of journalists are in your ranks. It still works well if you have 15,000-20,000 members. And, frankly, we didn't have the ability to reach the masses like we do today. Grass-roots was the only option for much of SPJ's life.

Today, however, there are fewer journalists in general. Furthermore, there are about 65 journalism associations in the United States. All are dedicated to a niche, whether it's a beat, medium, ethnic group, etc., etc. They can provide specific resources and training better than SPJ. In many instances, they provide more value to these individuals than SPJ ever could. More associations are sure to pop up as the profession and technology evolves.

Because SPJ is the most broad-based, we can't realistically compete with these groups within their areas of expertise.

The fight for members has led to the journalism association landscape becoming introverted. We are all so concerned with doing everything we can to appeal to members, few take enough time to look outside its own walls. Nobody has an eye on the bigger picture. (*Realization #2*). Ironically, our own mission statement dictates that **we** do this.

Lastly, fewer people in general are joining a professional association of any kind. Because of the internet, there are plenty of resources available. And younger generations don't necessarily feel the need to meet "face-to-face" in order to network and find jobs. They will do so if it's an option. They still see value in it, but don't necessarily see it as more important than getting necessary skills, etc. If forced to choose, they will forgo the networking as we know it.

It is this cultural shift, and the vast options for membership associations, that leads me to the conclusion that SPJ membership will continue to decline – or at the very least remain stagnant. It will never return to the level necessary to meet our goals via grass-roots efforts.

As of today, SPJ still has the market cornered on the chapter structure. It's the only local option for many journalists. And we have name recognition. However, other associations are beginning to launch their own chapters – with enthusiastic leadership. Some of our own chapters have seen so much value in what others can offer, they are deciding to become "joint" chapters. Georgia and DePaul are billed as SPJ/ONA chapters. NAHJ has chapters popping up. Not long from now, we won't be the only game in town. And over time, as the numbers dwindle, it will be even harder to find good chapter leaders. Our chapters will likely get worse. Our name won't carry the same weight. Over time, it stands to reason, SPJ will become less important. (*Realization #3*).

What is SPJ without a strong membership base? How would we achieve our mission? Wouldn't we lose our collective voice if we had no members? How could we afford to do anything without a hefty membership base supporting us financially?

It is these questions that led SPJ down a path of chasing its own membership tail. It's a common situation that many associations find themselves in – usually induced by survival instincts. As numbers drop, the first instinct is to do whatever necessary to fix the problem. Groups begin to look inward, focusing their attention and resources on their own processes, procedures, programs, marketing, services, special deals, gimmicks, etc., – all aimed at turning the membership tide. These groups often lose sight of what made them appealing in the first place – their mission.

Caught up in survival, these groups rarely stop to ask: Is this change out of our control? Better yet, would we be better off focusing our attention elsewhere and re-inventing who we are to achieve our mission? Is there another way?

In just the past two years, SPJ has spent considerable time and money on the following topics – all aimed at membership. This list, of course, isn't inclusive of all that we have done, and it doesn't include all committee work or the day-to-day management of membership. But it will give you a good idea of the major stuff:

- Hiring Tara, a full-time chapter coordinator (and the time spent managing chapters).
- Revamping the Scripps Leadership Program.
- Assessing the state of chapters – and deactivating several.
- Revamping the annual report (several times).
- Discussing and eliminating the star ranking system.
- Hiring a part-time caller to contact new and renewing members.
- Upgrading the online join/renew process.
- Auto-dues membership billing.
- Creating newsroom memberships.
- Creating an international chapter plan.
- One member-one vote (and bylaws changes).
- SPJ name change.
- SPJ Solutions.
- Developing communities.
- Chapter leaders training sessions at EIJ.

Think of your last few board meetings, and come up with things that weren't related to membership, chapters or governance. What stands out? Could you think of anything? How many things can you think of that were related to improving and protecting journalism directly – not through a membership/governance function? (*Realization #1*).

This memo is not meant to criticize in any way, shape or form. It's a natural behavior. Furthermore, the board of directors has to manage the Society's governance/operational structure. That's partly why it exists. But, it shouldn't be its only focus.

Our actions (and lack of results) have provided insight into the question: Is this membership decline out of our control? In most respects, I think it is. We can tweak, adjust and alter things here and there. We have been doing this for at least the past five years – likely much longer. But, I don't believe any of these adjustments can lead to a return to the way things used to be. Our best efforts will allow us to stay alive longer, but the climate has changed too dramatically.

We have two choices: Ride it out until the end, or evolve.

I prefer to evolve. Not for the sole purpose of keeping SPJ alive. But because the public needs a group to step up and be a leader in journalism.

With that said, no evolution can happen quickly. We can't ignore our current model, lest our resources will evaporate. Any transition must be a slow one. Therefore, we must continue to invest in membership recruitment and retention efforts. But I think we need to view this as an evolving focus, not our only solution to success and survival. Membership is not an end-game. Improving and protecting democracy is the goal.

Therefore, I believe it's time for SPJ to look beyond membership and chart a course that will still allow us to have maximum impact on the perpetuation of a free press as the cornerstone of our nation and our liberty.

The good news is, we've already laid some groundwork.

SEMANTICS OF MEMBERSHIP

In SPJ's world, an individual who has paid her dues is a member. We also have a handful of institutions that are given membership status. A couple years ago we developed newsroom memberships.

Today, therefore, we have individuals and entities as "members."

What if we went a bit further and we applied the institutional concept to simply include a collective group of people – not defined by their school or place of employment.

What if another journalism association found value in the services that SPJ provides? And those services allow it to direct more energy and resources toward fulfilling its mission – making journalism better. This is no different than a newsroom. Couldn't it be considered a "member" of SPJ if it paid a fee and we provided benefits – similar to an entity or institution?

Let's step back now and look at this scenario: *SPJ membership would consist of individuals, institutions and other journalism associations. All pay some fee. All receive some benefits.*

Now, remove the word "membership" from the statement above.

SPJ would consist of individuals, institutions and other journalism associations. All pay some fee. All receive some benefits.

As you have probably realized, this is already taking place. We have individuals, institutions and other journalism organizations that pay for services. We call the latter "association management" as opposed to "membership."

The difference between these two ideas is the giant hurdle that SPJ leadership must clear. Specifically, leadership must understand that *members* as they are defined today can't be the lifeblood of SPJ.

As a collective group, SPJ still believes the best way to reach its mission is through individuals. It's because this is what we know. And we try to organize those individuals through a chapter structure. We do everything we can to improve our offerings and make our

chapters more effective – leading to more individuals. When it doesn't work, or success is marginal, we try new things. Yet, those new things are still based on the notion that we need more individuals in SPJ's ranks.

It's time for SPJ to move beyond the concept of individuals. For as long as the sun burns, SPJ could continue to fight for individual memberships. We can continue to work on our chapter structure. But as I shared above, I believe no matter how hard we try, it's an unwinnable battle. At our core, we can offer very little that is unique in regards to member benefits. There are fewer people in our business, and other groups have caught up to us in many respects. Finding good, enthusiastic leaders to run chapters gets harder by the day.

This, of course, leads to several questions – which I have pondered for the past four years: If SPJ isn't defined by our members, who are we? What's the point of SPJ and what is our focus? How do we still reach our mission? How do we have a collective voice? And, of course, are we really willing to deconstruct the thing that many find valuable: networking and a sense of community?

In reality, I believe we must remain a “quasi-membership” organization. But it's time we view our structure a bit differently and stop focusing so much of our resources on individuals (and chapters).

THE CONAGRA MODEL

You may recognize the name, but you may not know from where. Its motto: “ConAgra Foods: Making the food you love.”

ConAgra is a conglomerate made up of several different food producers. Here is a brief history: It all started in 1890, when Gilbert C. Van Camp began manufacturing canned pork and beans. A few years later, Central State Flouring Mill is formed. Then along came Hunt Brothers fruit packing company in 1890. In 1919 Nebraska Consolidated Mills was formed, and was made up of a few small operations. In 1920 it launched Peter Pan peanut butter and LaChoy. Also in this year, the Knotts opened their first farm.

Over the years, more independent food producers came onto the scene as Americans desired more pre-packaged food to meet the changes with society. The world was changing. So, Nebraska Consolidated Mills expanded. Chef Boyardee, Parkay, Reditwhip, Marie Callender, Banquet and other notable brands all hit the market – but not under the Nebraska Mills umbrella. They were independently managed, just like the Van Camp company. But over time, these companies were bought up by Nebraska Mills.

By 1969, Nebraska Mills had expanded across the U.S. In 1971, it changed its name to ConAgra and continues to acquire food lines, such as the ones that I mentioned above. It's not uncommon that when a new food line is launched, the inventor approaches ConAgra in hopes they will see value in it. ConAgra provides shelter.

Today, ConAgra is made up of about 45 different food lines. It has evolved by launching its own brands (as it identifies opportunities and gaps in the market) and merging with other

brands. However, you can't walk into a store and buy anything with a big "ConAgra" brand label.

Why?

Because as ConAgra has evolved since 1919, and new products hit the market, it realized the benefit in letting each of those established brands live on. The brand recognition already existed. Individuals found great value and comfort in specific brands. ConAgra believes that it can "produce the foods you love" by doing what it can to help those individual brands succeed.

ConAgra, therefore, helps with research and development. They streamline administrative functions. They speak on Capitol Hill and have their fingers (and money) in the pockets of lawmakers. ConAgra is the company that keeps an eye on the food industry's best interests while allowing the individual brands to focus on what they do best: producing food that people like.

Of course, ConAgra is a multi-million dollar company hell-bent on profits. Their goal is to beat their competitors and corner the market. That should not be SPJ's goal. Journalism (and democracy) is better off if all journalism associations succeed in their own niches.

With that said, I believe that by following the ConAgra concept, SPJ can not only remain relevant and vital to individual journalists, it can have a far greater impact on our profession (and democracy) as a whole. SPJ wouldn't be evolving just to survive. It would become stronger, with one mission in mind. The same mission we have held since 1909 (a decade before ConAgra was born):

"The perpetuation of a free press as the cornerstone of our nation and our liberty."

By providing low-cost management services to other journalism associations, or developing other smart partnerships with these groups, SPJ can help those individual groups become more successful. Saving money on their management leaves more for their individual members and missions. And if all 65 journalism associations were better because of this, it stands to reason that journalism in the United States would be better.

SPJ and its partner associations would also be better equipped to educate journalists on all topics because we could more easily cross pollinate our expertise. No group, such as SPJ, would feel the need to be everything to everyone – duplicating efforts of other organizations in an effort to get/keep members. ONA teaching digital media; Education writers teaching education reporters; SPJ experts teaching ethics and freelancing; NAHJ teaching about immigration and diversity issues; NAJA teaching about coverage of Indian Country; RTDNA teaching about broadcasting. The list goes on and on.

Under this model, I believe that SPJ and its partners could turn the tide of waning media credibility. We would have a greater ability to educate the general public because we would have a unified voice to reach the masses. And by streamlining expenses, we would have more

money to reach this goal. Furthermore, as a group representing all journalists, SPJ could more easily call out the unethical journalism that gives the rest of us a bad name. Other groups also wouldn't feel the pressure of having to do so, putting them in awkward positions. I envision a day when news organizations actually care what SPJ and its partners organizations say, and think before they act, lest they face the wrath of the unified profession speaking out against their actions.

Perhaps most important, I believe this model will allow SPJ and its partners to have a loud voice on First Amendment issues. Instead of 65 journalism groups creating noise independently, having no large-scale impact, one group representing all organizations would speak – with 15,000-20,000 journalists behind it. SPJ and its partners would be a unified voice impossible to ignore.

But, what happens to SPJ's members? Perhaps they join other associations. Years from now, perhaps SPJ's value is as a starting point for journalists, until they define their niche – a niche we would put them in touch with. Perhaps they simply stay an individual member of SPJ because they support the cause of advocacy. Perhaps they are members of more than one association (made easy by a unified membership price) because they like the niche training, networking and support the cause. That's OK, too. I'm not advocating that SPJ force anyone away. I'm simply saying that individuals are *a part* of SPJ's organizational structure. Not the whole.

Of course, the big question is this: Would other journalism associations have an interest? Early indications are “yes,” although it won't happen overnight. Many will be skeptical that this is a takeover plot. It may take several years to eliminate that fear and develop a comprehensive partnership where we are all rowing in the same direction. But, you can see bits and pieces of this today.

NAHJ hired us two years ago to manage their bookkeeping and membership. That evolved into a conference partnership. RTDNA joined with us for EIJ in 2011. Beginning last year, we provide bookkeeping services to them. Most recently, I have spoken with two other journalism associations that have an interest in our services. Executive Directors of 8-10 journalism associations meet once a year. We talk about ways to partner. All of us are eager to do it. Oftentimes, it is organizational culture that holds us back.

Regardless, conversations about partnerships are happening now. And NAHJ and RTDNA are proof that this evolution can happen.

HOW DO WE EVOLVE?

I was asked in my review to create a memo that outlined where SPJ should be in 5, 20 and 50 years from now. Everything I have written, culminating in SPJ becoming a management/umbrella organization for other journalism associations, is where I believe SPJ could be in 20-30 years.

Clearly, we can't just flip a switch and make it happen. Getting there will require small changes over time, some of which we have already started. But we must continue to move forward. Conversations with other organizations must continue.

In the next five years...

- SPJ must remain committed to recruiting and retaining members and providing needed support to chapters. Individuals are still the key to our current business model.
- SPJ leadership must get comfortable with the notion that individual memberships and chapters (as we define them today) are not the way SPJ can have the greatest impact on journalism and democracy. Furthermore, it may not even be a path to survival. Leadership's historical view on individual membership must evolve.
- SPJ must continue to create worthwhile partnerships with other journalism associations in order to show its commitment to ensuring all groups thrive. *We have to make it clear that SPJ is not "taking over."* *Doing so would only weaken journalism as a whole, not strengthen it.* These can be conference partnerships, association management partnerships, educational programming partnerships, membership agreements, etc. Without these partnerships, I believe the quality of journalism (and therefore the public's trust) will continue to decline. We must all row in the same direction.
- As these partnerships develop, SPJ could develop a handful of chapters or communities that are made up of members from SPJ and its partners. Ideally, I'd love to see a metro chapter that is THE journalism chapter/group in the area – regardless of individual membership affiliation. I can't see SPJ chapters surviving as we know them now. But I could see a day where chapters/communities actually thrive if membership is made up of journalists from all organizations – or aren't members of any organization.
- SPJ should continue to identify gaps in the journalism world and create communities to address those needs: such as a freelancing community or a young journalists' community.
- SPJ should strive to hire a person/firm dedicated to advocacy/lobbying by the time 2019 rolls around. Beefing up efforts in this area is critical to appealing to a larger audience and cementing SPJ as a legitimate voice that can act on behalf of other journalism associations.
- SPJ Leadership should begin to understand and accept that the current leadership model (based on geography) will likely change over time.
- SPJ will be evaluating if it is on the best path to best improve and protect journalism.

In 20 years, in addition to what I shared above...

- SPJ's network will contain a significant number of journalism associations, including those from overseas.

- SPJ will have individual members that are undecided about their niche or simply support our mission to improve and protect journalism. But many (if not most) will have chosen to join one of our partners.
- SPJ's main priorities will be: management for other journalism associations (membership, accounting, event planning, awards management, etc.) and advocacy/lobbying (public and governments).
- SPJ and the SDX Foundation will work to fill training gaps not covered by other journalism associations, and provide training resources as needed to members of our partner organizations.
- SPJ's board of directors may be made up of leaders from other journalism associations.
- Through efforts with our partners, the public will begin to understand the difference between credible journalism and the "media."
- SPJ and its partners will be a critical voice on journalism matters. We will call out unethical journalism. We will shine the light on government shenanigans. We will push for journalism to be better, because the public deserves it.
- SPJ will be evaluating if it is on the best path to best improve and protect journalism.

In 50 years...

- Most importantly, the public will have regained its faith in journalism, and journalists will be better about keeping elected officials on the straight and narrow -- truly serving its role as the Fourth Estate.
- SPJ will be entrenched as THE collective voice on matters related to journalism and its role in democracy.
- It will be THE group that the general public, governments and news organizations go to when it comes to issues of the press and media credibility.
- It will be THE group that journalists must join, made easy with the array of options created by our thriving partners.
- SPJ's partners will be thriving without the burden of management holding them back.
- SPJ and its partners will continue to welcome new journalism organizations/communities as the media landscape continually evolves.
- SPJ and its partners will ensure that journalism education meets the demands of the day.
- SPJ will be evaluating if it is on the best path to best improve and protect journalism.

Nobody can predict the future. I certainly don't claim to have a crystal ball. What I have outlined are my thoughts and ideas based on my observations and research.

It's quite possible that in 20 years, SPJ realizes there is a better course for its future and what I have laid out is worthless. Flexibility will always be critical. For example, some of the partnerships we develop today may not lead to anything greater. We may never all come

together. Regardless, they are beneficial today. And that makes them worth pursuing, even if you don't agree with the larger vision.

But, it's a fact that SPJ's current path hasn't led to improvements in membership. Media credibility has only gotten worse over the past two decades. Governments are more secret than ever and journalists themselves are looking for someone to help them make sense of it all. No individual journalism organization can fix these problems by itself.

Doing it will require teamwork, which will require sacrifices and risk. It will bring about frustration and frightening changes. There will be disagreements and unpleasant conversations among leaders and partner organizations. Turning the tide and restoring the important role of journalism in democracy will take all of us working together.

But, most importantly, it will require a leading organization to bring everyone together and start the process.

I believe SPJ is best suited to take on this role. And I believe the time is right to start this evolution.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: March 26, 2014
FROM: Joe Skeel, Executive Director
SUBJ: SPJ/SDX: Divide and Conquer
FOR: SPJ Board of Directors

Last March, Robert Leger, Dave Cuillier and I got together in Robert’s backyard to talk about the big picture of SPJ. Much of what we talked about is included in my memo titled “Vision for SPJ.”

Part of that conversation, however, was an idea to better streamline and utilize the capabilities of SPJ and the SDX Foundation. Currently, we operate as two separate entities – both in practice and philosophy.

This is likely because the Foundation was established to simply support SPJ’s efforts. But despite the enormous growth of the Foundation since its inception in 1967, its role hasn’t changed much.

I think it’s time we rethink the way we have always done things.

I propose we stop thinking like two different groups and begin to think like a single, determined journalism machine.

In my opinion, we are best served if we let SPJ focus its time and energy (and money) on lobbying, advocacy, awards and membership. The Foundation can focus on educational programming.

As it currently stands, SPJ manages all of this. It requests grants from the SDX Foundation in order to conduct training. Staff determines the programming (after consultation with volunteers and other folks outside of HQ walls), creates the budgets, writes grant requests and submits the grants. SDX then vets the grants and lets SPJ know if it will fund it.

Assuming it does, SPJ then receives a check, with restrictions on how it will be spent. We conduct the programs, then complete a grant recap report for the SDX Foundation at year-end. If any money is left over, we send it back to the SDX Foundation.

Under the new scenario, staff would determine the programming (after consultation with volunteers and other folks outside of HQ walls) and put the costs into the overall annual SDX budget. Staff then executes those programs, branded as SPJ, just as it does now. That’s it.

There are a number of advantages to the proposal, as I see it:

- It allows each organization to focus on its capabilities, creating a clear direction for each group. We would be dividing and conquering.
- It's more efficient for both groups, eliminating several hours of staff and volunteer time currently related to the grants process.
- It positions the SDX Foundation to be more entrepreneurial. It can identify the holes in journalism training and move quickly to fill them instead of waiting for someone (including SPJ) to ask for a grant during the next cycle.
- With a clear focus, the SDX Foundation can work to become a force within the journalism funding world. This has the potential to lead to more partnerships with other journalism funders. That leads to training more journalists.
- It allows us to better leverage other sources of funding when we get them. For example, in the past year or two, Gannett Foundation and Kiplinger provided funding for some SPJ core programs – programming we already had approved grants for. Staff was bound to use the SDX grant funding or return it unless we had the resources to pull off extra programs. It's a good problem to have, but a problem nonetheless. If SDX “owns” educational programming, it can more easily shift that funding to a different program altogether or recycle it into the next year. It can find someone doing great training and help support them. It doesn't have to live within the current confines of the “annual grant cycle.” We could even use it to match funding from other foundations, allowing the money to stretch farther and train more people.
- Just as important as the training, SPJ could direct more resources (including money) toward advocacy and lobbying, This is the entire reason SPJ is a 501c6.

There are potential disadvantages:

- To make this pencil out for SPJ, the Foundation would need to also take ownership of Quill magazine, which has evolved into an educational tool. The decisions on what it may become in the future would be in the Foundation's hands.
- SPJ could lose some control over educational programming. If the process remains the same, where staff guides that ship with valuable input, then nothing changes in the practical sense. But SPJ would no longer have the final say.
- As SDX becomes more entrepreneurial, it may be less interested in making grants to outside groups such as Reporters Committee, SPLC and so on.
- Long term, the SDX Foundation may become less of a supporting foundation for SPJ. Are we OK with that?

I'm sure you will think of other pros and cons. You will likely have some specific questions that I haven't thought of. That's the point of this discussion.

The SDX Foundation board will be having this same conversation during its meeting. President Robert Leger has already begun the discussion within the Foundation board.

The SPJ Executive Committee discussed this in January, and is supportive of talking more about it. Why? Because making this shift frees more SPJ resources to devote to advocacy, something we don't do enough of now.

Next question that you may be asking: What are the financial implications?

I produced three potential budgets for Leger and Cuillier:

1. Status quo. SPJ, after hiring a communications coordinator, has a projected surplus of about \$10,000. SDX, after funding SPJ requests, would have \$75,000 to grant to outside groups. Last year, the Foundation filled outside grants for \$15,000.
2. SDX takes ownership of all educational programming *except* Quill, makes no grants to SPJ except for EIJ. In this scenario, SPJ finishes \$55,000 in the red. SDX has a surplus of \$156,000. It's a non-starter.
3. SDX takes ownership of *all* educational programming, makes no grants to SPJ except \$82,000 for EIJ. In this scenario, the SPJ surplus rises to **\$65,000**. The SDX surplus shrinks to \$24,000 available for outside groups. We can adjust these numbers by reducing support for EIJ, which shrinks the SPJ surplus and increases the SDX amount dollar-for-dollar.

This is based on 2014-15 forecasts numbers prior to any finance committee meetings. When the market drops, the SDX Foundation would have to make cuts, including outside grants. But it does that now.

The bottom line of the third scenario: SDX operates more like its own business, generating revenue through extra support from the likes of Kiplinger and the Gannett Foundation, and less like a parent with a checkbook. SPJ uses that bottom-line boost for lobbying and advocacy initiatives. SPJ fights, SDX trains.

In terms of the process for making any of these proposed changes, I expect we're looking at a longer conversation, with no action before Nashville. It will probably require a transition over a year's time or so if we go in this direction. But, it's important to begin this discussion today.

Composite View

Proposed Budget		
Society of Professional Journalists		
FY 2015	Proposed Budget	
Revenue	FY 2015	
Contributions/Grants	\$	250,236.55
Membership Dues	\$	414,741.50
Advertising Revenue	\$	32,500.00
Merchandise Sales	\$	15,850.00
Interest/Dividends	\$	10,500.00
Subscriptions Revenue	\$	-
Awards Revenue	\$	234,500.00
Registration Fees	\$	122,850.00
Royalties/Membership Benefits/Supplementary	\$	19,550.00
Lease Management	\$	27,293.00
Association Management	\$	58,000.00
Awards Platform Sales	\$	-
SDX Foundation Management	\$	356,582.28
Total Revenue	\$	1,542,603.33
Expenses		
Salaries	\$	671,180.93
Payroll Taxes	\$	56,945.34
Health Insurance	\$	80,967.52
401k Match	\$	36,342.38
Employee Education/Training	\$	4,000.00
Payroll Related Charges	\$	4,940.00
Workers Compensation Insurance	\$	1,428.00
Liability Insurance	\$	14,035.35
Property Taxes	\$	-
Utilities	\$	19,972.32
Telephone	\$	11,580.00
Building Maintenance	\$	25,000.00
Capital Improvements	\$	6,500.00
Board Related Expenditures	\$	61,000.00
Equipment Rental	\$	10,598.00
Software Maintenance/Upgrades	\$	14,364.00
Internet Connectivity	\$	2,800.00
Website Expense/Maintenance	\$	4,475.00
Computer Services/Consulting/Maintenance	\$	19,340.00
Audit/Accounting Fees	\$	17,500.00
Legal Fees	\$	60,000.00
Office Supplies	\$	5,500.00
Postage/Shipping	\$	22,475.00
Printing	\$	16,600.00
Employment Recruiting	\$	2,000.00
Dues and Subscriptions	\$	4,200.00
Employee Travel/Meals	\$	35,045.00
Merchant Fees/Credit Card Processing	\$	29,450.00
Investment Account Fees/Banking Fees	\$	360.00
Trainer fees	\$	-
401(k)/POP Related Charges	\$	2,940.00
Contributions/Grants/Awards	\$	24,504.00
Miscellaneous Expense	\$	400.00
Outside Services	\$	79,721.00
Events, Meals and Banquets	\$	88,950.00
Facilities Rental	\$	27,600.00
Marketing	\$	5,000.00
Free Lance labor	\$	-
Participant/Speaker Travel	\$	9,910.00
Total Expenses	\$	1,477,623.84
Net Change in Assets	\$	64,979.49
NOTES		
No Quill, Training Place, MOE or chapter grants. Getting \$82,000 for convention		

Composite View

Proposed Budget		
Sigma Delta Chi Foundation		
FY 2015		
Revenue		
Contributions/Grants	\$	42,250.00
Interest and Dividends	\$	232,552.40
Advertising Revenue	\$	5,000.00
Merchandise Sales	\$	-
4.5% of Rolling Average	\$	483,068.93
Quill Subscriptions	\$	13,000.00
Awards Revenue	\$	-
Registration Fees	\$	13,500.00
Royalties/Membership Benefits/Supplementary	\$	-
Lease Management	\$	27,293.00
Total Revenue	\$	816,664.33
Expenses		
Salaries	\$	228,535.84
Intern Salaries/Taxes	\$	34,650.84
Payroll Taxes	\$	18,875.99
Health Insurance	\$	22,623.17
401k Match	\$	13,307.20
Employee Education/Training	\$	3,500.00
Payroll Related Charges	\$	963.66
Workers Compensation Insurance	\$	278.56
Liability Insurance	\$	2,737.92
Property Taxes	\$	-
Utilities	\$	8,388.37
Telephone	\$	3,942.97
Building Maintenance	\$	12,500.00
Capital Improvements	\$	-
Board Related Expenditures	\$	3,900.00
Equipment Rental	\$	3,608.60
Software Maintenance/Upgrades	\$	8,890.91
Internet Connectivity	\$	953.39
Website Expense/Maintenance	\$	1,523.73
Computer Lease	\$	-
Depreciation/Amortization	\$	-
Computer Services/Consulting/Maintenance	\$	7,585.23
Audit/Accounting Fees	\$	12,750.00
Legal Fees	\$	20,429.89
Office Supplies	\$	2,221.99
Postage/Shipping	\$	18,150.00
Printing	\$	44,861.00
Employment Recruiting	\$	-
Dues and Subscriptions	\$	657.52
Employee Travel - Local	\$	-
Employee Travel - Events	\$	8,260.00
Merchant Fees/Credit Card Processing	\$	500.00
Investment Account Fees/Banking Fees	\$	-
Trainer Fees	\$	18,000.00
401(k)/POP Related Charges	\$	1,001.06
Contributions/Grants/Awards	\$	184,442.25
Fundraising Expense	\$	10,883.25
Outside Services	\$	19,250.00
Events, Meals and Banquets	\$	20,200.00
Facilities Rental	\$	5,549.10
Marketing	\$	-
Free Lance labor	\$	27,500.00
Participant/Speaker Travel	\$	20,830.00
Total Expenses	\$	792,252.46
Net Change in Assets	\$	24,411.86
This budget represents SDX taking over Quill and Training Place		
Also assumes that SDX gives \$82,000 to SPJ for educational portions of convention		
Also assumes SDX will no longer pay for MOE support or chapter grants.		



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST. INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 9, 2014
FROM: David Cuillier, SPJ President
SUBJ: LDF Forever
FOR: SPJ Board of Directors

Press freedom isn't free. And it isn't forever.

We can change that.

This memo proposes the creation of an endowed war chest that will guarantee that we will always have the means to fight for press freedom, no matter the economy, the budget, or the whims of donors. You might have seen my column in the January/February issue of Quill about an advocacy fund. What I'm talking about is an endowed Legal Defense Fund. Call it the Forever Fund for short.

THE NEED

Clearly, it isn't getting any easier to fight for press rights today. It's getting worse. Plaintiffs and government officials are more savvy at threatening journalists with libel suits, SLAPP suits, and subpoenas. Government PIOs are more adept at managing the message, and officials are increasingly gaming freedom of information laws to increase secrecy at all levels of government. Reporters Without Borders now ranks the United States in press freedom at 46th in the world, behind such countries as Romania, El Salvador and Botswana. Meanwhile, there are fewer and fewer sustainable resources to litigate and advocate for press freedom. News organizations are less inclined to sue for public records and open meetings. Litigation funds are few - the National Freedom of Information Coalition's \$1 million litigation fund is finite and focuses solely on certain litigation costs. The SPJ Legal Defense Fund helps some, but typical annual payouts of \$10,000 have limited impact, and the fund relies on the charity of SPJ members bidding at the annual auction. We, as journalists and citizens, need a sustained war chest to push back and guarantee someone is always fighting for the First Amendment.

HISTORY OF STRUGGLE

Bert Bostrom, in his book Talent, Truth and Energy, documenting the history of SPJ, wrote, "Money to finance what its leaders and members hoped to accomplish in fighting for First Amendment rights had always been the Society's major stumbling block." (p. 105) In the early years the organization simply budgeted funds toward helping journalists in need. On Nov. 15, 1972, the board formally established the Sigma Delta Chi Legal Fund with \$1,600, raising donations to get it to \$6,000 by the following year. Most grants were set at \$200 (\$900 in 2014 dollars), and the fund was nearly depleted within five years. The account balance rose and fell, depending on the energy of volunteers, hot-button press case of the time, and spending priorities. For example, in addition to litigation, the fund has

been used, especially early on, to assist a FOI service center, Reporters Committee for Freedom of the Press, and media attorneys.

LDF TODAY

The \$150,000 Legal Defense Fund is managed by SPJ (not SDX), meaning contributions are not tax deductible and that the money can be used for any litigation, lobbying or advocacy. According to the SPJ website, the fund's primary role is to "initiate and support litigation that enforces public access to government records and proceedings." But it can also support FOI hotlines, coalitions, newsletters, as well as legislative lobbying aimed at enforcing access to records and proceedings. In the past, the fund also has been used for defending journalists from subpoenas and libel suits. The fund is not mentioned in the bylaws and has no legal restrictions on spending other than fulfilling the intentions of the donors who give toward the fund, particularly at the annual auction. People can request up to \$5,000 from the LDF Committee, and go to the full board for further funding. Typically, annual total payouts have not exceeded \$10,000, although that is likely to change since the committee-level authorized payout amount was increased from \$2,000 to \$5,000 last year. It is quite possible the increased amount could lead to eventual depletion of the fund, just as the society has experienced in the past. Money to fight today; gone tomorrow. A sustained fight requires an endowment.

THE POSSIBILITIES

In addition to helping journalists sue for public records or defend against subpoenas, we can do so much more to fight, advocate and litigate for journalism. Such a fund could pay for:

- Trips for the president or other members to Washington, D.C., to lobby Congress on FOIA, the shield law, FERPA, or any number of federal issues.
- Grants for other journalism organizations. For example, the National Press Photographers Association is much better positioned than SPJ to fight for photographer's rights, and this fund could help them battle more effectively.
- Proactive litigation to establish better case law, and advocacy for better state freedom of information laws.
- Travel expenses to give out Black Hole awards and initiate other parachute offenses.
- Public education, such as PSAs, advertising, school curriculum development, and outreach. If the public doesn't support journalism, then the politicians certainly won't. Create another campaign, like the brilliant "If we didn't tell you, who would?" initiative.

THE METHOD

Creating an endowed fund is not easy, and it takes time. This is something that could take decades to develop, but if we start now we might just see the benefits in our lifetime, and the effects will reverberate long after we are dead. We have the chance to protect journalism forever. Here are some ways of getting this started and infusing the fund as we maintain our current activities:

- **Initial Seed Match:** To launch the endowment, provide a 1-to-1 matching seed of \$100,000, shifting \$100,000 from the existing LDF account, leaving \$50,000 available for annual typical LDF requests. Leverage that \$100,000 with donations to

get the endowment to \$200,000. This base level would generate enough interest income (\$10,000) to exceed the annual LDF auction revenues and get started. The goal would be to get the endowment to \$1 million within 10 years, then keep building from there.

- **Fundraisers.** Continue the auction and other ways of raising money. Some of this fundraising would maintain the \$50,000 in the expendable account, but extra could be put in the endowment. For example, I am considering raffling off the president's suite at EIJ14 in Nashville, or putting it up for online auction, with funds going toward the endowment.
- **Lifetime Freedom Memberships:** Give the lifetime membership purpose by raising it from \$1,000 to \$2,000 and make it payable through auto billing for four years (\$41.67 a month). Create the expectation that lifetime members also pledge substantial donations in their wills.
- **Budget Policy:** Establish a budgeting policy that any excess funds in the SPJ budget at year's end go into the endowment.
- **Legacy Gifts:** Some people may want to give to SDX toward journalism education and others might want to give toward this for press freedom fights. The great thing about a legacy gift is when you die you don't need the tax deduction, so people might be more willing to give to the LDF fund in their will rather than when they are alive. I am willing to pledge \$25,000 toward the endowment, raising that to a minimum \$100,000 upon my retirement, and will challenge others to do the same. This will be key to building the fund over time to a substantial amount.

The goal would be to get the corpus to at least \$1 million to generate \$50,000 a year toward litigation, travel expenses for black hole awards, lobbying, public education, and perhaps part of the salary of a communications person. Even more money could accomplish astounding results. We are ideally poised to take this on. Most journalism organizations are 501c3s, so they are limited in their advocacy and lobbying. Not SPJ. We are a 501c6 and are unlimited in our ability to lobby, sue and advocate. It is our responsibility to the profession to advocate. All of this would free up SPJ dollars for other activities, meaning more SDX Foundation money would be available for journalism training and education.

START NOW

So what is needed to start this endowment? Board action to 1) approve dedicating lifetime memberships to the endowment, 2) allocate \$100,000 from LDF toward the endowment for match money, and 3) establish a policy of putting SPJ's excess funds in the endowment at the end of the fiscal year. We do not have to decide this in April. We can discuss this and put it on the agenda for the first meeting at EIJ14. At minimum, though, if there is general agreement in principle by the board, I can begin raising money for LDF now (e.g., talking to donors about potential matches, raffling off the president's suite for LDF), and then the endowment can be announced at EIJ14 if approved at the first meeting.

I ask for your support. Everyone wins, but the big winner is journalism and ultimately, society.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 26, 2014
FROM: Steve Geimann
SUBJ: Accrediting Council on Education in Journalism and Mass Communications report
FOR: SPJ Board of Directors

The Accrediting Council is poised to approve a third New York City-based program, the most for any urban area. The industry-academy body also is ready to expand its ranks by four schools this year, and is on pace to consider five additional programs next year. The full council meets May 2 in Arlington, Va., to review 23 programs.

NEW SCHOOLS SEEK ACCREDITATION

A record five programs are seeking initial accreditation this year and all cleared the initial review without stumbles. City University of New York’s graduate journalism program, Tecnologico de Monterrey in Mexico City, California State at Long Beach, Loyola University New Orleans and the University of Idaho are being recommended for initial accreditation.

Cal State Long Beach, which had allowed its accreditation to lapse more than 15 years ago, was found by a site-visit team to be a “dramatically different program.” Idaho spent more than a decade preparing for accreditation. Tecnologico de Monterrey is the third non-U.S. accredited program after Pontificia Universidad Catolica de Chile and Qatar University.

The graduate journalism program at CUNY will join Columbia and New York University as New York City’s accredited programs.

FEW DEFICIENCIES

For the first time in more than a decade, just one program under review was found to have sufficient weaknesses to warrant being placed on provisional status. The University of Alaska at Anchorage failed to meet requirements for student services and assessing learning outcomes and now has two years to clear those deficiencies.

The site-visit team found just 17 percent of students graduate in six years, in part because courses needed for graduation were given once a year. The program had a tight budget and the technician who had maintained equipment was dismissed. Issues were also identified with the diversity and strategic and diversity plans. The leader of the site-visit team, however, said Anchorage had “good bones, good energy and great intentions.”

Anchorage will be re-examined during the 2015-16 cycle.

During the review, six schools were found out of compliance with just one of the nine standards: Kansas State, Tennessee-Chattanooga, Tennessee-Martin and Temple fell short on assessment of learning outcomes, Hampton was deficient on scholarship, and San Francisco State ran afoul of the standard for full and part-time faculty.

All six schools were recommended for full reaccreditation by a committee of academics and practitioners meeting March 22 in Chicago. No team recommendation was reversed.

OTHER ACCREDITING RECOMMENDATIONS

The Council will consider recommendations to reaccredit 14 programs: Buffalo State, Hampton, Hofstra, Jacksonville State, Kansas State, Michigan State, Nevada-Reno, New Mexico, Oklahoma State, San Francisco State, Southern Illinois-Carbondale, Temple, Tennessee-Chattanooga and Tennessee-Martin.

Two programs – Southern and Auburn – may be removed from provisional status after both were deemed to have corrected deficiencies. Southern had failed in 2012 on faculty and scholarship, while Auburn fell short on curriculum and student services.

The University of South Dakota's graduate program was granted full accreditation after deficiencies on curriculum and assessment were cleared up.

FUTURE FOREIGN EXPANSION

Zayed University in the United Arab Emirates, Anahuyac University in Mexico – affiliated with the Catholic Legionaries of Christ – and American University in Dubai are among five schools scheduled to start the process in the 2014-15 academic year. Also seeking the status are the University of North Alabama and Stony Brook University on Long Island.

ACCREDITORS ACCREDITATION, ACCOUNTABILITY

ACEJMC, among 60 accrediting bodies overseen by the Council for Higher Education Accreditation, won formal recognition to conduct reviews, with a specific requirement to provide interim reports in the next six years.

To gain recognition, the Council required accredited units to post data on retention and graduation. The Council now also segregates schools on provisional status from the accredited programs in the posted and published listings, to meet a CHEA requirement.

Federal policy makers are seeking to increase public accountability for universities while pressing accreditors such as the Council to be more open about program performance.

LEADER CHANGES

Two long-time journalism deans, Doug Anderson at Penn State and Dean Mills at Missouri, are retiring this year.

Mills has led the Missouri school for 25 years, and oversaw expansion, including establishment of the Donald W. Reynolds Journalism Institute. Anderson has been head of

Penn State since summer 1999, after a similar position at Arizona State.

Former ABC News anchor Willow Bay was named director of the University of Southern California's Annenberg School of Journalism.

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 visited Hofstra in November with three educators. 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 Hofstra in 2001. I am chairman of the finance committee and on the nominations committee.

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



MEMORANDUM

DATE: April 1, 2014
FROM: Andrew M. Seaman, Chairman, Awards and Honors Committee
SUBJ: Awards and Honors Committee report
FOR: SPJ Board of Directors

UPDATE

- The Awards & Honor Committee approved major revisions to the Mark of Excellence Awards and some smaller changes to the Sigma Delta Chi Awards while meeting in Anaheim, Calif. last year.
 - The Mark of Excellence Awards – for the most part – were cut back from three division (large, medium and small schools) to two (large and small schools). The committee also introduced a handful of new categories and collapsed some underperforming categories into each other.
 - The changes to the Sigma Delta Chi Awards were relatively minor and mostly dealt with the submission process for a few of the categories.
- Since the 2013 convention, the committee has also approved a request by Chad Hosier, SPJ awards coordinator, to seek an outside organization to administer the judging for the annual high school essay contest. The award will still come from SPJ. The move will free up some staff time at SPJ headquarters.
- This year, Chad has really knocked the proverbial ball out of the park with getting the word out about the Mark of Excellence and Sigma Delta Chi Awards. There were a record number of MOE entries this year.

LOOKING AHEAD

- As the committee moves ahead, there are a few items that will need to be addressed.
 - Specifically, I'd like to take an audit of the Sigma Delta Chi Awards to see how they stack up to the needs of news organizations and professionals. Also, while we just made major changes to the Mark of Excellence Awards, I believe the committee needs to take a look at how much longer we can separate print from online categories. The lines – especially at the collegiate level – are becoming increasingly blurred.
 - A – for a lack of a better term – “Best of Show Award” that was proposed at the 2013 convention also needs to be finalized for 2015. The idea is to allow judges of the Mark of Excellence Awards to identify outstanding entries that are creative and innovative – even if they don't win first place in its specific category.

- We're all looking forward to this year's convention in Nashville. Chad has proposed some really wonderful ideas for the Mark of Excellence Awards ceremony that will really show that SPJ cares about its youngest members.

Committee: Rebecca Baker, Jay Evensen, Sur Kopen Katcef, Mark Lodato (vice chair), Lisa Rollins, Andy Shots



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
FROM: Sandra Gonzalez, Chairwoman, Diversity Committee
SUBJ: Diversity Committee report
FOR: SPJ Board of Directors

NEWSROOM MANAGEMENT DIVERSITY

We are in the process of developing a proposal to impact diversity in the newsroom through management. For the past few months, we have been brainstorming and making strides to help someone transition into a managerial position. We have been contacting organizations for input and their expertise so we can decide where we want to take our project.

EIJ14

Our committee wanted to participate with a session in the upcoming EIJ Conference in Nashville. We are organizing the session “The Revolving Door of Documents” which focuses on new forms of identification being introduced, considered or legally required in different states. If it hasn’t already surfaced, it probably will. We are focusing on voter IDs and the various forms of driver authorization cards for undocumented residents.

QUILL

Sally Lehrman has decided to continue leading the committee for the Quill and our blog. We are very pleased with vice chair Tracy Everbach’s recent article featured on the front page of the Quill about women risking their lives as journalists, to cover the violence and drug cartel issues plaguing Mexico.

SOCIAL MEDIA

Robert Moran has stepped up to help with the committee’s social media. He has been very active with our Twitter page. He also has shared an idea he’d like to start with our committee this year, and that is to host a Twitter chat about diversity in the news.

DIVERSITY FELLOWS

Earlier this year, I have checked in with our 2013 Diversity fellows and they are doing well impacting their communities and journalism in general. Francisco Vara Orta is busy in San Antonio taking a leadership role in helping NAHJ plan its national convention, which is coming to San Antonio this summer. Maria Ortiz-Briones has been busy covering her health beat in California’s Central Valley and has been selected to participate in training on immigration coverage. Jocelyne Pruna has been busy reporting news in Arkansas on TV and has been actively participating as a new member of the Diversity committee.

Our application for this year's diversity fellowship is out, and we have been trying to reach people to apply. Committee members and former fellows have been spreading the word.

Our RFP for the Rainbow Sourcebook didn't get the response we had hoped for so we are in the midst of trying to get more participation to help with its updating and maintenance. Sally Lehrman has been keeping up with this.

OUTREACH

I was invited to speak via Skype with a journalism class at Georgetown recently, specifically about diversity in newsrooms; I participated in a Google Hangout to reach journalism students across the country. The focus was how to get that first job in journalism. The invitation came from NAHJ; I helped with a conference in Idaho in March as it wanted to address diversity. I was able to suggest and connect the organizer with a colleague of mine who was able to make it to the conference and speak about these important issues.

DIVERSITY STYLE GUIDE

We helped Rachele Kanigel with suggestions for her updated diversity style guide, and have written a letter of support in her efforts. We believe this project would be a valuable tool in all newsrooms.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
FROM: Kevin Smith, Chairman, Ethics Committee
SUBJ: Ethics Committee report
FOR: SPJ Board of Directors

CODE REVISIONS

It won't come as a surprise to say that the majority of time spent by the committee since the national convention has been dedicated to the revisions of the Society's ethics code.

Since late last year, the committee has engaged in a series of discussions using the online meeting space – Basecamp. All 18 members of the committee were added to the discussion board and many have been actively involved in the process. Early on we talked in more philosophical terms about the guiding principles and how we envisioned the code. Many felt the current format made the most sense, even if it grew shorter or longer.

At the same time a digital media committee was formed and Monica Guzman was asked to chair that group with the direction of bringing suggestions to the committee-of-the-whole for possible incorporation into the main code. That group reported its finding in early December.

In January, I divided the members into four groups, each one taking one of the current code's four guiding principles. In most cases these subgroups consisted of two core ethics committee members (regular members who have been on the committee for a few years) and two extended members we invited on this season for their assistance.

After two months of internal group discussions, the subcommittees reported their revisions in early March. A second group was assigned to edit them and return the revised work to me. I combined the sections from each section leader, reviewed them, added the new preamble written by Fred Brown and sent the first draft revision of the code to SPJ's president and executive committee in late March. We then made the revisions available on the spj.org website in time for the spring conferences, which began on March 28.

As the spring meetings unfold, comments will be gathered from a variety of public response venues (Code Words blog, emails, phone calls, classroom reports, etc.) The committee will collect these responses and review the suggestions over a series of weeks in late spring, early summer. It is the plan to convene members of the ethics committee to work on the code and provide a final, polished version by midsummer. That version will be made available weeks prior to national convention for membership review. That polished version will be presented to the delegates for vote at the convention.

In the meantime, we encourage local chapters to hold special programming to review the initial draft and comment. We have at least four college ethics classes that are evaluating the code in the final weeks before the end of the semester.

HOTLINE/MEDIA INQUIRIES

The calls and emails continue on a brisk pace. We are averaging about five inquiries a week and about two media interviews a month.

The majority of inquiries come from professional journalists seeking advice for issues within their newsroom or to ask about a colleague's or competitor's particular ethical conduct. College students still remain frequent callers to the hotline or to our direct email accounts. The calls predictably increase at midterm and the end of the semester.

To a less degree, the public emails or calls about issues. We are on pace to exceed our yearly list of inquiries, historically around 350. I suspect it could reach 400 this year.

Some of this is attributed to the increase in students working on case studies for a class. Some colleges we've dealt with include: Emory University, University of Cairo, Kings College (Nova Scotia), College of New Jersey, Ohio University, Carleton University, University of Iowa, University of Dayton, James Madison University, Temple University, Ohio State University, University of Georgia, Northwestern, Miami University (Ohio), Georgetown, University, University of Wisconsin and University of Kansas.

We are currently reviewing a case, at the request of the Madison, Wis. SPJ chapter, concerning the denial of media credentials by the state legislature based on the claims of conflicts of interest by certain media outlets. They were denied the press credentials by citing SPJ's ethics code. We are waiting to obtain a list of all the denied media and the reasoning and are working with the Madison chapter. Obviously, we are concerned that this may escalate into a more widely adopted practice.

We are also reviewing a request from Texas journalists who have expressed concerns on a pay-for-news publication that is taking corporate donations (\$185,000 last year) to write business stories related to the donors' businesses. The most common example was a gas company awarding a grant to the newspaper to hire interns to write about the environmental impact of the gas industry, in particular this company.

On the media interview front, here are some of the outlets we've spoken with:

Washington Post
American Journalism Review
Columbia Journalism Review
Media Matters
Milwaukee Daily Union
ARS Technica
iMediaEthics



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.
INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
FROM: Linda Petersen, Chairman, FOI Committee
SUBJ: Freedom of Information Committee report
FOR: SPJ Board of Directors

PIO SURVEYS

Carolyn Carlson completed two surveys on reporters' perceptions about whether government press offices interfere with reporting.

The first was a survey of the Education Writers Association members. The second was a national survey of political and general assignment reporters working at the state and local level (results posted on the SPJ website).

The results were released during Sunshine Week and a forum was held at the National Press Club on March 19 where Carolyn presented the results. Carolyn and David Cuillier were speakers at the event.

The results mirrored Carolyn's previous survey, which found that information flow in the United States is highly regulated by public information officers and that most reporters considered the control to be a form of censorship and an impediment to providing information to the public.

We have been working with Dave, Carolyn and Kathryn Foxhall, an SPJ member and Stop The New American Censorship founder, to raise awareness on this issue. (Report from Kathryn Foxhall below.)

YOUTUBE PROJECT

We had hoped to have this done for Sunshine Week, but Lynn Walsh got a new job and moved across the country and didn't have time. We now hope to be able to interview the winners from this year. Lynn will interview nominators of the Black Hole award winners and Sunshine award winners and we'll post the links on the FOI page.

QUILL COLUMNS

- | | | |
|---------------|----------------------------------|-----------------|
| • Jan./Feb. | Educating PIOs | Lynn Walsh |
| • March/April | Support the Shield Law | Linda Petersen |
| • May/June | Live Tweeting From The Courtroom | Jodi Cleesattle |

I have worked with several reporters and writers during the year to help them with FOI issues.

Updates on recent events on press office censorship, from Kathryn Foxhall

NEWS EVENT ON TWO NEW SURVEYS

NPC, SPJ and the Education Writers Association presented two new surveys on press office interference done by Carolyn Carlson on March 19 at the National Press Club. I believe the reports are groundbreaking in that they illustrate the problem is in many areas of the country. The great majority of reporters said they felt the public is not getting the information it needs because of the barriers. <http://www.spj.org/sunshineweek.asp>

Please look at the appendices with reporters' open-ended comments. They illustrate a tide of hard-ball obstruction.

Several young people from the Student Press Law Center were at the event. Also there was reporter Dan Froomkin, now part of First Look Media, which was founded recently by the E-bay founder and also employs Glenn Greenwald of Snowden leak fame. Froomkin voiced enthusiasm for our position. <http://www.omidyargroup.com/firstlookmedia/veteran-journalists-joins-the-team#.UzmW9PldVV1>

OP-ED FOR SUNSHINE WEEK

NPC and SPJ President David Cuillier posted an op-ed for Sunshine Week saying these controls at all levels threaten the foundation of democracy. Several outlets ran it, including Poynter.org, the Buffalo News, and Cleveland.org. <http://sunshineweek.rcfp.org/president-other-government-leaders-should-end-spin-control-culture/>

PRESENTATION AT THE NATIONAL ACADEMY OF SCIENCES

Kathryn Foxhall presented at a National Academy of Sciences workshop in December and said these restrictions are powerful, mean censorship that is new on an historic basis and radical. The response could not have been better. The 17-minute video is number 11 on the link: http://www.youtube.com/playlist?list=PLI_XctmLK37Pq447NUHLxEOi1L-c-vx6K

ARTICLES

A version of the NAS presentation is scheduled for the May "Editor and Publisher."

A reporter interviewed several people, including Kathryn Foxhall, for an article for Neiman Reports.

PANEL AT THE NATIONAL PRESS CLUB, AUGUST 2013

Much of this flows from a panel we had at the press club August 12, covered by CSPAN-2, <http://www.c-spanvideo.org/program/314509-1> .Written presentations from that panel: paosandreporters.blogspot.com



SINCE 1909

THE NATIONAL
JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
FROM: Michael Fitzgerald, Chairman, Freelance Committee
SUBJ: Freelance Committee update
FOR: SPJ Board of Directors

Note: The vast majority of the committee's time since EIJ13 has been spent on getting the Freelance Community off the ground. The following is a list of some highlights.

COMMUNITY

We're piloting the community site, including its boards. Those are less trafficked than I'd hoped, but I think they'll build with time. The full board will get the official application for community recognition at the April board meeting.

JOB BOARD

One committee member asked whether the SPJ.org home page could have a permanent link to the freelance directory/job board.

EIJ14

We're leading two sessions for the EIJ conference.

FREELANCE GUIDE

We are engaged in some significant revisions to the SPJ freelance guide.

WEBINARS

We're going to ramp up some webinar planning.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 8, 2014
FROM: John Ensslin
SUBJ: SPJ Future Task Force
FOR: SPJ Board of Directors

The SPJ Futures Task Force evolved from what had formerly been known as the Name Change Task Force. It is dedicated to finding ways to make our Society more relevant to the next generation of journalists.

Back in January, SPJ President Dave Cuillier gave us the OK to move in this direction.

Our first step – after realizing that no one of the name change task force was younger than 40 years old – was to assemble a group of younger SPJ members to study this issue. They are:

Anthony Cespedes
Lindsay Cook
Monica Guzman
Brett Hall
Patrick Kane
Taylor Mirferendeski
Victoria Reitano
Andrew Seaman
Meg Wagner
Lynn Walsh

This group has been tasked with coming up with a specific set of recommendations on ways in which SPJ can better resonate with younger journalists.

Everything is on the table and they've been encouraged to “think big.” Among the specific areas this panel is looking at are:

1. Organization and governance. The way chapters are structured. How we support student chapters. How we involve post-graduate members. How we develop and elect leaders. The make-up of the SPJ board and committees.
2. Communications. How can we best convey information to younger members via Quill, the website and social media? How can we better listen to what younger members have to say?

3. Programming. What kind of programs would best resonate with younger journalists? How can we use social media to facilitate such programs?
4. Convention/Regional conferences. How can we structure these annual events so that they offer something of value to younger journalists. What are we doing now that works? What doesn't work?
5. Training. How can we best train the next generation of journalists to have the skill sets they will need to find work in a challenging and quick-changing environment. How can we make that training more portable and nimble?

We had a productive initial meeting in a phone conference on March 22 and we have another meeting set for early May.

Meanwhile, two members of the group, Monica and Lynn, have crafted an email survey that we intend to send to all of SPJ's student and post-graduate members later this month.

At Monica's suggestion, we are also going try to sound out young journalists who are not SPJ members.

We are going to try to do this in two ways.

Over the next two weeks, I'm going to be asking regional directors if we can have access to the emails of non-SPJ members who attended their regional conferences this spring.

I've also requested similar emails for non-members who attended our national convention in Anaheim.

I will also be reaching out to several of our SPJ student chapter advisors and ask them to conduct focus groups with students both members and not to elicit some of the same kind of responses that the survey seeks.

Our goal is to study this data and craft a set of recommendations in time for the Executive Committee meeting in Washington D.C. in June and for consideration of the full board in Nashville in September.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
FROM: Claudia Amezcua, Chairwoman, Gen-J Committee
SUBJ: Generation J Committee update
FOR: SPJ Board of Directors

COMMUNICATIONS

Monthly blogs and Quill articles for SPJ are up to date and ongoing. We have recently generated a large interest in guest bloggers for our blog due to word of mouth and (thanks to Dave Cuillier) through the Scripps Leadership Institute.

EIJ14

Our panel “Things We Swear by – Generation J Lessons Learned,” was approved for this year's Excellence in Journalism. Victoria will be working closely with Scott Leadingham and Heather Dunn to produce the panel for the convention in the upcoming months. Also, we are still awaiting word to see if we will be doing the resume/social media critiques for EIJ14.

COMMUNITY TALK

At this time we are still working on our proposal to establish a Generation J Community. We hope to have the Generation J Community up and running in time for EIJ14.

Members:

- Victoria Reitano, Co-Chair
- Lynn Walsh
- Mike Brannen
- Robert Moran
- Robert McLean
- Jennifer Nicole Sullivan
- Jackie Ingles
- Patrick Kaen
- Cassidy Herrington



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
FROM: Ricardo Sandoval, Chairman, International Committee
SUBJ: International Committee update
FOR: SPJ Board of Directors

SOCIAL MEDIA

SPJ’s International Committee has established two new social media connections for committee members and SPJ community. We have soft-launched a Twitter feed via Butler Cain’s digital journalism class at West Texas A&M. On Facebook I am managing a new page focused on news about global journalism and the threats to journalists and press freedoms. We should be ready in a few days to open them up to the public, and we’d like to announce the new social media tools via SPJ National. That will be the first step, as we are also looking at a Tumblr feed and, perhaps, a Pinterest site where we can put up strings of interesting stories related to international journalism. We expect these tools to amplify our voices on important events worldwide, and allow us to become a bit of a clearinghouse for members and the broader journalism community, redirecting them to groups that protect journalists or can offer opportunities for professional growth.

SPEAKING ENGAGEMENTS

- **Africa:** In March I spoke to groups of international journalists from Africa, via seminars in D.C. sponsored by the International Center for Journalists. I distributed copies of the SPJ Code of Ethics – in English, as the bulk of the journos were from Kenya. My next speaking engagement is with Latin American journalists, and I will distribute my Spanish version of the code. I have been explaining to the foreign journalists that the code is our set of guidelines – that they can use them as a framework for their own professional standards, of course taking into account the particular realities in their countries. That sparked a good discussion with the Africans on what they’re able to do as journalists and how they can adopt higher standards. This leads me to believe that we should push for wider translations of the code – starting with the important global languages. But we should wait, I suspect, until the latest round of code updating is completed.
- **EIJ14:** Meanwhile, I am huddling this week with Robert and Butler to strategize on the panel for the national conference and what it will take to put up a good group of speakers, given that there’s no budget to work with.
- **CPJ:** Finally, last month I guided a Somali journalist to help find the right person to speak with at the Committee to Protect Journalists. The reporter wanted to alert us to the long sentence given to a Mogadishu journalist who was charged with being part of an uprising, even though he had previously fled the country after threats from insurgents, and had no lawyer in what was a quick trial.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 1, 2014
FROM: Rebecca Tallent, Ed.D, Chairwoman, J-Ed Committee
SUBJ: Journalism Education Committee update
FOR: SPJ Board of Directors

The Journalism Education Committee has been working very diligently on our major project: a look at the current state of high school journalism. This past quarter, we purchased a list of 686 names from the Journalism Education Association (essentially taking every third name on their membership list) and on Feb. 8 sent out a letter with links to surveys for advisors in newspaper, yearbook, magazines, radio, TV and advisors who handle more than one media outlet. Due to a loss of 68 names (the teacher is no longer at the school or we could not get an email address), we had a live list of 600 names. At the March 8 close, we had 258 responses, or a 43% rate of return.

Among the many findings, an initial review of the responses shows:

- Because they do not have significant field experience and need continuing education credits, most teachers rely on summer workshops offered by colleges and universities to teach them the industry and changes in the industry.
- Most teachers say there are no state requirements for teaching journalism or they do not know the requirements. Many say all that is required is certification in English.
- Many teachers say high school journalism has become a dumping ground for at-risk and poor-performing students. This is a complete turnaround from the best and the brightest students being enticed into journalism classes 10 years ago.
- Lack of funding and an emphasis on the common core (ignoring what journalism brings to the core) are most often cited for the reasons behind closing or threats of closing programs.
- Not quite half of all student newspapers (40 percent) are evaluated or under threat of prior review by the school administrations before publishing, true for both in print and online.
- More than 68 percent of teachers and advisors say they are worried they will be reprimanded because of a student-created work.
- Although the US is quickly losing the majority-white status, the overwhelming majority of journalism programs (67 percent) are directed toward majority students, leaving out minority students.

This is a first-blush look at the data; Lee Anne Peck and I will be further analyzing the information.

The entire committee is involved with the project, either as an editor (Kym Fox and Butler Cain) or as a chapter editor. The chapters include how to teach

journalism in the 21st century, a look at the best programs in the country, how journalism teaches critical thinking, the relevance of the JEA 4Cs to the core curriculum, the history of high school journalism education, the relationship between high school journalism programs and local journalists, and the importance of workshops to teachers. Chapters are due to the editors no later than May 1, some chapters are already in and being edited.

A massive thank you is sent to the Howard and Ursula Dubin Foundation for their generous contribution of \$2,500 for this project. We also have a nibble from the University of Alabama Press, which has invited us to submit our prospectus for publication.

In other work, the committee is working on articles and Toolbox columns to meet the Quill deadlines this year. We also submitted a proposal to Excellence in Journalism 2014 to share our results of the survey.

If you have any questions concerning our work, please ask.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: March 19, 2014
FROM: Hagit Limor, Chairwoman, LDF Committee
SUBJ: Legal Defense Fund Committee report
FOR: SPJ Board of Directors

The LDF Committee has considered more than half a dozen requests and fielded additional questions over the first half of this term. For the first time, we approved funding at our new maximum of \$5,000, as set in last year’s April board meeting. The Board also will be considering at the April meeting a request from Otterbein for an additional \$5,000. In addition, per request from HQ, I looked over our online presence and cleaned up the LDF pages and links in October.

CASES WE APPROVED

9/12/13 - **Access/Wild horses:** We joined an amicus request from the National Press Photographers Association and the Reporters Committee in Leigh v. Jewell, pending in the U.S. Court of Appeals for the Ninth Circuit. The case in a nutshell involved access for reporters to photograph wild horse roundups on land owned by the U.S. Bureau of Land Management. A lower court found a presumption of access was overcome by safety concerns. The amicus brief argues that journalists are perfectly capable of protecting themselves and that the roundups’ newsworthiness overcomes any safety concerns. We signed on, saying that keeping the government honest about rights of access, no matter the situation, is important.

10/25/13 - **Access/Free Speech:** At no cost to us again, we joined the Reporters Committee in U.S. v. Apel, pending in the U.S. Supreme Court. Not a typical press case, this issue involved restrictions on access by protestors to a public thoroughfare, in this case in an area outside Vandenberg Air Force Base that had been designated as a forum for speech since 1989. Although the Court is focused on the question of whether the military exerts exclusive control of the area, the underlying First Amendment issue of places to which the public and the media have access is of critical importance to newsgathering. A decision giving the government more discretion to limit First Amendment activities in areas traditionally open to the public even in the face of a statute would, obviously, have a negative impact on the media.

11/12/13 - **Libel/SLAPP Suits:** We joined the Reporters Committee in a libel case brought by University of Virginia professor Michael Mann against the National Review and the Competitive Enterprise Institute. Michael Mann is a climate scientist known for his controversial work on global warming. A July 2012 National Review blog post questioned Mann’s research methods and made a colorful, and perhaps unfortunate, analogy to Jerry Sandusky. CEI heavily excerpted the National Review blog post. Mann sued both. They moved to dismiss under the new D.C. anti-SLAPP statute. We approved funds for the sole

issue that courts should allow appeals when they deny SLAPP motions as a double check to protect the First Amendment; otherwise, SLAPP suits could be allowed to proceed through trial even if the trial court gets it wrong, which defeats the purpose of a SLAPP statute.

1/4/14 - **Student Access/Police Reports:** We approved our maximum \$5,000 in a case impacting student access to campus police reports. Students at Otterbein historically got access to campus incident reports from the local police department. But once Otterbein's security force became its own police department in 2011, it began denying access on grounds that a university police department is a private institution, not subject to the Ohio Public Records Act. Students now only can access the log required under the Clery Act, often out of date or lacking crucial information. The restrictions have limited reporting on the student magazine and website on important stories including sex assaults on campus.

1/9/14 - **Privacy/Email Scanning:** We joined the Reporters Committee to oppose an extensive sealing of motions in a class-action suit against Google regarding the scanning of Gmail messages and then targeting ads based on that scanning. Google claims scanning email content is authorized under exceptions to the federal Wiretap Act. Plaintiffs are arguing it violates not only the federal act but also state wiretapping and eavesdropping statutes. The case impacts millions of Gmail users but also could set boundaries for online service providers' use of their customer data. Our involvement targets the sealing of court records. Both sides moved and the judge granted motions to seal vast amounts of information in this case. Our motion argues these to be unsealed as a violation of the First Amendment right of access in a topic of significant import to the public regarding privacy rights and the workings of a giant technology company. Our attorney advised that sealing of information with very little reasoned analysis has long been an issue in tech-related cases.

1/9/14 **SLAPP:** We denied a request from a self-described "activist/blogger, citizen journalist, political satirist" who sought \$5,000 to defend herself in what she claims is a SLAPP suit against her. A husband and wife journalist team sued Nancy Pincus for libel, claiming more than \$2 million in damage for dozens of blog posts and other online comments the couple call "false and defamatory." We found too many questions in the case, and Pincus is representing herself. Our policy is not to pay individuals directly, but rather ensure the funding goes toward legal work.

Cases we considered or discussed without funding:

9/22 We were active very early on in the Joe Hosey AOL/Patch case that made national news, at least within the trades. His attorney is doing the case pro bono, but we offered financial support should they wish to apply. Paul took point on this case. A judge held Hosey in contempt for refusing to reveal his sources in a murder case.

10/28 We discussed the Audrey Hudson case, in which Maryland State Police and Homeland Security's Coast guard service used a search warrant in an unrelated criminal investigation to seize the private reporting files of an award-winning former investigative journalist for The Washington Times. Audrey Hudson had exposed problems in the Homeland Security Department's Federal Air Marshals Service. She says agents took her

private notes and government documents that she had obtained under the Freedom of Information Act, including documents chronicling her sources. But the warrant only covered a search for unregistered firearm and a “potato gun” suspected of belonging to her husband.

We fielded an informational request from an attorney and documentary filmmaker working with the University of Pennsylvania Law School to launch a blog about documentaries and the law who wanted to learn whether documentary filmmakers qualified for our funding and wanted advice on creating an LDF for documentary filmmakers.



SINCE 1909

THE NATIONAL JOURNALISM CENTER

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

MEMORANDUM

DATE: April 9, 2014
FROM: Dana Neuts, Chairwoman, Membership Committee
SUBJ: Membership Committee report
FOR: SPJ Board of Directors

The status of membership is much the same as it was last fall when I became committee chair. As of 4/4/14, we had 7,449 total members with the two largest categories being pro (3,939) and student (1,869) members. At this time last year, we had 7,561 members. Membership Director Linda Hall explained in that report that we often take a hit at the beginning of the month, so this is typical.

Last fall Joe Skeel hired a student part-time to make calls to members, beginning with the goal of retaining expiring members and eventually adding welcome calls to the list. For the most part, the calls have been well received, and many have thanked Tom for his call. Tom's schedule is roughly as follows:

- First week of the month: Tom calls new members and members who have recently renewed to thank them, also offering to answer any questions.
- Second week of the month: Tom calls those that have joined within the previous 6 months to see if they are receiving SPJ communications, remind them about EIJ14 and to answer questions. We can adjust this message to include requests for support of initiatives like passing the shield law.
- Third and fourth weeks of the month: Tom calls members who have recently lapsed.

Prior to this program, membership co-chair Dominick Miserandino of the Press Club of Long Island spent countless hours working with membership data, sending emails, making retention calls, etc. He was an invaluable resource in moving things forward.

For welcoming and retention purposes, our members are receiving contacts from SPJ HQ at least 9 times:

1. Phone call thanking them for joining/renewing
2. Phone call six months after they join, to check in, ensure they are receiving our communications, answer any questions
3. E-mail invoice 90 days before they lapse (three months after Tom's last call)
4. E-mail invoice 60 days before they lapse
5. Paper invoice mailed 30 days before they lapse

6. E-mailed notice one week after they let their membership lapse
7. E-mail notice 30 days after their membership has lapsed
8. Phone call from Tom two weeks after they let their membership lapse
9. Phone call from Tom 30-45 days after they lapse

In addition to the calling program, we have restarted the SPJ Volunteer of the Month program and have had three volunteers so far with the next one to be named in April. We have also rebranded the “Garden Center” blog to be the Member Spotlight, which we can use to highlight cool things our members are doing or exceptional members. So far, I have only used it to highlight the winners, but I hope to use it more in the coming months. I welcome nominations and suggestions for adding our members to the blog.

Linda has been working with SPJ Solutions to come up with an Errors & Omissions (E&O) package to offer our members. They recently came back to us to offer a great deal on E&O coverage – two years for \$1,000. Linda told me this morning that at least three people have joined SPJ just to take advantage of this opportunity. She plans to promote it in Quill and in our renewal emails in the near future. The SPJ Solutions folks will be at the regional conference in Chicago to do a workshop on financial planning. Linda continues to seek other partnerships and discounts for our members.

Looking at the bigger picture, Joe gave the Executive Committee an overview of how he sees SPJ’s membership changing and how we can adapt to meet our members’ needs. In addition, John Ensslin’s new task force is addressing how we can better meet the needs of young journalists and remain relevant into the future. Joe and John can explain their ideas far better than I, so I will leave that task to them.

As always, I am open to ideas, suggestions, feedback, constructive criticism, etc.

Respectfully submitted,

Dana Neuts