AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
TIME: 9 A.M. – NOON
ROOM: BOSTON
FRIDAY, SEPT. 18, 2015
MARRIOTT WORLD CENTER, ORLANDO
STREAMED LIVE AT WWW.SPJ.ORG

1. Call to Order – Neuts

2. Roll Call – Walsh
   a. Neuts
   b. Fletcher
   c. Walsh
   d. Kopen-Katcef
   e. Cuillier
   f. McCloskey
   g. Tarquinio
   h. Gass-Pooré
   i. Brett Hall
   j. Reilley
   k. Tallent
   l. Baker
   m. Schotz
   n. Koretzky
   o. Gallagher
   p. Givens
   q. Radske
   r. McLean
   s. Gallagher
   t. Johnson
   u. Hallenberg
   v. Matt Hall
   w. Womac


4. Approval of Board Meeting Minutes – Neuts
   a. April 18, 2015 [Page 5]
   b. May 18, 2015 [Page 21]
   d. July 23, 2015 [Page 26]

5. Report of the SDX Foundation President – Leger [Page 28]

6. Staff report – Skeel [Page 29]


8. Action/Discussion Items
   a. Chapter action – Puckey [Page 38]

9. Old/New Business
   a. Update on 41% member representation task force – Fletcher
   b. Update on Louisiana Religious Freedom Act – Fletcher
   c. Executive Director Evaluation/Hiring policies – Neuts [Page 39]
10. Public comment period
   a. Public can make comments prior to the meeting at www.spj.org

11. Recognition of retiring board members – Neuts

12. Committee Reports
   a. ACEJMC – Geimann [Page 41]
   b. Awards and Honors – Schotz [Page 45]
   c. Community report – Veeneman [Page 47]
   d. Digital Community – Mirfendereski [Page 48]
   e. Diversity – Bethea [Page 49]
   f. Ethics – Seaman [Page 60]
   g. Freedom of Information – Cuillier [Page 62]
   h. Generation J – Amezcua [Page 63]
   i. International Community – Kubiske [Page 64]
   j. Journalism Education – Cain [Page 65]
   k. LDF – Limor [Page 66]
   l. Membership – Sekula [Page 70]
   m. Nominations – Albarado [Page 71]
   n. Student Community – Hall and Pooré [Page 72]

13. Executive Director Evaluation (Executive Session)

14. Adjournment
The Society of Professional Journalists

Board of Directors Meeting

Sept. 18, 2015
9 a.m. – noon ET

Orlando Marriott World Center
Room: Boston

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.
SPJ PRESIDENT’S REPORT

This year was a flurry of nonstop activity with daily work by SPJ committees, communities, volunteers and staff. It is hard to encapsulate all of our great work in one report, so I’ll hit the highlights. Other reports in the board packet will provide more detail.

ADVOCACY

The Freedom of Information Committee led by Dave Cuillier worked hard on advocacy this year, partnering with IRE and SPLC to create the J-Team which is already in action. Committee member Kathryn Foxhall worked with Jennifer Royer and Dave on several advocacy projects, including a letter to the White House, following up on last summer’s letter. As Dave indicated in his report, 53 journalism and open government organizations signed onto the letter. The White House Press Secretary has been in touch with Jennifer, and we’re trying to set up a time to meet to discuss transparency issues further.

SPJ continued to add its name to letters initiated by other organizations to support journalists’ rights and the free flow of information. Throughout the year, Dave continued to promote the advocacy fund he created last year, so that SPJ can continue its good work in this area. A big thanks to Dave for his hard work and dedication on behalf of SPJ!

Ethics

Following the approval of a revised Code of Ethics, this was a big year for SPJ. Under the leadership of committee chair Andrew Seaman, the committee created supplemental materials for every line of the Code, making it fully interactive. In addition, the committee worked closely with the International Community to get the Code translated into eight languages – Arabic, Chinese, English, French, German, Spanish, Russian and Persian – with more languages on the way.

Andrew has gone to conferences across the country to promote the Code and explain the recent changes. He and his committee have also fielded media requests, done interviews, and managed requests from the Ethics Hotline. It seemed that virtually every day something was happening on the ethics front, and Andrew and his team handled it all in stride.

One area for improvement: rollout of the new Code. While we made great strides promoting the Code, the rollout is not complete. President-elect Paul Fletcher will work with Andrew and Jennifer to continue the rollout. I hope to help with this effort as a member of the Ethics Committee in the coming year.

MEMBERSHIP

Though membership numbers continue to drop, the Membership Committee has been active this year. Led by Robyn Sekula, the committee created a master plan for engaging and retaining members. Among other projects, the committee continued its volunteer of the month awards which gave SPJ the opportunity to recognize a dozen of our passionate volunteers.
Without question, the highlight was the #SPJ4ALL promotion done in May that reminded members and nonmembers that SPJ does not discriminate. Developed by Robyn and done in conjunction with the Diversity Committee, this one-day promotion was a “feel good” activity that garnered a lot of social media attention and participation. I’d love to see SPJ do more of this to promote membership. Well done, Robyn!

**DIVERSITY**

When I became president last fall, one of my focuses was diversity. Committee chair April Bethea and the Diversity Committee took that to heart, continuing their good work. A key achievement of the committee was the creation of the Reginald Stuart Diversity Management Program. With funding from the SDX Foundation, the program launched this fall. From a pool of 13 applicants, two fellows were selected to attend the Executive Leadership Program held by Poynter.

The committee also reached out to past diversity fellows to survey their experiences with the program and to find out if they are still in journalism and involved with SPJ. Survey results accompany the Diversity Committee report in the packet. Other committee activities include Georgiana Vines’ attendance at the UNITY Diversity Summit in April, the creation of programming ideas resources for chapters and regions, and considering asking members from minority-based organizations to join the committee as a pilot.

While I wasn’t able to personally spend time on some of these projects as I’d hoped, I hope Paul and April will allow me the opportunity to continue that work in the coming year.

**COMMUNITIES**

SPJ has five communities: Freelance, Digital, International, Student, and Generation J. Freelance and Digital held their first election cycle in January. The other communities have not held elections, but most are actively reaching out to members to engage them in different ways. The Freelance Community, for example, hosts regular hangouts. The Digital Community is very active on the blog and social media. Generation J is continuing its work reaching out to new graduates and journalists in transition. The International Community is under new leadership, with founder Carlos Restrepo stepping away for a bit.

Earlier this summer, I handed the reins over to community coordinator Alex Veeneman. He’s been working with Tara Puckey and Paul to manage the communities. Next up: a rural journalism community, led by SPJ past president Al Cross. Another consideration for communities will be how they are represented on the national board and at convention. A big thanks to Alex for his hard work and diligence to keep the communities running smoothly!

**COMMUNICATIONS**

This was the first year we’ve had a communications strategist, since I joined the national board six years ago. It was a position I pushed for over the last several years, and I couldn’t be more pleased at how it’s worked out. First of all, Jennifer was a great hire. She’s experienced and talented. Second, she has been a great team player and support system for me. She made my job as president much easier. Third, over the course of the last year, our internal and external communications have improved dramatically. We react more quickly now, and I can always count on Jennifer to keep me in the loop on what’s going on. With assistance from Joe and leadership, Jennifer has shaped our processes and procedures, so we have a system and a hierarchy, making it much easier to make decisions and follow through.
Now that we have a year under our belts, I see two areas for improvement: setting priorities for the year, which Jennifer will do with the new leadership team, and focusing more on advocacy. This was a big news year, and we spent a lot of time making statements, doing interviews, etc. This was important and necessary, but it didn’t leave a lot of time for the communications team to focus on advocacy and positioning SPJ as a journalism leader. Some of this happened by virtue of past relationships and our being so quick to react, but I’d like to see us put more of an emphasis on strategy in the coming years.

**MISCELLANEOUS**
In addition to the work of the committees and communities, SPJ completed or started other important projects over the last year. Most recently, board member Mike Reilley led a team of volunteers to brainstorm ways to improve delegate training.

Perhaps one of the things that has changed the most in the last year is a shift in SPJ’s culture. To outsiders, the shift is subtle. To those who’ve been involved at the national level, the shift is more significant – it’s more open and transparent than in recent years, and the relationship between staff and volunteers is a collaborative one. It feels like a partnership to me.

That’s not a criticism of past leadership, but more a natural evolution and something I felt was important to nudge along. That’s the reason I chose to let the board review and approve my committee appointments, which Paul plans to continue this year. I felt the board should have a say in who leads the organization. I also felt it was important to make a push for more diversity in the organization. This is something that can’t be accomplished in a year’s time, but something we all most dedicate ourselves to over time. I hope that shift will continue.

As president for the last year, SPJ has challenged me in new ways, highlighting my strengths and weaknesses, and pushing me to work harder and smarter than ever before. It forced me to hone my delegation skills, to rely on others to carry the water up the hill, and to look at things in new and different ways. As the organization’s spokesperson, I got credit for many of the good things SPJ does, but I also bore the brunt of criticism when things didn’t go as planned. There were many high highs and low lows.

But I wouldn’t change a minute of it. Even on the toughest days, I learned something about journalism, people or myself. I developed a keen understanding of what I’m good at and what I’m not, but most of all, I developed a deep appreciation for the dedication of our board, our volunteers across the country and around the world, and our staff. I learned something from each person I interacted with this year, and I’m grateful for the opportunity to lead this amazing organization.

SPJ is in good hands with Paul as its president and a hard-working, passionate board. I look forward to taking a back seat for a while, but I’m not going far. Our work is too important, and each of us is needed, no matter what our role.

Thanks for giving me the privilege of working with you, and thanks for all you do for SPJ. It’s been an honor.

Sincerely,
Dana Neuts
SPJ President
#SPJLove
MEETING CALLED TO ORDER
With President Dana Neuts presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:10 a.m. on Saturday, April 18, 2015, at the Skyline Club in downtown Indianapolis.

In addition to Neuts the following were present: President-Elect Paul Fletcher; Immediate Past President David Cuillier; Secretary-Treasurer Lynn Walsh; Vice President for Campus Chapter Affairs Sue Kopen Katecf; Director at-Large Bill McCloskey; Director at-Large Alex Tarquinio, Campus Adviser at-Large Mike Reilley; Student Representatives Brett Hall and Jordan Gass-Pooré; Regional Directors Rebecca Baker, Andy Schotz, Michael Koretzky, Patricia Gallagher Newberry, Deborah Givens, Joe Radske, Rob McLean, Eddy Gallagher, Tom Johnson, Pia Hallenberg, Matt Hall and Tony Hernandez.

Staff members present for the meeting were Executive Director Joe Skeel, Associate Executive Director Chris Vachon, Director of Membership Linda Hall, Director of Events Heather Dunn, Membership Strategist Tara Puckey, Communications Strategist Jennifer Royer, Communications Coordinator Taylor Carlier and Awards Coordinator Abbi Martzall.

Other visitors included SDX Foundation President Robert Leger, SDX directors David Carlson, Sonny Albarado and Steve Geimann and former SPJ President Paul Davis.

REPORT OF THE PRESIDENT
Neuts provided an update on the Code of Ethics, specifically that supplemental materials for the Code were nearly ready to be posted to SPJ.org. Furthermore, the Code is being translated into several different languages. Neuts thanked Ethics Committee Chairman Andrew Seaman for his committee’s work.

Neuts also provided an update on the communications process and procedures adopted by SPJ. Since Communications Strategist Jennifer Royer began in August, SPJ has been more strategic and proactive than it has been in the past. Furthermore, we are doing more communications now – specifically in the realm of advocacy – than ever before.

Neuts shared that Membership Committee Chairwoman Robyn Sekula has developed a master plan for membership, with a deeper focus on diversity. Sekula and SPJ’s communications staff are working on a day when SPJ celebrates diversity via social media. It would be centered around #SPJ4ALL. SPJ would encourage all chapters to celebrate this day, likely sometime in May.
Lastly, Neuts thanked Tony Hernandez for his service on the board. Hernandez, Region 12 director, will vacate his seat on June 1 (in accordance with the SPJ bylaws) because he moved away from his region.

SPJ is currently accepting applications for a replacement, who would fill the gap until EIJ15. At that time, a new Region 12 Director would be chosen via election. The Board of Directors will conduct a meeting in May via conference call to choose the temporary replacement.

**APPROVAL OF MINUTES**
McCloskey noted that in the Sept. 7, 2014 minutes he was omitted from the list of people appointed to the SDX Foundation Board of Directors.

*Upon proper motion by Baker and second by McCloskey, the board unanimously approved the minutes from Sept. 4, 2014, Sept. 7, 2014 and Nov. 18, 2014.*

**APPROVAL OF THE BUDGET**
Secretary-Treasurer Lynn Walsh and Executive Director Joe Skeel presented an overview of the budget for Fiscal Year 2016, which begins Aug. 1, 2015.

*Upon proper motion by Fletcher and second by Kopen Katcef, the board approved the budget unanimously.*

**CHAPTER ACTION**
Puckey presented a list of chapters seeking to be chartered and one chapter to be inactivated.

Seeking Charter:
- American University – Bulgaria
- University of Massachusetts
- Nova Southeastern
- California State Polytechnic University.

Chapter to inactivate:
- Quinnipiac University

*Upon proper motion by McCloskey and second by Kopen Katcef, the board voted unanimously to approve the actions.*

**NOMINATIONS REPORT**
Neuts shared Albarado’s memo regarding nominations for the SPJ board. Those declaring for the election at this point are: President-Elect: Walsh; Secretary-Treasurer: Baker and Jason Parsley; Vice President of Campus Chapter Affairs: Kopen Katcef. At-Large Director: McCloskey and Alex Veeneman; Campus Adviser At-Large: Becky Tallent; Region 2 Director: Schotz; Region 3 Director: Koretzky; Region 6 Director: Radske; Region 10 Director: No candidate; Region 11 Director: Matt Hall; Region 12 Director: Amanda Womac; Student Representatives: Dustin Ginsberg and Emily Panken.
REPORT OF THE SDX FOUNDATION PRESIDENT

Leger shared that the Foundation is doing well financially, with a balance of about $12.4M.

The Foundation’s transition from a mostly-granting body to a mostly-operational body is going well. It is prepared to directly manage the educational programming traditionally managed by SPJ through grants.

The SDX Foundation’s Programming Committee is working on a big idea to present to potential funders. That idea is to create a position that would be a “one-stop shop” for journalists needing assistance. This position could not only provide immediate guidance for journalists, but would also connect them to other entities that have good resources. This person could also serve as a trainer on issues and even parachute into areas that need help in the moment.

Leger shared that SDX Foundation board member Dori Maynard died in February, and that the board would be discussing ways to memorialize her.

When the Foundation meets the following day, it will also be discussing whether it would ask SPJ for a codified role in the hiring and firing of the executive director. Currently, only SPJ has the authority to hire and fire the executive director. With the Foundation now taking on a more equal role (managing educational programming), it will discuss if the bylaws should reflect an official role in the hiring and firing process.

STAFF REPORT

Skeel thanked Dunn for her 10-plus years of service. She will be leaving in May to spend more time with her family.

Skeel shared with the board that he submitted a proposal to UNITY for bookkeeping services. If UNITY accepts the proposals, it would be the fourth bookkeeping client for SPJ.

He also shared a training partnership with Google that is in the works. Under the partnership, SPJ and ONA would provide individuals to Google – who would then train them to become certified Google trainers. These trainers could then be used in SPJ’s ongoing training programs – such as EIJ, webinars, JournCamps, regional and chapter events.

CONVENTION DATES AND CRITERIA

Skeel asked the board to provide feedback on the current criteria used when selecting dates and locations for its annual convention.

The board shared its concerns with certain months, but gave no specific direction. The general feeling was that some dates may be better than others, but the majority felt later in September was OK.

Most concerns centered around student and university schedules. Also, there was concern expressed about a spring convention – as it could compete against SPJ’s regional conferences.
Regarding criteria for selecting a city, the board supported considering properties with a higher room rate. Traditionally, staff eliminated any property offering a rate over $200. This usually eliminated larger destination cities such as New York, Washington D.C., San Francisco and Chicago.

The board directed staff to include properties with higher room rates when making recommendations for future convention cities. It should provide data on all costs associated with attending a particular city – including travel, meal costs, etc.

**ONLINE LDF AUCTION**

Skeel requested board support for moving forward with an online component to the Legal Defense Fund auction. He explained that the online component would not replace the live or silent auctions currently conducted during EIJ.

The board supported moving forward.

**MEETING RECORDING POLICY**

A 2006 policy states that SPJ should destroy all recordings of meetings upon approval of minutes.

The SPJ board has been violating this policy since it began live streaming (and recording meetings) in 2013. Rather than violate its own policy, the board considered if it would be better to rescind the policy.

SPJ counsel Laurie Babinski provided a confidential report to the board of directors that spelled out some of the risks associated with rescinding the policy. Babinski also shared that given the Society’s dedication to transparency, it would be an understandable path.

**Upon proper motion by Fletcher and second by Baker, the board voted unanimously to rescind the policy on destroying recordings of board meetings.**

**SPJ DIVERSITY**

Neuts shared that she wants to put an emphasis on Diversity, and provided an update of some activities geared toward this. The goal is for others to see that SPJ is serious about improving diversity in newsrooms and coverage. By ingraining these philosophies at the grass-roots level, it would better our chances of meaningful change in the Society’s leadership.

- SPJ will ask representatives of other journalism associations to serve on its Diversity Committee. Those associations include, but are not limited to, the National Association of Hispanic Journalists, the National Association of Black Journalists, The Asian American Journalists Association, The Native American Journalists Association and the National Lesbian Gay Journalists Association.
- Membership Committee chair Sekula will work with a small group to develop diversity programming for chapters. This is based off her success with such programming during the Region 5 spring conference.
The Membership and Diversity Committees will also work together to develop programming and resources. SPJ would then create a place on SPJ.org where these resources and program ideas can be housed and promoted.

**RELIGIOUS FREEDOM LEGISLATION**

Fletcher shared an update on the Religious Freedom law recently passed in Indiana. That update encompassed similar laws recently considered by Arizona and Arkansas.

In short, SPJ felt the laws could legalize discrimination – specifically against the LGBT community. SPJ issued a statement regarding the Indiana situation because we are headquartered in the state.

However, he shared, SPJ is reluctant to get involved in legislation moving through other states because SPJ’s focus is traditionally narrowed to Freedom of the Press and Freedom of Speech. In short, he said, SPJ can’t monitor all five guarantees of the First Amendment.

Neuts and Fletcher brought this to the board because Louisiana is considering similar legislation, and SPJ plans to conduct its conference in New Orleans in 2016. Fletcher described this legislation as more toxic than Indiana’s. In that, this bill would allow businesses to discriminate based on religious and moral beliefs.

Governor Bobby Jindal supports the legislation. However, many in statehouse (along with the convention and visitor’s bureau and local business associations) oppose it.

The bill is currently in committee, and Fletcher explained that we are still early in the process.

Discussion centered around what SPJ should do now, and what actions might it take should the law as currently constituted be passed.

Fletcher explained that canceling our conference could result in losing $300,000, because we already have a contract signed with a hotel in New Orleans. The board didn’t see this as a necessary action at this point. The majority seemed to support going in 2016, but focusing programming and perhaps protests while on site.

It did discuss the option of relocating the 2016 April board meetings, which are scheduled for New Orleans.

Outside of the events planned for Louisiana, Walsh questioned if this bill would prevent LGBT journalists from doing their jobs. She shared a hypothetical in which a lawmaker may refuse to talk to a reporter if it is known that this reporter is gay.

The board agreed that Fletcher would continue to monitor the situation. But it would take action in the short term.

**Upon proper motion by Walsh and second by Koretzky, the board voted unanimously to draft a letter or statement that would go to lawmakers and the convention and visitors**
bureau stating that if the law is passed it could lead to possible discrimination against our members and journalists.

CAREER CENTER UPDATE
Walsh provided a brief explanation of the improved career center on SPJ.org. The page now lists other job boards and resources for those seeking employment. It also houses an improved job bank, run by SPJ’s third-party vendor Boxwood.

BUSINESS MEETING/VOTE TALLY POLICY
McCloskey presented a proposed SPJ Convention Voting Transparency Policy, which was drafted by SPJ’s Bylaws Committee to spell out the processes and procedures for conducting opening and closing business meetings during convention.

The policy (attached to these minutes as Appendix A) is aimed at making public – in a timely manner – the election vote tallies and the results of all votes taken at business meetings. It is also intended to clarify delegate training and the role of the Election Committee (made up of the traditional sergeant at arms).

Upon proper motion by Kopen Katcef and second by Baker, the board unanimously approved the SPJ Convention Voting Transparency Policy.

IT’S THE PEOPLE’S DATA
Region 9 Director Johnson presented a 9-minute presentation on a project called “It’s the People’s Data.” The project is aimed at taking a proactive approach, at the national level, to encourage the dissemination of government data.

Johnson asked for a general endorsement of the SPJ Board so that he may move forward on the project and seek outside funding.

Upon proper motion by McCloskey and second by Hernandez, the board voted unanimously to endorse the concept of “It’s the People’s Data” program.

FINANCE COMMITTEE UPDATE
Walsh shared a brief update from the Finance Committee, which met the day before this meeting.

Out of that meeting, a small task force has been developed to investigate ways to connect SPJ with the general public and those that may support the Society’s missions. One possibility is the creation of an “SPJ supporter” member category.

EXTENSION OF POST-GRADUATE RATE TO 4 YEARS
Skeel shared that based on his research, there would be no immediate benefit or drawback to extending the post-graduate rate to four years (currently three years after graduation). He also shared that he wasn’t prepared to answer if SPJ should extend the rate, because he wasn’t sure what the goal is for doing so.
He asked the board to consider this question: What’s the point of membership? Is it revenue? Total number of members? Engagement?

Until the board could answer these questions, he couldn’t answer whether extending the rate is advisable.

**Upon proper motion by Baker, and second by McCloskey, the board voted to table the agenda item.**

**TECH UPDATE**
Puckey shared that SPJ’s membership database is in Phase 1 of the upgrade, which is that the software upgrade has been done on the server and staff work stations. Leaders and members should see changes to the website in the coming months.

**ADVOCACY FUND**
Cuillier asked the board to move $30,000 from the Fiscal Year 2014 budget surplus to the newly created advocacy fund.

Board members shared a desire to create a mechanism to determine how future advocacy money would be spent.

**Upon proper motion by Koretzky and second by Baker, the board voted unanimously to move $30,000 from the FY2014 surplus into the advocacy fund and for the board to decide on a mechanism for how earnings will be spent.**

**STUDENT ISSUES/CONCERNS/IDEAS**
Gass-Pooré shared a couple ideas on how to get high school students more involved. One idea was to create a student community to help them as they move from high school to college.

Gass-Pooré also wanted clarification on the role of the student representatives.

Neuts encouraged her to speak with Skeel and others on the board to get some ideas.

**COMMUNICATIONS UPDATE**
Neuts shared a memo (Appendix B) that detailed some criteria used when SPJ decides whether to issue a statement or press release. Specifically, the criteria deals with issues related to international matters and journalists’ deaths.

Neuts explained that, as is the case now, SPJ will continue to take situations on a case-by-case basis. However, she asked the board to share additional criteria that might be missing from the memo.

Although no board member shared new criteria, leadership did discuss some criteria that was listed.
The board brainstormed ways to improve our communications in these areas, such as the creation of “canned” statements that could be used repeatedly – such as the issue with journalists being killed overseas.

The board also discussed the possibility of working with other journalism associations and the possibility that people will start to “tune us out” if we are not selective in the issuing of statements. Schotz suggested that when considering making a statement on an issue, the first question we should ask ourselves is “How can we make a difference?”

The discussion veered into areas related to all of SPJ’s communications – such as the metrics used to track statements and the amount of time the president, other leaders and staff dedicates to communication.

Neuts thanked the board for its feedback.

NON-AFFILIATED MEMBER REPRESENTATION
Fletcher shared that 41 percent of SPJ’s members are not affiliated with a chapter. However, under the Society’s governance system, only chapter-appointed delegates are allowed to vote on large issues such as changes to the Ethics Code, resolutions and by-laws changes.

This means that 41 percent of SPJ’s members have no voice in these matters.

Fletcher informed the board that a task force has been assembled to research the issue and, ultimately, bring forth a proposal that would ensure all SPJ members have a voice in its governance.

Work of the task force will include:

- Consider how best to provide representation at convention for members not affiliated with a chapter.
- Review different models for governance.
- Review practices of other associations and groups.
- Create a draft survey for unaffiliated members to determine their views on governance and to measure their level of interest in same.
- Consider whether and how to give a voice in governance to SPJ’s communities, both at the annual convention and on the board.
- Recommend any changes to the SPJ bylaws and coordinate with members of the bylaws committee.

AWARDS RECOMMENDATIONS
Neuts provided brief background on the discussion surrounding the selection of SPJ’s honors and awards:

In September, the SPJ Board of Directors instructed the Executive Committee to develop a plan for choosing SPJ’s awards and honors. Walsh, Schotz (Awards Committee Chairman) and Kopen Katcefi created recommendations for the Executive Committee.
In January, the Executive Committee met and passed the recommendations put forth to the board for this meeting.

The recommendations are attached as Appendix C.

**Upon proper motion and second by Cuillier and Koretzky, the board voted 20-2 to adopt the Executive Committee’s recommendations on the first nine awards** (note: all but the Wells Memorial Key).

Baker shared a recommendation from the Regional Director caucus, which was discussed by the board.

The following recommendations were then agreed upon by the board regarding the Wells Memorial Key selection.

- A list of nominees will be shared with the Board of Directors,
- The Executive Committee will take into account any board member comment and suggestions regarding the nominees,
- Following the presentation of the Wells Memorial Key during the banquet, the Executive Committee will explain why that particular winner was chosen.

**Upon proper motion by Baker and second by Gallagher, the board voted 21-1 to accept the Executive Committee recommendations, with the additional steps as listed above.**

**Upon proper motion by Koretzky and second by Schotz, the board voted 16-5 against limiting the Executive Committee’s selection to a person that was officially nominated. There was one abstention.**

**ADJOURNMENT**

Upon proper motion by Baker and second by Hall, the board meeting adjourned at 5:04 p.m. Saturday, April 18.
APPENDIX A

SPJ Convention Voting Transparency Policy

At SPJ’s annual convention resolutions and bylaws amendments may be brought to the floor to be voted on by delegates. In addition, SPJ members elect national officers and directors for the coming year. To the greatest extent possible, it is Society policy to make public in a timely manner election vote tallies and the results of all votes taken at business meetings.

1. To facilitate and speed the process of counting votes on the floor at business meetings, staff should prepare video and printed training materials to familiarize delegates and alternate delegates with the standing rules of the convention and voting procedures. These materials should be available on convention web pages for viewing and downloading. Staff will also prepare training materials explaining procedures for tallying and reporting results of votes taken on the floor at business meetings.

2. About a week before the first business meeting staff will send an email including links to video and printed training materials to each delegate and alternate delegate requesting that the recipient review the materials before arriving at the convention.

3. At convention registration, staff will provide each delegate and alternate delegate a copy of the Standing Rules of the Convention and a link to the training video.

4. Consistent with Bylaws Art. 9, Sec. 10, before the first business meeting, the President of the Society will appoint an Election Committee, including a sufficient number of SPJ members who are not delegates, alternate delegates or candidates for office, to certify election results and tally votes taken on the floor.

5. Staff will provide members of the Election Committee the vote tallying and reporting training materials before the first business meeting begins, allowing sufficient time for committee members to review them.

6. At the beginning of each business meeting the Parliamentarian will explain to the assembled delegates the procedures for voting.

7. Prior to any vote, the chair or the secretary shall restate the motion or other matter being voted on, and provide clarifications in response to delegates’ questions.

8. If a motion or other matter is decided by vote count or secret ballot, the Election Committee will employ the vote tallying procedures to determine the delegates’ decision and will immediately report to the Chair, who will announce the number of votes cast in favor, in opposition, and in appropriate instances abstentions.

9. Before the conclusion of the final business meeting, the Election Committee will announce the results of the annual election of officers and directors, including the vote tally for each candidate.

10. Results of each vote taken by any method will be recorded in the official minutes of the meeting, posted in an appropriate place on the SPJ website, and disseminated by other means, which may include the Working Press and social media. In all instances that votes were counted, the tallies will be published.

11. Regional meetings will be conducted under the same procedures as business meetings. If votes are taken at a regional meeting, the Regional Director will announce the results to meeting participants and will report to the President and Executive Director before the final business meeting the motions on which votes were taken and results of those votes. To the extent possible, regional directors’ reports will be published in an appropriate place on the SPJ website.
APPENDIX B

MEMORANDUM

DATE: April 2, 2015
FROM: Dana Neuts and Jennifer Royer
SUBJ: Recommended communications for international matters and journalists’ deaths
FOR: SPJ Board of Directors

Although it’s usually pretty clear when SPJ should speak out, it’s not so easy when it comes to international matters. The same is true of journalists’ death.

For example, do we speak out about every journalist that dies? If not, where do we draw the line? Ben Bradlee is probably a no brainer. Stuart Scott? Bob Simon? David Carr? For some, the answer is “absolutely,” for others, it is probably “who is that?” What rises to the level of an “official statement?” What can be handled via Twitter?

These questions started a conversation between SPJ’s communications team and the president, president-elect and secretary-treasurer.

Out of that conversation, with input and research by SPJ leaders, volunteers and staff, the following criteria, checklists and guidelines were developed. We hope these will help current and future leaders in making some of those tough decisions.

We ask the board to consider the following recommendations.

Each situation should be handled on a case-by-case basis, with the following criteria to help guide us.

Checklist for statements on deceased journalists:

1. Operate from a position of restraint.
2. Did they have an impact on journalism AND democracy?
3. Were they a pioneer in the field?
4. Were they an SPJ member?
5. Did they have an impact on the general public?
6. Did they go beyond being a great journalist and an inspiration to other journalists?

If they do not meet the criteria, SPJ can still be involved in the conversation via social media.

Any president or SPJ leader can write a blog post which could then be promoted via social media (give HQ a heads up that blog is being written and when it is posted).
Checklist for international incidents/acts of terrorism
Generally, SPJ does not issue a statement or release unless there are overriding circumstances, but the following checklist should be considered:

1. Were American journalists targeted or involved?
2. Did it happen on American soil?
3. Did it happen outside a war zone or area of conflict or otherwise “safe” place (ex. Charlie Hebdo)?
4. A systemic killing: Are journalists continually and intentionally being targeted in a certain region over a certain period of time?
5. An ongoing threat: A journalist has been murdered and there is reason to believe more will be targeted.
6. Other unusual circumstances?

Staff will have a general comment ready for when we do not issue a statement, such as, “SPJ condemns any action in which a journalist is targeted for doing his or her job…”

For international incidents, staff has the authority to respond directly to those reaching out that clearly do not rise to the level of SPJ making a statement. Explain that we typically do not make statements on international issues, and direct them to other experts such as the Committee to Protect Journalists, Reporters Without Borders and the Reporters Committee for Freedom of the Press.

The International Community can act as it sees fit – blog, social media post, etc., which may be retweeted or promoted via SPJ’s social media.

SPJ may choose to participate in conversation via social media.

MONITORING NEWS 24/7
Lastly, we ask for the board’s help when it comes to monitoring the nightly news cycle.

The president, president-elect, executive director, communications strategist and communications coordinator are all monitoring news as much as possible, while also attempting to do the other duties of their day jobs. Of course, they also all have personal lives.

There may be times when they are not immediately aware of something breaking. Having the extra eyes and ears of board members is helpful in making sure nothing falls through the cracks – ensuring SPJ is as timely as possible on matters it wants to speak about publicly.

How the Board can help:
• When you become aware of a situation you think SPJ may want to speak about or monitor, first check Twitter (@spj_tweets). That is where any statements, retweets or conversation will likely happen first.
• If you are personally Tweeting about it and you think SPJ would be interested, tag @spj_tweets and/or the president, president-elect, executive director, communications strategist and communications coordinator if possible.
• Send a “Just a heads up in case you haven’t seen this…” email to the above mentioned leaders and staff.
APPENDIX C

MEMORANDUM

DATE: April 6, 2015
FROM: Joe Skeel, Executive Director
SUBJ: Awards recommendations
FOR: SPJ Board of Directors

The SPJ Board of Directors instructed the Executive Committee to develop a plan for choosing SPJ’s awards and honors. Below are the recommendations that were voted on by the Executive Committee in January.

The Committee’s discussion and recommendations were a response to the recommendations of task force leaders Lynn Walsh and Sue Kopen Katcef. Their original report to the Executive Committee follows this memo.

Lastly, following both memos is a compilation of comments collected by SDX Foundation President Robert Leger. He sought input from past Wells Key winners regarding the selection process and shared those with SPJ’s Executive Committee in January.

EXECUTIVE COMMITTEE RECOMMENDATIONS

Upon proper motion and second by Fletcher and Kopen Katcef, respectively, the committee voted that the selection process for the Distinguished Teaching in Journalism Award read as follows:
The recipient will be recommended by the SPJ Executive Committee with input from the SPJ Journalism Education Committee and the two Campus Advisers-at-Large. The recommendation will be presented to the SPJ board for approval.
Friendly amendment: The process will be implemented in 2016.
The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion and second by McCloskey and Walsh, respectively, the committee voted that the selection process for the Ethics in Journalism Award read as follows:
The recipient will be recommended by the SPJ Executive Committee with input from the SPJ Ethics Committee. The recommendation will be presented to the SPJ board for approval.
Friendly amendment: The process will be implemented in 2016.
The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.
Upon proper motion and second by McCloskey and Walsh, respectively, the committee voted that the selection process for the Fellows of the Society read as follows:
Recipients will be recommended by the SPJ Executive Committee. The recommendation will be presented to the SPJ board for approval.
Friendly amendment: The process will be implemented in 2016.
Friendly amendment: Change that nominations will rollover for five years.
Addition: Add wording from bylaws that “not more than three people can be selected.”
The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion and second by Kopen Katcef and Walsh, respectively, the committee voted that the selection process for the Historic Site in Journalism read as follows:
The recipient will be recommended by the SPJ Executive Committee with input from the American Journalism Historians Association. The recommendation will be presented to the SPJ board for approval.
Friendly amendment: The process will be implemented in 2016.
Friendly amendment: Change that nominations will rollover for five years.
Addition: Require something with submission that the plaque will be placed on the property.
The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion and second by Kopen Katcef and Walsh, respectively, the committee voted that the selection process for the Sunshine Award read as follows:
The recipient(s) will be recommended by the SPJ Executive Committee with input from the SPJ FOI Committee. The recommendation(s) will be presented to the SPJ board for approval.
The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion and second by Kopen Katcef and Walsh, respectively, the committee voted that the selection process for the Howard S. Dubin Outstanding Pro Member Award read as follows:
The recipients will be recommended by the SPJ Executive Committee. Recommendations will be presented to the SPJ board for approval.
The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion and second by Kopen Katcef and Walsh, respectively, the committee voted that the selection process for the David L Eshelman Outstanding SPJ Campus Adviser Award read as follows:
The recipient will be recommended by the SPJ Executive Committee with input from the two Campus Advisers-at-Large and the two Campus Representatives. The recommendation will be presented to the SPJ board for approval. Friendly amendment: The process will be implemented in 2016.
The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion and second by Kopen Katcef and Walsh, respectively, the committee voted that the selection process for the Julie Galvan Outstanding Campus Member Award read as follows:
The recipient will be recommended by the SPJ Executive Committee with input from the two Campus Advisers-at-Large and two Campus Representatives. The recommendation will be presented to the SPJ board for approval. Friendly amendment: The process will be implemented in 2016.
The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion and second by Kopen Katcef and Walsh, respectively, the committee voted that the selection process for the Regional Director of the Year Award read as follows:
The recipient will be chosen by the SPJ Executive Committee with input from the two Directors-at-Large and headquarters staff. Friendly amendment: The process will be implemented in 2016.
The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion and second by Fletcher and McCloskey, respectively, the committee voted that the selection process for the Wells Memorial Key read as follows:
The recipient will be chosen by the SPJ Executive Committee. Friendly amendment: The process will be implemented in 2016. Friendly amendment: Change that nominations will roll over for 10 years. Call to question passed. The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Radske), three members voted no (Cuillier, Walsh and McCloskey) and President Neuts broke the tie with a yes vote.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
MAY 18, 2015
SKYPE CONFERENCE CALL

MEETING CALLED TO ORDER
With President Dana Neuts presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 1 p.m. ET on Monday, May 18, 2015, via Skype conference call.

In addition to Neuts the following were present: President-Elect Paul Fletcher; Immediate Past President David Cuillier; Secretary-Treasurer Lynn Walsh; Directors at-Large Bill McCloskey and Alex Tarquinio; Student Representative Jordan Gass-Pooré; Regional Directors Andy Schotz, Michael Koretzky, Joe Radske, Rob McLean, Eddye Gallagher, Tom Johnson, Pia Hallenberg, Matt Hall and Tony Hernandez.

Staff members present for the meeting were Executive Director Joe Skeel, Communications Strategist Jennifer Royer and Membership Strategist Tara Puckey.

The primary purpose of the call was to select an interim director for Region 12. Current regional director Tony Hernandez moved out of the region, making him ineligible to hold office according to the Society’s bylaws (Article 7, Section 5). The selected candidate will serve until EIJ15, when an election will be held (Article 7, Section 9).

The board also considered an application from the Generation J Committee, which desired to become a community.

GENERATION J COMMUNITY APPLICATION
Neuts explained that the Generation J Committee felt the best structure moving forward was to become a community instead of operating under its current committee structure – which limits participation to a handful of individuals.

Upon proper motion by Tallent and second by Tarquinio, the board approved the community application from the Generation J Committee.

INTERIM REGION 12 DIRECTOR
The board considered application materials from Amanda Womac, Kathleen Wickham, Patricia Roberts and Rachel Wedding McClelland.

Neuts asked board members to share any information about the candidates. McCloskey asked Hernandez to share his insight into the candidates.

Hernandez said he knows three of the candidates. He has been grooming Womac in hopes she would have interest in becoming a regional director. She currently serves as the regional treasurer. He explained that Wickham is a longtime chapter advisor at the University of
Mississippi. At one point under her guidance, her chapter was named collegiate chapter of the year.

Hernandez said Wedding McClelland called him about the position a few weeks ago. She seemed eager and excited, but didn’t have a lot of experience with chapters or regional business.

Koretzky shared that he knows Wedding McClelland from the Collegiate Media Association. She has done a lot of SPJ programming there. Koretzky shared that the appointed RD is required to help with the Green Eyeshade awards. Revenue generated from this contest supports much of what Region 3 and Region 12 do.

Koretzky said because of Hernandez’s transition in his new job, the awards suffered about $5,000 this year. From his perspective, the Region 12 director must be on the ball.

Koretzky asked which candidate would do a great job on the contest.

Hernandez said Womac has experience running chapter contests. He felt Wickham would also do well. Neither have direct experience with Green Eyeshade.

Schotz felt the only candidate that showed real passion in the submitted materials was Wedding McClelland. He questioned if that is something that comes through, perhaps showing more of a commitment than the other candidates.

Koretzky said he was split on the candidates. He thinks Wedding McClelland would bring a lot of energy, but is also cognizant of the fact that Hernandez has been grooming a replacement in Womac.

Hallenberg said it was important to keep in mind this was an interim position. The board’s task is to choose someone who can run the region until the conference in September. Therefore, she said it’s important to be able to hit the ground running.

McCloskey asked Koretzky when the Green Eyeshade contest occurs. Koretzky replied that the awards would not start up until after the September conference.

McLean asked Hernandez to describe Womac’s enthusiasm and her overall SPJ excitement. Hernandez shared that she is very enthusiastic: She runs the chapter website, social media and communications for the East Tennessee chapter. She is always very positive.

Neuts added that Womac has always impressed her, but also liked that Wedding McClelland sent a letter to the board of directors showing her passion for journalism and enthusiasm for the position.

Fletcher shared that Womac and he were in the same Scripps Leadership class. Fletcher has watched Womac from afar since that class and was pleased that she has decided to step forward.
Schotz asked if Hernandez was recommending Womac. Hernandez said he wasn’t comfortable recommending anyone. But, if he were to rank the candidates, he would place Womac and Wickham at the top based on their SPJ experience. He said that the work between now and the conference would focus on annual reports. Experience with the region and chapters would be helpful.

Neuts asked Matt Hall, who was selected as an interim regional director last year, what his biggest challenges were. He said the board should choose someone who is a quick study, willing to ask questions and has the time to do the job.

Koretzky asked Hernandez which of the candidates might make the best assistant regional director if they aren’t chosen. Hernandez said when he talked to Wedding McClelland, she was interested in helping the RD if she weren’t chosen. Wickham would be another good person because she understands the chapters and regional structure.

Hernandez shared that the Region 12 bank account is a Regions Bank account, so ideally the treasurer would be in a city that has personal access. Wedding McClelland, Womac and Wickham all live in a city with a Regions bank account, Hernandez said.

Neuts addressed comments made about diversity, stating that SPJ should seek out diverse candidates instead of waiting for them to come to us.

Upon proper motion by McCloskey and second by McLean, the board selected Womac as interim Region 12 Director. Hernandez and Neuts abstained. Schotz voted no.

Schotz asked to make it standard practice that the Society ask for a résumé when individuals apply for office. McCloskey said SPJ could solve Schotz’s concern by having a standard operating procedure for interim-selection process.

ADJOURNMENT
Upon proper motion by McCloskey and second by Tallent, the meeting was adjourned at 1:37 p.m., Monday, May 18, 2015.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
June 5, 2015
SKYPE CONFERENCE CALL

MEETING CALLED TO ORDER
With President Dana Neuts presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 1:09 p.m. on Friday, June 5, 2015, via Skype conference call.

In addition to Neuts the following were present: President-Elect Paul Fletcher; Immediate Past President David Cuillier; Director at-Large Bill McCloskey; Campus Adviser At-Large Becky Tallent; Student Representative Jordan Gass-Pooré; Regional Directors Andy Schotz, Michael Koretzky, Rob McLean, Tom Johnson, Matt Hall and Amanda Womac. Ethics Committee Chair Andrew Seaman was also present.

Staff members present for the meeting were Executive Director Joe Skeel, Communications Strategist Jennifer Royer and Membership Strategist Tara Puckey.

The primary purpose of the call was to discuss usage of the SPJ logo in conjunction with the AirPlay event being held in August as part of the Region 3 conference. AirPlay is a program Koretzky is organizing to talk about the GamerGate movement and ethics in video game journalism."

The board also briefly discussed a session at the Region 3 conference regarding drones. Some had initial concerns about the legalities surrounding the event.

However, there was not a quorum, so official business could not be conducted. The group discussed the following issues anyway, but took no official vote on either.

SPJ LOGO
Neuts gave background on how the idea of the AirPlay event at the Region 3 conference came about and that initially, Koretzky and Region 3 had been using the SPJ National logo to promote the event. SPJ National’s position was that it did not endorse AirPlay and had no interest in engaging GamerGate. AirPlay was viewed as a regional/chapter program being conducted outside the purview of the national organization. Any questions or comments about the program were forwarded to Koretzky.

Upon learning that the logo was being used on the AirPlay site, Skeel asked Koretzky to refrain from using the logo – citing the national organization’s desire to not engage the GamerGate community. Koretzky obliged, but asked that the board reconsider. This was the purpose of the call.

The conversation lasted about 40 minutes. There were several questions about the GamerGate movement. Many saw value in engaging a new audience, with the idea of spreading SPJ’s Code
of Ethics principles. Others applauded Koretzky’s willingness to engage GamerGate, which has a reputation of being hostile. However, lending SPJ National’s name and logo to the AirPlay event was not supported by the majority on the call.

No official vote could be taken, as there was no quorum. However, board members did share how they would have voted. Of the 11 members on the call, 10 said they would have voted against use of the logo.

Koretzky thanked fellow board members for engaging in the conversation.

The call ended at 1:55 p.m. ET on Friday, June 5.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
JULY 23, 2015
SKYPE CONFERENCE CALL

MEETING CALLED TO ORDER
With President Dana Neuts presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 1 p.m. ET on Thursday, July 23, 2015, via Skype conference call.

In addition to Neuts the following were present: President-Elect Paul Fletcher; Immediate Past President David Cuillier; Vice President of Campus Chapter Affairs Sue Kopen Katcef; At Large Directors Bill McCloskey and Alex Tarquinio; Campus Advisers At Large Mike Reilley and Becky Tallent; Student Representative Brett Hall; Regional Directors Joe Radske, Rob McLean, Eddye Gallagher, Tom Johnson, Pia Hallenberg, Matt Hall and Amanda Womac.

Staff members present for the meeting were Executive Director Joe Skeel, Associate Executive Director Chris Vachon and Membership Strategist Tara Puckey.

The primary purpose of the call was to discuss the 2018 convention and a partnership for the 2016 conference.

2018 CONVENTION
Skeel recommended that the board approve the Baltimore Hilton as the site of the 2018 convention. The dates would be Sept. 27-30. Some of the reasons for that recommendation include:

- A $199/night room rate for attendees.
- Date: Sept. 27-30, 2018.
- EIJ sleeping rooms and meeting space under one roof. Some other bidders would have required as many two hotels or even two hotels and a convention center. Furthermore, we would be the only group in-house.
- A low $50,000 food and beverage minimum. This is a critical area because our groups host relatively few meal events.
- Exhibit hall and meeting space free of charge.
- Free or reduced costs for pre-convention executive committee/board meetings (as we had in Orlando last year and New Orleans next year).
- Complimentary guest room wireless.
- Complimentary meeting space and exhibit hall wireless (a very unusual, but welcome concession). Caveat: They have limitations on the number of connections as of 2015. We aren’t sure this would be sufficient. They expect an upgrade that would remedy the issue prior to 2018, but it’s not guaranteed. Therefore, we may still need to pay for additional wireless to meet our needs – as the hotel would need to rent equipment. Nonetheless, our max cost for wi-fi would be about $4,500. This is significantly lower than our typical charge. Free or not, still a win.
• Four blocks from the Inner Harbor (a hotspot of tourist activity) and adjacent to Camden Yards – which has more restaurants and bars open every day to the public.
• Fifteen minutes from the airport, two miles from the AMTRAK station. One block from the bus circulator around the area.
• Being downtown, numerous eating options are a few steps away: sports bars, fast food and high-end options are aplenty. There is a sub shop in the hotel.
• And of course, it has a nice bar and coffee shop in the lobby.

Upon proper motion by Sue Kopen Katcef and second by Brett Hall, the board approved Baltimore as the convention site for 2018, pending hotel negotiations.

2016 CONFERENCE PARTNERSHIP
Skeel shared with the board that the Native American Journalists Association is interested in joining SPJ and RTDNA for the 2016 Excellence in Journalism Conference.

He explained the relationship with NAJA would be similar to the relationship we have with the National Association of Hispanic Journalists. In that, NAJA would pay a management fee (which we would divide proportionally with RTDNA). NAJA would be involved in programming while also managing their own organization-specific events.

Upon proper motion by Bill McCloskey and second by Becky Tallent, the board voted to partner with NAJA for EIJ16, pending contract negotiations.

ADJOURNMENT
Upon proper motion by Rebecca Baker and second by Matt Hall, the meeting was adjourned at 1:15 p.m., Thursday, July 23 2015.
Colleagues,

It’s been another good year for the Foundation.

The biggest news since we last met is Associate Executive Director Chris Vachon’s securing of $75,000 from Google to train journalists in using Google tools. Half the money will train trainers and pay their travel expenses; the other half is our fee for administering the program. As Executive Director Joe Skeel noted, Google tools are among the most popular sessions at EIJ. We can now extend this training across the country.

Some of you may have noticed, as I did, that the press release announcing this program mentioned SPJ but not the Foundation. This is one of the issues we’ll need to figure out as we move forward in our new world.

When should SDX be credited, and when should we be a silent partner? Is any purpose served by crediting SDX, when SPJ is the more well-known name? Does SDX need to grow our brand? Does using our name build awareness among potential donors? Does any of this matter as long as good work is being done? Your thoughts throughout the weekend will be welcomed.

Now, to more concrete matters:

- Our portfolio rises and falls with the stock market. We all know how volatile that has been of late. Our portfolio was valued at $11.9 million at the end of July, down $577,000 for the year. By the end of August, the portfolio value was just over $11M.

- We wrote our first check ($7,000) for Quill expenses this quarter. We are a publisher.

- With your vote to ratify, we will welcome new members to the board: Evelyn Hsu of the Maynard Foundation and Sonya Ross, the AP’s first ever reporter on race and ethnicity.

- The projects committee has refined the description of job duties for the proposed “Captain J” (the description is smarter than that: it doesn’t give the position a name). It will come before the board today for conversation.

- We have tremendous winners of the Pulliam First Amendment Award and Pulliam Editorial Fellowship.

And sometime this weekend, let’s raise a toast to SDX and to all on our board for everything you do. Thanks.
STAFF REPORT

The intent of this report is to update the board on the latest staff activities, and what is just ahead. Because we last shared a report during the April board meeting, this memo focuses on the timeframe from May to present.

As you move through the following sections, please keep in mind that each staffer contributed to it in some way. Like all the work we do at HQ, this was a team effort. I can’t say enough about the hard work my co-workers put in to make SPJ a better organization. For that, I thank them. I hope you can take a moment to do the same when you see them.

FINANCES

I will issue the final Fiscal Year report shortly after EIJ. This is because even though the year closes July 31, we have to wait for July bills to arrive (usually through the end of August). Only then can we begin the process of reconciling the accounts and buttoning up the fiscal year.

Although I don’t know exactly where we stand in terms of budget to actual until the books are closed, I am comfortable saying we will finish the year in well in the black.

Our cash position remains strong. We have about $530,000 in unrestricted cash reserve investments. Furthermore, we have about $105,000 earmarked for our new advocacy fund and the LDF stands at about $80,000.

STAFFING

Staffing continues to evolve at a hectic pace. Since our last meeting, Heather Dunn left, Chrystal Parvin was hired full time and we created a fundraising coordinating position – for which we are interviewing applicants. It’s hopeful you will meet a new employee in Orlando, but we are working against the clock.

As things stand today, everyone’s plates are full. This is a result of spreading Heather’s duties around the office. Should we be successful in our bids to provide services to more journalism associations (see below) we will most certainly need to hire people to do the work. At that point, we will need to get creative with office space.

ASSOCIATION MANAGEMENT/PARTNERSHIPS

Business is booming. Here is a list of our current partners:

- **Bookkeeping**: National Association of Hispanic Journalists, Radio Television Digital News Association, Journalism and Women Symposium.
- **Membership**: NAHJ, American Copy Editors Society.
- **Communications**: ACES.
- **Convention planning**: JAWS and Native American Journalists Association (as part of EIJ16)

Since our meeting in April, we have supplied quotes/bids to the following groups:
• National Association of Black Journalists – bookkeeping.
• ACES – Convention planning.
• National Federation of Press Women – full service (awards, membership, bookkeeping, event planning, etc.).
• ASPBE (formerly American Society of Business Publication Editors) – full service

I don’t expect all of these groups to accept our proposals. If they did, however, revenue from association management would top $250,000. It would then become our second largest revenue stream – behind membership dues and just ahead of awards revenue. Whether or not these specific bids are accepted, I’m confident that more requests will come.

Not too bad considering we started providing services to other groups three years ago.

JOINT MEMBERSHIPS
One idea that has come and gone over the years is the notion of joint memberships. Specifically, making it easy and affordable for a journalist to join multiple journalism organizations. Linda and I have been talking about this for years.

I asked for, and received, support from the board in April to meet with other groups to discuss this possibility. Unfortunately, it has remained on the back burner because of staff changes and attention to association management proposals.

Igniting these discussions among other groups is one of my top priorities for the coming year.

MEMBERSHIP
Our membership department has been working at a steady pace since our last report in April. As mentioned above, Chrystal Parvin was hired full-time as our retention coordinator and has been instrumental in consistent calls to new/lapsed members, processing annual reports and “all things membership.”

Further, other areas of SPJ have come together to make our membership offerings more appealing. Couple this with our ability to better handle (and track) membership programs and services, and we are in a position to make great strides in the coming year. Here are some reasons why:

• We are armed with more reliable data (specifically as it relates to chapter).
• Our ability to collect and analyze data will improve dramatically once the upgrade is complete and fine tuned in the coming months.
• We will soon have a user-friendly web/database interface for our members.
• Our educational content is as robust as any other journalism group (if not more) – thanks in part to an online, on-demand library of more than 50 titles. This doesn’t include webinars and other resources available on SPJ.org.
• Our affinity member benefits (insurance, car rental/hotel discounts, Office Max discounts, AP Stylebook discount, credit card, etc.) have never been better.
• We no longer need to be ashamed of our career center. It is now full of links, resources and about 50 legitimate journalism job listings.
• Our advocacy efforts are at an all-time high.
• We have an interactive Code of Ethics.
• Our communities provide additional networking/connections for those not in chapters.
• Our social media engagement grows by the day – giving us a more consistent voice in Journalism matters.

I could go on. But the point is this: For the first time since becoming Executive Director in 2009, I feel like we don’t need to convince people to join or renew.

Now, we need to do a better job of showing people why they should join/renew. And we have the necessary staff support to execute strategic initiatives aimed at renewing and retaining members.

My hope is that we can dedicate significant time in future board meetings to develop some of these initiatives.

**General Membership**

We last reported a few small changes in the way members were reminded of their upcoming renewal. We changed from two paper invoices to one postcard and one final invoice. Our email reminders for 90, 60 and 30-days-out were formatted differently with graphics and links, and were sent from a program that allows us to track open rates and clicks.

The graphic below shows several bits of information that we track – the number of people who were invoiced or reminded for each time period and, perhaps most important, the overall retention rate. You’ll see the numbers are high at the beginning of the year, which accurately reflects all those people who renew to get a discount on contest entries. But, we’re happy to report that the numbers, while they have lowered a bit since January, are still slightly better than last year.

*Note: the retention rate bar plummets in June because we don’t measure retention until 60 days after members receive their final invoice (in this case, late August.). Also, we don’t have comparative charts from the prior year because we didn’t trust the data. However, monthly retention rates ranged from 31 to 60 percent.*

![SPJ Retention Rates | 2015](image-url)
When comparing to national averages, last year’s average retention rate for individual membership associations was 76 percent, according to Higher Logic’s Community Benchmark Report. As you can see, we are well below that average. We’re a different beast in the fact that we have student memberships and those turn over more rapidly than professionals. We’re also an association based in an industry that is still changing – people are leaving, layoffs are prevalent – and that skews our numbers a little as well. But, we definitely have room to improve, and that’s where our focus will be in the coming year.

Chapters
Our chapters continue to struggle and thrive, their success dependent upon current leadership, both at the professional and campus level. HQ continues to provide skills and training – Scripps Leadership Institute, chapter leader manual, Leading Edge newsletter, Leader webinar – but the overall status and health of the chapters hasn’t drastically improved during Tara’s three years at HQ. So, what does this mean?

It means that good chapters are often the reason members stick with SPJ. Bad chapters are often the reason they leave. We’ve talked several years now about the changing structure of membership associations and chapters and we can finally say that: We’ve put the work in to grow and strengthen our chapters for years and have seen no measurable positive results. The numbers coming and going are relatively the same, which means perhaps it’s time that we continue to support chapters, but begin looking harder at ways to support our members in general.

This conversation should be part of strategic conversations in future board meetings.

PROGRAMMING UPDATE
SPJ continues to build its library of training resources, thanks to the SDX Foundation and ongoing partnerships with other groups, organizations and businesses. A brief synopsis:

Through the Training Place grant from the Foundation, we offer web-based and in-person training.

By moving to the Adobe Connect webinar software last year, we’ve offered programs on job hunting, social media skills, data visualization, mobile reporting, enterprise reporting for digital, and a three-part series on web coding basics. We will continue to offer webinars on a regular basis and, ideally, expand the number of offerings as we build capacity to do so. Every webinar we present is (so far) free of charge to any participant. However, we record them and make the replays available only to SPJ members (spj.org/webinars.asp).

Also available only to SPJ members are the On Demand training videos housed under the eCampus section of our website (spj.org/trainingondemand.asp). For five years, we have added one or two new training videos to the library. These videos are more in-depth and have better production than a webinar, and are meant to give people practical, hands-on skills. This year we added two new topics to the existing library: Investigative reporting for all and photo verification, taught by Lynn Walsh and Samaruddin Stewart, respectively. They were filmed in March and made available online in May.

In FY 2014-2015 we continued in-person training with the JournCamps that began in 2012. So far, we’ve held 9 programs:

- Phoenix – May 2012
- Chicago – November 2012
• Washington, DC – June 2013
• Minneapolis – November 2013
• Nashville – January 2014
• San Diego – May 2014
• Miami – November 2014
• Atlanta – February 2015
• New York – June 2015

The New York program was our largest to date, with a sell-out crowd of 120 participants. It featured a mix of digital and core skills from mobile video to narrative storytelling. It was headlined at the end of the day by Sree Sreenivasan, who was a big draw and is a friend of SPJ’s training programs (he was a keynote speaker at EIJ 2012 in Ft. Lauderdale). You can see more on the JournCamp program at spj.org/journcamp.asp.

The JournCamp idea started to bring more skills-based, hands-on teaching days to journalists in different cities, knowing that we can’t reach everyone through national conferences or newsroom training programs. The first was a partnership with the Online News Association. SPJ offered four more on our own, and then began partnering with the Kiplinger Program in Public Affairs Journalism at Ohio State University. The partnership has been productive and mutually beneficial, in that Kiplinger brings their knowledgeable trainers, and SPJ brings programming and logistical/event planning.

For FY 2015-16, we aim for four JournCamps, with cities and specific dates TBA. Kiplinger has expressed interest in being involved with at least two of the programs. We are generally looking at: November, February, April/May, and July. Cities are yet to be finalized, but a list of places we would like to go eventually includes:

• Denver
• New Orleans (in advance of EIJ16)
• Washington, D.C. or Baltimore
• Seattle
• San Francisco
• Houston or Dallas
• Boston

Throughout 2013 and 2014, SPJ worked closely with Google to help bring practical tools training to journalists. As I shared a few weeks ago, that partnership will grow deeper in 2015 as we work together to bring more localized training directly to chapters, newsrooms and individual journalists.

For fiscal year 2015 (Aug. 1, 2014 - July 31, 2015), SPJ trained an estimated 1,330 people through the following programs. This does not include the annual conference or chapter programming. These programs were funded by the Training Place grant from the Sigma Delta Chi Foundation:

• JournCamps (300)
• Webinars (250)
• On-demand video (unique views for all videos – 650)
• Newsroom training (30)
• Other journalism conferences (100)
COMMUNICATIONS UPDATE

From September 2014, to August 11, 2015, SPJ has distributed 90 news releases and statements, ranging from announcing the new Code of Ethics to condemning the attacks in France on the Charlie Hebdo offices, to statements about the treatment of journalists in Ferguson, Mo., to letters to the White House regarding government transparency.

SPJ continues to use Twitter and Facebook not only as ways of distributing SPJ content and marketing programs, but by engaging members, potential members and anyone else interested in journalism or SPJ activities. News releases and statements are also emailed to a national media list, which includes major media outlets – both print and broadcast – throughout the country and to another media list which includes all reporters who have contacted SPJ in the past with interview requests. Targeted local and regional lists are used for issues that are more focused to a specific area. When SPJ wants to speak out on an issue, or already has, SPJ’s communications team monitors the news outlets and specific reporters who are writing about the issue the most, and sends them SPJ’s statement/press release in addition to all other efforts. This often garners more media coverage for SPJ.

Communications Plans and Guidelines have been created and put into practice, streamlining the process and allowing us to respond faster to national and world events with statements and news releases. Even if SPJ does not write its own statement or release on a topic, we often take to Twitter (and Facebook to a lesser extent) in support of other organizations or statements we are monitoring or we think are important. We also post several articles on social media that are written by other organizations related to journalism that we believe our followers would find interesting, would engage them in conversations about important journalism topics or would be helpful resources for their jobs. Resources range from job postings to a list of the best apps journalists should be using to make their jobs easier. Social media posting has increased, which has in-turn increased engagement, awareness of the organization and SPJ’s name as a whole. These approaches all work together to make our presence on social media as vibrant and engaging as possible for our audiences.

SPJ also has a presence on Google+, LinkedIn, Pinterest and Instagram. While our following on these is not as large as that on Twitter and Facebook, we continue to dedicate an appropriate amount of time to keep these accounts fresh and interesting for those audiences.

We continue to look for ways to improve outreach, promotions and monitoring efforts and have seen demos recently from Meltwater (which we currently use for news release distribution only) and Gorkana.

In other social media news, SPJ’s total likes on Facebook stand at 24,726 as of early April – a growth of about 5,152 since the Nashville convention. Twitter followers as of early August have reached 35,300. An increase of 5,658 since convention. The LinkedIn company page now has 1,649 followers.

Several communities and committees are also becoming more active on social media, and all have enjoyed growth in the number of followers and page likes. As of early August, Gen J Twitter leads the way with 1,589 followers, followed by Freelance with 1,126, Digital with 579 and FOI with 86. On Facebook, Gen J has 204 likes, International has 186 and Digital has 195. It is important that if a
community or committee has a social media account, it stays fresh and current in its posts. Headquarters staff is here to help if they need ideas or assistance in ways to do this.

In the spirit of keeping social media current and fresh, you may recall SPJ leadership and staff decided to delete group pages on Facebook and LinkedIn a few months ago. The pages had become unmanageable and were being used mostly for people to self-promote. We are happy to report that those pages were deleted without any protest, freeing staff to focus on the SPJ official pages and use them more strategically.

AWARDS UPDATE
This year’s SDX Banquet was held at the National Press Club on June 26th. The event went very well. We had around 200 attendees and almost every award winner was represented this year.

SPJ National Awards and Honors
All SPJ National Awards and Honors have been decided upon. Many of those will be handed out during EIJ15. Currently, most recipients will be attending EIJ15. All award nominations were accepted online this year. This worked very well and created an overall easier process for SPJ Staff and board members.

Awards committee chairman Andy Schotz and Abbi Martzall have been keeping a running list of items that need updated or revised in regards to the awards. These items will be brought up during the awards committee meeting at EIJ15. Some of these items include:

- supporting documents guidelines
- improving description of guidelines and rules
- clarifying the difference between independent and affiliated publications
- reevaluating categories to make sure new technologies such as e-books have a place
- transparency on entries that focus on sexual abuse
  We also are going to look into the drop in entries from last year and study the idea of putting a time limit on New America Award entries to help judges viewing these entries.

WEBSITE UPDATE
The tech upgrade that passed approval last November — and will, eventually, lead to a new website — wasn’t quite as speedy as we'd hoped. The first step in this process depends a lot on factors and third parties outside our control, and between our wait for (a) the database to upgrade, (b) the kinks from that upgrade to be worked out, (c) the installation and setup of the software staff needs to access and use that new tech and finally (d) the access I needed to start building the next site, a project I’d hoped to begin during the quieter spring months is really only getting under way right now alongside the hectic run-up to EIJ.

That isn’t ideal, but I’m making time now to lay the foundation and do the most difficult stuff so that, once EIJ concludes and things slow down, I can rather quickly get going on the time-consuming but easier parts. Swapping in the new site immediately post-EIJ is, obviously, out of the question, but we knew and budgeted for that possibility even back in November, and I'm not discouraged at all by the delays. My aim remains to shoot that gap between EIJ and when things get frantic again with awards, spring conferences and EIJ16 registration opening next spring. Though the new setup entails a lot of learning – parts of new coding languages, to say nothing of new interfaces – nothing that’s happened so far leads me to believe this cannot still happen.
Regarding the most significant of what's been added, feature-wise, to the current site since the last board meeting: Probably our most significant feature addition is the new life Andrew gave our Ethics Code page. Now nearly every word of the code includes teachable examples of those practices in action, which is no small enhancement for our most popular page. We changed the front page of SPJ.org without receiving a single complaint that the old front page was better (this is known in the web coding business as a "minor miracle," to throw around some technical jargon), and we continued to refine the SPJ community experience by giving it a new central square and companion blog.

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<th>2014 Total (Weekly Avg.)</th>
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<th>2014 Total (Weekly Avg.)</th>
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SPJ.org: 2015's most popular pages (through 8/10/15) (front page: 132,836 views)

1. Ethics Code – 121,548 views
2. Ethics Case Studies -- 27,314 views
3. Join SPJ area – 26,879 views
4. SDX Awards – 25,215 views
5. Mark of Excellence – 24,480 views
6. High School Essay Contest – 17,480 views
7. Awards front page – 16,920 views
8. Ethics front page – 6,779 views
9. Spring Conferences – 6,750 views
10. Freelance community front page – 6,167 views
11. Other codes of ethics – 5,661 views
12. Training front page – 4,648 views
13. Shield Law FAQ – 4,430 views
14. Chapters front page – 4,324 views
15. JournCamp – 3,982 views

DELEGATE TRAINING
Mike Reilley spearheaded a task force to brainstorm ideas for delegate training. As you may remember, this has been an ongoing discussion item for the past year or so. The task force included SDX board member and past resolutions guru Irwin Gratz, pro member and seasoned delegate Kristen Kraemer and Daniel McLean, who was a first-time delegate last year, and student member Emily Schweich.

The group came up with several ideas, some of which weren’t feasible. Here’s what we are doing this year:

- Developing a tip sheet of Delegate Expectations.
- Developing a tip sheet on the process of being a delegate. This will include 5 Key Things a Delegate Needs to Know.
- Build out a Delegates 101 section of the SPJ website. We can then link back to this responsive page via the EIJ15 site and the EIJ15 app.
- Conduct an informal, in-person training session approximately 30 minutes before the closing business meeting. Primarily, this will serve as a Q&A. EIJ15 parliamentarian Dave Carlson will lead the meeting.
- Gather video during EIJ15 business meetings. This will then be used to create a training video for future use.

Once materials are created, and posted online, they will be shared with delegates via direct e-mail.
DATE: Aug. 10, 2015
FROM: Tara Puckey, Membership Strategist
FOR: SPJ Board of Directors

CHAPTER ACTION MEMO

CHAPTERS TO INACTIVATE
Chapter listed here have either expressed interest in being inactivated on their own (program no longer exists, no dedicated adviser, etc.) or were selected to be inactivated by the respective Regional Directors during a phone call following Annual Reports.

Region 1
University of Massachusetts

Region 2
Regent University

Region 4
Eastern Michigan University

Region 6
Minnesota State University – Moorhead
University of Northwestern St. Paul

Region 7
University of Nebraska - Omaha

Region 11
California State – Fullerton
San Jose State University
PROPOSED
Executive Director Hiring Policy

The Presidents of SPJ and the SDX Foundation shall appoint an equal number of members to a search committee. The SPJ President shall appoint one additional member to serve as committee chairman with voting privileges. The committee will forward a list of one or more candidates it deems qualified, from which the SPJ Board of Directors will vote to hire the Executive Director. The SPJ Board of Directors shall immediately notify the SDX Foundation of its decision.
PROPOSED
Executive Director Evaluation Policy

The Executive Director shall be evaluated on an annual basis. A committee for conducting that evaluation shall consist of the President of SPJ, the President-elect of SPJ and the President of the SDX Foundation. The evaluation committee will share its findings with the SPJ and SDX Foundation boards, and may, if it deems appropriate, recommend that the SPJ Board of Directors initiate a search for a new Executive Director.
ACCREDITING COUNCIL ON EDUCATION
IN JOURNALISM AND MASS COMMUNICATION REPORT

The Accrediting Council begins the 2015-16 academic year with the most international schools ever, with more poised to clear the hurdle during the next 10 months. After 18 years, SPJ’s representation on the Council is changing.

THE FUTURE
The Council for the first time is discussing a five-year strategic plan, which is giving the group a chance to reinvent itself. At the same time, the Council is building a searchable database to give other programs, parents, students and the industry information about program quality.

Both steps are the most sweeping examination of the accreditation process since I joined the body and reflect mounting pressure to become more transparent and accountable.

Work on the strategic plan began in August with a presentation at the journalism educators’ conference in San Francisco and continued with an online survey completed by 93 people, including me, out of 167 who received surveys.

Bernard Consulting Group Inc. of Kansas City prepared a report that was delivered to the Council at its Sept. 4 meeting in Chicago. President David Boardman turned the meeting into a “strategic retreat” to help chart a course for the future.

The survey posed nine broad questions and sought suggestions for improving the review and issues related to deficiencies, challenges and opportunities. They survey found broad agreement that assessment is important, with an imperative that the process maintain its relevance with schools and industry. Diversity remained a key goal. Negative comments included the Council as mostly a “rubber stamp,” “detached,” “ruling body” and “stifling of innovation and bureaucracy.”

Not surprisingly, the survey found support for pushing innovation within a program’s curriculum to keep up with the fast-paced industry. The theme appears frequently in a summary of the survey delivered to Council members on Aug. 31.

A separate telephone survey of 11 external stakeholders, not otherwise identified, found the Council was old-fashioned and complex. Support also emerged for expanding the diversity goal to embrace Asians, Hispanics and other groups. The Council in recent years has restated its intent to assure “domestic minority groups” are the focus of the diversity standard.

Suggestions also sought to modify the review, which can be time-consuming for programs and daunting for non-academics, and expand outreach to stress the benefits.

As of this year, almost 500 colleges and universities offer journalism, with 24 percent accredited. Boardman said he doesn’t expect “a major overhaul” of structure or process.
THE DATA
Working with the Knight Foundation, the McCormick Foundation and data scholars at the University of Illinois, the Council’s database will provide objective and current data on various aspects of accredited programs that may be useful to professionals seeking to hire for internships and entry-level positions, and educators seeking to help improve journalism and mass communication education.

Initially, the database will track majors, enrollment, faculty, technology, employment placement, costs, study abroad and other statistics. Only accrediting schools will in the database when it goes online by July 2016.

Programs will be expected to upload their data. A dry run is planned this fall at Temple and Washington & Lee, which represent one of the bigger programs and one of the smaller units.

THE MEMBERS
The Council is actively recruiting additional professional groups to participate in the process. Over the almost two decades I’ve been SPJ’s representative, the number of industry-related groups has declined.

Just since 2006, the Council has lost the Associated Press Managing Editors, Women in Communications, the Inland Press, the National Lesbian & Gas Journalists and the Southern Newspaper Publishers associations. The former National Council of Editorial Writers, now the Association of Opinion Journalists, and National Press Photographer Association were members when I took my seat in 1997, but departed more than a decade ago. The ethnic journalism groups have been intermittent members.

Many other journalism groups recruit members, such as the Online News Association, the National Federation of Press Women, the Society of News Design, Inter-American Press Association and Investigative Reporters and Editors, and may be contacted to join, adding more heft as the body is dominated by academics. The Council’s membership criteria requires that groups be member-based, which would exclude corporate representatives.

In addition to SPI, industry groups on the council are the American Advertising Federation, the American Press Institute, the American Society of News Editors, the Arthur W. Page Society, and the Asian-American, Black Journalists and Hispanic journalist associations, the National Association of Broadcasters Education Foundation, the Public Relations Society of America and, the Radio-Television Digital News Association.

President David Boardman, the dean at Temple, is pursuing ONA, a young group (founded in 1999) that boasts more than 2,200 members. His goal is to recruit “forward-looking groups” that have an interest in the education of the next generation of journalists.

THE RECORD
The Council now accredits a record 119 programs in the U.S., Latin America and the Middle East. Of the total, 14 are recent, first-time reviews approved since 2012. Over the next two years, six more programs are seeking first-time accreditation.

Five programs, including three outside the U.S., won initial six-year accreditation May 1-2 in Phoenix as the Council met to discuss 29 programs.

The Council accredited Stony Brook, North Alabama, the American University in Dubai, Zayed University
in Abu Dhabi and Dubai and Anahuac University in Mexico. Outside the U.S., ACEJMC also accredits Qatar University, Pontificia Universidad Catolica de Chile and Instituto Tecnologico y de Estudios Superiores de Monterrey in Mexico.

Three schools were placed on provisional status, with a review in two years: Wisconsin-Eau Claire, which failed on assessment and diversity, and San Jose State, which failed on curriculum and assessment.

Reaccredited: Abilene Christian, American, Arkansas State, Baylor, Brigham Young, Cal State-Fullerton, Central Michigan, Connecticut, Florida International, Indiana, Iona College, Kent State, Kentucky, Marshall, North Carolina, Oklahoma, San Diego State, South Dakota, Texas-Austin, Texas State, Washington and Winthrop. Graduate programs were reaccredited at AU, Iona and UNC.

Three programs are being considered for initial accreditation this year: High Point in North Carolina, Massey in New Zealand and University of Sharjah in the United Arab Emirates.

THE FUTURE REDUX
Amy Webb, a director of the Online News Association and on the advisory boards for Knight-Batten, Temple University’s journalism program and the International Center for Journalists, has been appointed to a three-year term as a public member. Webb is founder of Webbmedia Group, which researches near-future trends in digital media and technology.

Clark Bell was reappointed to a second term as a public member. Bell is with the McCormick Foundation.

Peter Debreceny, a consultant at public relations firm Gagen MacDonald in Chicago, will replace Ward White as the Arthur W. Page Society’s representative. White served for 10 years.

THE END
All good things must end, and for me, being SPJ’s representative has ended. I am moving to London, and my job and the distance make it impractical to continue to serve.

While I began as a skeptic about the process, and was often befuddled by talk of faculty promotion, curricular revision, provost relations, faculty scholarship and research, and on-campus citizenship, I grew to understand the important role accreditation has in the process.

Not all schools or programs are created equal. Not all colleges or universities have the same mission. The Council negotiated through those often competing interests to set a high bar for programs that wish to provide a well-rounded education.

Over 18 years, I’ve met dozens of faculty members, directors, deans and presidents in my annual visits to different campuses.

I’ve walked on crunchy snow at the University of South Dakota with temperatures below zero, I wandered through a recently flooded Florida A&M building smelling of wet carpet and visited the memorial to the slain Kent State students. I resisted the lure to play reporter when a body was found on the Central Michigan campus as we began a visit a year ago.

What I will remember after 18 years are the enthusiastic, talented, energetic and most of all curious students who adored their teachers, loved their campuses and just wanted to get a job. I think what the
Council, with SPJ’s participation, helped pave their path to success.

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ACEJMC meets twice a year to set policies, and review and accredit programs for six years. Each year, teams of educators and practitioners visit schools to assess their compliance with nine standards. A Council seat costs $3,000 a year. School annual dues are $2,000.

I visited Central Michigan University in October. I have participated in 21 site visits to review 19 schools in 15 states. I led the Council’s finance committee.

The Council, founded in 1945, accredits 119 journalism, public relations, advertising or telecommunications programs, and has representatives from 11 industry and six educational groups. SPJ has been a member since 1996.
AWARDS AND HONORS COMMITTEE REPORT

The SPJ Awards and Honors Committee is: Andy Schotz (chair), Sarah Bauer Jackson (co-chair), Rebecca Baker, Jay Evansen, Sue Kopen Katcef and Mark Lodato. (Lisa L. Rollins was a member of the committee, but she died in November 2014.)

The structure of the committee changed this past year. Oversight of the SPJ chapter contest database system was folded into the committee. Committee Co-chair Sarah Bauer Jackson is overseeing that system.

From Sarah:
Twenty-three chapters participating in the organized swap process.
"The process went smoothly and by all accounts the swaps seemed to work well!"

• The committee met during Excellence in Journalism 2014 in Nashville, mainly to review SPJ/SDX awards. We talked about possible changes and improvements in several areas.

Most notably, we decided to create a "best in show" for the Mark of Excellence Awards, starting this year — honoring the top winner across all media and platforms. It is called the MOEy.

Multiple teams, each with multiple judges, divided up the entries for review. From the three finalists, all of the judges decided on the winner. We had a strong pool of contenders, and the body of work of the overall winner was terrific.

SPJ headquarters staff has worked on the specifics and has been publicizing the MOEy, which will be announced during the Student Union on Saturday, Sept. 19, from 6:30 to 8 p.m. Please join us to honor top-notch student journalism.

• In the spirit of diversity of people and platforms appropriate for the New America award, this year's judging panel, for the first time, included representatives from:
  - the National Association of Hispanic Journalists
  - the Native American Journalists Association
  - the Asian American Journalists Association
  - the National Association of Black Journalists
They joined members of SPJ (including two from the Diversity Committee) in the pool of judges. As with the MOEy, individual teams divided up the entries, then all of the judges decided on the overall winner. We hope to continue this collaboration in future years.

The processes for the New America award and the SDX awards were revamped this year because of comments during the SDX board meeting in Nashville in 2014. SDX board members said it was important that SPJ have a judging structure in which multiple people worked together on judging, rather than having just one person judging a category.
SPJ Awards Coordinator Abbi Martzall did an excellent job of carrying out this change, setting up teams that often had three or four people for one category. I can attest that this worked very well for the category I judged.

- I worked extensively with Abbi on numerous questions she received about the MOE, SDX and New America awards during the entry process and while judging was under way. Committee member Sue Kopen Katsch, a past committee chairwoman, helped with some questions. Based on these questions, Abbi compiled a list of areas for the committee to consider changes or clarify wording. The committee will review that list before EIJ, then make decisions during our meeting.

At the request of Executive Director Joe Skeel, the committee also will discuss why the number of entries for some contests has dropped and if there is anything SPJ can do to change that. We will ask other journalism organizations what they have experienced.

- At the request of SPJ President Dana Neuts and SPJ's headquarters staff, the Awards and Honors Committee reviewed past SDX awards given to NBC News with Brian Williams after questions came up about the veracity and accuracy of comments Williams made about his work. The committee did not find anything that suggested that any past award be rescinded.

However, the work that needed to be reviewed the most — coverage of Hurricane Katrina in 2005 — was no longer available to review. The VHS tape that was submitted no longer will play for us. NBC said it doesn't have that entry anymore and encouraged us to look for clips on the Internet if we want to see them, which was impractical and produced little for us to review.

We checked back with NBC after it finished its review of Williams' work. A network representative's response was: "Our senior management has informed me that there were no problems found with any of the stories that went into the winning entries listed below nor with any of this year's winning NBC Nightly News entries. NBC News stands by the content of each of the winning submissions."

The Awards and Honors Committee also:
- Worked to better coordinate the MOE judging process with the timeline for regional conferences. There was a big improvement this year.
- Did an overall review of contest categories, criteria and wording of rules, which resulted in some edits. (A similar review will be done each year. Suggestions are always welcome.)

Respectfully submitted,
Andy Schotz
Chairman
Awards and Honors Committee
STATEMENT ON THE COMMUNITIES

This has been an incredible year for the communities. Since the last meeting of EIJ in Nashville, our network of communities has expanded from two to five, each of them led by SPJ members dedicated to supporting not just the future of this organization, but that of journalism as well.

Brandi Broxson, Taylor Mirferendeski, Carlos Restrepo, Brett Hall, Jordan Gass-Pooré, Anna Pratt, Michael Fitzgerald, Elle Toussi, Dan Kubiske and Claudia Amezcua all have shown dedication to their niches and their commitment to journalists currently in the profession, as well as the next generation of journalists. I am proud of their work, which will set the tone of the communities’ objectives during the course of the next year. I am also confident that it will further reinforce SPJ’s mission of education and support for today’s journalists, and for the journalists of the future. The SPJ, in my view, is incredibly fortunate to have members like them on board to support the organization’s future.

Indeed, beyond the internal workings of the communities, much has been done with regards to public and member outreach. Since my last statement, there is a presence for the communities on the main SPJ web site, which includes information on the communities and their social media platforms, as well as a blog on the communities, which integrates content from other community blogs, as well as new content on the communities themselves.

This web site will not only allow more attention on the current communities, but allow for a conversation on the communities, to help inspire and encourage other SPJ members to come forward with ideas of their own, and to continue making the SPJ their own. I thank Billy O’Keefe for his work on this and all our web work for the communities this year.

In addition, President Neuts is working with Tara Puckey, as well as Bill McCloskey and others, to form and implement model by-laws, similar to that of the chapters. At this writing, discussions are ongoing.

This has been an incredible year for the communities, and there is more that can be done, not just for our current communities, but for the entire network, including expansion, going forward into the next year. At the heart of the communities’ work and the SPJ’s work is education, a value that I hold dear. It was a value that was instrumental in the establishment of SPJ Digital, and further to my appointment as the SPJ’s first Community Coordinator, and it is a value that I will continue to emphasize long after the EIJ meeting in Orlando.

I express my appreciation and gratitude to President Neuts, her colleagues on the board, as well as to Joe Skeel, Tara Puckey, Jennifer Royer and the staff at headquarters, for their support of our work and the opportunity for me personally to contribute to the future of this wonderful organization. I look forward to working with President-Elect Fletcher, the Board and national staff to continue this very important work to help the future of not just this organization, but that of journalism also.

This is our SPJ, and together, we can continue to make it, and journalism, the best it can be, now, and for the future.
August 20, 2015

Dear SPJ board members,

I’m happy to share with you that SPJ Digital has continued to grow since our last report to you in June. As of August 20, SPJ Digital has 83 members, compared to the 75 members in March. All 83 are members of SPJ.

We continue to write several posts a week on the Net Worked blog, which gives our members a chance to read varying perspectives on digital media issues, industry news and journalism topics. In August, SPJ Digital blogged about the following topics: SnapChat, Twitter’s new news tab, tips for writing a digital news story, an ode to John Stewart and a question that many journalists face in this fast-paced news era: to be first, or not to be first?

Our social chairs regularly share original content, digital journalism tips and job postings on our social media platforms (Facebook, Twitter, Google Plus and LinkedIn). The platforms serve as a way for members to keep up with the latest news, trends and tastemakers in our industry. Twitter continues to do exceptionally well for us, but our members are engaged on all channels.

We want SPJ Digital members to walk away from this community with tangible benefits. We planned to host two webinars this summer – one on social media verification and another on mobile reporting tools. Some technical software glitches have delayed those programs, but we still intend to schedule them soon. Scott Leadingham and I have discussed the possibility of working together to regularly host webinars that would add value to both SPJ Digital community members and SPJ members as a whole. Those discussions are ongoing at this time, but I hope to make some progress with this soon.

SPJ Digital will plan a social event at EIJ 2015 with other SPJ communities. We will use our meeting time to involve those who aren’t on the executive board and brainstorm how we can continue to improve the group and fulfill its mission.

Sincerely,

Taylor Mirfendereski  
Co-Chair | SPJ Digital  
taylormirf@mac.com  
614-975-6260
Committee members
April Bethea, chair; Georgiana Vines, vice chair; Athima Chansanchai, Tracy Everbach, Sandra Gonzalez, Sally Lehrman, Walter Middlebrook, Robert Moran, Jocelyn Pruna and Rebecca Tallent.

Update on 2014-15 activities:
Our committee had five projects for the year coming out of last year’s conference, and I’m happy to say we’ve accomplished or made some progress on all of them. Here are the projects, along with a status update:

1) MANAGEMENT TRAINING: One of our major goals for the year is to launch a project to help train journalists from diverse backgrounds who want to be managers. One idea is to sponsor someone to attend the Executive Leadership Program held by the AAJA. Walter Middlebrook has been taking the lead on this. This would require funding from SDX, and we’d need to first submit a proposal to the SPJ executive committee by January.

Status: I’m very proud to say the Reginald Stuart Diversity Management Program was established this year with funding from the Sigma Delta Chi Foundation to pay for two fellows to attend Poynter’s Leadership Academy in the fall. We had 13 applicants for the first pair of fellows, who should be named by the time EIJ is held.

This was a great project for our committee to work on. Just about everyone on the diversity committee was involved in helping to draft the proposal for the fellowship or in spreading the word about the program. I’m excited to meet the first fellows, and hope we can continue the program in future years.

2) RAINBOW SOURCEBOOK: We’d like to make another run at updating the sourcebook, including reaching out to journalism schools or other educators to help with the work.

Status: The request for proposals for the sourcebook was reopened this winter and while we received some initial interest, this project still on our to-do list. Perhaps we can explore some alternative ways to update the sourcebook, including perhaps working with other journalism organizations or recruiting a college journalism class to help.

3) CATCHING UP WITH DIVERSITY LEADERSHIP FELLOWS: There have been eight classes of fellows since 2005, and we’re looking for 1-2 people to reach out to alumni to learn what they are doing now and if they are still involved with SPJ. This year’s fellows also suggested creating a Facebook group to help alumni stay in touch.

Status: A survey was sent to past diversity fellows this summer, and we received responses from 20 out of 44 recipients (45.45 percent). A full report on the survey is attached, but results show that about half of fellows are still involved with SPJ. The fellows offered some great insight into how to improve the program, and most expressed interest in finding a way to stay involved either by serving as a mentor to
other fellows or participating in webinars or other activities during the year. I’d like to use this feedback to help create our committee’s projects for the coming year. Special thanks to committee member and past diversity fellow Becky Tallent for spearheading this project.

We’ll have four Dori Maynard Diversity Leadership Fellows at this year’s conference, and you can learn about them at [http://bit.ly/1fiUyUm](http://bit.ly/1fiUyUm). New this year: Applicants were asked to be willing to join at least one national committee or community. In addition, we’ve set up a time for fellows to meet in a smaller setting with SPJ leadership on Sunday morning of the conference. I’m hoping both of these will give fellows another chance to learn more about SPJ and stay involved with the organization after the conference.

4) PROGRAMMING AT FUTURE CONFERENCES: There was a lot of concern about the lack of diversity in much of the programming at EIJ and a desire to push for change. I’ve shared those concerns with Dana Neuts, and Sandra and I both shared it with Chris Vachon during a debriefing on the fellows program. Athima Chansanchai, one of this year’s fellows, has expressed interest in helping with programming for EIJ15 and I also shared that with Dana. In the meantime, the request for EIJ15 proposals should be going out within the next month. I encourage you all to submit proposals and let me know if you have other thoughts on this issue.

Status: I’m excited about the lineup of topics and speakers at this year’s conference. Diversity committee members are speakers on at least four panels at the conference, including sessions on Cuba, the Affordable Care Act, voting rights and high school journalism. Additionally, the Diversity Leadership Fellows will be recognized during an SPJ/SDX leadership reception on the Saturday of the conference.

Finally, our committee meeting is set for 3:30 p.m. Saturday, Sept. 19.

5) WRITERS NEEDED: Finally, we’re looking for volunteers to help update our blog and social media accounts, as well as write for Quill on diversity-related topics. I’d like to see the blog updated at least twice a month, including a roundup of articles or other posts on diversity in journalism.

Status: We’ve had eight posts on the “Who’s News” committee blog since September, post frequently on our social media accounts and have had diversity-related columns in Quill in the past year.

A big thank you to SPJ’s board and staff for your support this year. Please let me know if you have any questions about this report and feedback for things we can do in the future.

April Bethea
SPJ Diversity Committee chair
News producer/Social Media Manager, The Charlotte Observer
adbethea@gmail.com
twitter: @aprilbethea

Attachment: Dori Maynard Leadership Fellows survey
For the past decade, the Sigma Delta Chi Foundation and Society of Professional Journalists has offered fellowships for SPJ members from diverse backgrounds to attend the annual Excellence in Journalism conference. Up to six Diversity Leadership Program fellows are named each year, with 48 people completing the program since 2005. The effort was renamed the Dori Maynard Diversity Leadership Program this spring in honor of longtime diversity champion and SDX board member Dori Maynard, who died earlier this year.

According to SPJ’s website, the Diversity Leadership Program is “an opportunity for members to become more acquainted with SPJ through exposure to the Society.” Fellows attend numerous programs during the conference, including luncheons or other gatherings with other fellows and guest speakers, meetings of SDX and SPJ leadership, and conference workshops and other events. Through these programs, the goal of the fellowship is to “increase membership retention and to create a larger pool of local and national SPJ leaders.”

As we reach the 10th anniversary of the fellows program in 2015, the diversity committee wanted to step back and reconnect with past fellows to gauge their continued involvement with SPJ and get feedback on how to strengthen the fellows program. In addition, SDX is interested in looking for more ways to encourage fellows to stay involved with SPJ, including joining the national board and/or committees. As an initial response, a new eligibility requirement was added to the 2015 diversity fellows application for recipients to be willing to serve on a committee and/or community.

The diversity committee also surveyed fellows alumni about the program. Their responses are thought-provoking and offer both praise of the program and identify areas where the organization could work harder to retain fellows as members and encourage them to get more involved in the organization. This feedback could help guide the programming of not only SPJ’s diversity committee, but the entire organization.

How the survey worked:

A 10-question survey was sent via Survey Monkey to fellows alumni in mid-July, with fellows getting more than two weeks to respond. In all, we received responses from 20 of 44 people who received the survey, including everyone from the 2007 class of fellows. This represented a 45.45 percent participation rate.

Questions were written by members of the SPJ Diversity committee and the survey was sent by committee member and past fellow Rebecca Tallent.
Survey Highlights:

-- Among fellows who answered the survey, most are still active in journalism and working for media outlets. But a couple said they have left journalism for either public relations or another field, and believe they are no longer connected with journalism and ineligible for SPJ membership. Most also reported staying in touch with members of their fellows class.

-- Less than half of fellows (7 respondents) reported still being a member of SPJ. Five said they were not members, and two were unsure of their status. [Editor's note: Past SPJ fellows are current or past members of SPJ’s board and in the diversity and other national committees]

Six fellows also reported being members of other organizations, including the Online News Association, the National Association of Black Journalists, the National Association of Hispanic Journalists, Asian American Journalists Association and the Investigative Reporters & Editors association.

-- Asked why they joined SPJ, half of respondents cited professional development (conference, training) as their top reason. Eight said networking opportunities, one said advocacy and a final fellow said they joined for all three (development, advocacy and networking).

-- For fellows who are no longer members of SPJ, their reasons for leaving varied. A few cited a change in their job or family life. A few other reasons:

  - I didn't see a lot of benefit professionally. I felt that I got more attention and training from other journalism organizations as a Black woman.
  - I was burned out on doing local programming for my chapter and I also changed fields
  - Didn't help with professional development in blogging

Post-fellowship activities
There is overwhelming interest from fellows in programs that would be held outside of the national conference. Most were interested in a mentoring program for diversity fellows, with 12 saying they would serve as a mentor. In addition, an overwhelming number of fellows (17/20) are interested in attending webinars on topics such as diversity, leadership or SPJ.

We also asked fellows to tell us more about what programs they’d like to see from SPJ and other feedback on the fellows program. Rather than paraphrase the responses, their answers are printed below:

What other programs would you like to see SPJ provide to Diversity Fellows or other members?

  - More digital training.
  - I'd like to see sessions on managing up
Do some joint programs with NABJ, NAHJ and other minority journalists organizations
How to make it into management
If there are any workshops on editorial-adjacent careers like product development or digital niches
More check-ins after the diversity fellow year.
Something that makes them feel like valued members of the overall organization.

Something beyond just attending the convention. Some of the programming set up for the Fellows at the convention I attended felt like it was shoehorned into the agenda. That didn't feel welcoming and could've set a bad tone for my future interactions with SPJ.

I'm a semi-veteran of media fellowships - having participated in three one-year fellowships in recent years, including with Stanford University, the US State Department, and the Center for International Media Ethics. The one thing that any program needs as it grows and builds alumni is some way to capture and connect the people who graduate from the program. I think a true benefit of any fellowship is not just the work done during the dedicated time as a fellow, but the “connection” to the larger cohort of people who've shared the experience. There is a definite value in convening these people to share information, resources, and networking capacity - and as past fellows - we are all interested in the ongoing success of the program. This can be as formal as a physical event or as virtual as a simple closed Facebook group. That's my quick thought.

As the leadership program evolves and expands under its new name -- Dori Maynard, a closer relationship with the Maynard Institute would be a great continuing education opportunity. The reality is that not enough of the Diversity Fellows are stepping up to national leadership. The current SPJ Board is lacking in diversity, with really only one member of color. We don't have a pool of strong candidates for SPJ National Office who reflect diversity. So MORE needs to be done in this area.

Online training and certificates
Mixers etc.
Leadership training in today's ever changing media world.
I'd like to see fellows in more SPJ leadership positions, in general.
How to become a leader at both SPJ and their own community journalism organizations

Is there anything you would like to say about the SPJ Diversity Leadership Program?

A very worthwhile program, where I met some amazing people. Keep up the good work!
Nothing at this time
I really enjoyed my experience as a fellow. After the fellowship, I didn't feel that there was anywhere for me to go. I served as a judge for Sigma Delta Chi but other than that, there wasn't much use for me within the organization. There needs to be a mentorship program or something more effective to encourage retention.
I'm very honored to have been chosen. I spread the word about SPJ all the time. Wish I had more time to dedicate to the organization
Great effort and much needed as nation changes and newsrooms struggle to adapt culturally and resource-wise.
Great program, keep it going & encourage more fellows to run for national office.
• Overall, I was somewhat lukewarm about the Diversity Fellows program. I ended up being friends outside of journalism with some of the other Fellows from my year and I became more active in SPJ at a national and local level, but that wasn't necessarily because of the Fellows program. While SPJ's leadership may value diversity, I never got the feeling that the everyday rank-and-file members of the organization actually did.

• One thing I might recommend (and apologize if this is already in place) is ensuring there is some success metric for the program to help ensure metrics surround the effort. In many of these programs, not having explicit, tangible outcomes for the program can tend to yield to ambiguity of performance. What does success look like? How does that differ from wild success? — happy to help more if needed: Sam (mediasam@stanford.edu)

• Keep up the good work! I'll always support the program if capable.

• This was a very beneficial program. But, we need to do MORE to continue to develop it.

• The networking was great. There were too many scheduled things which didn't allow for much attendance at the conference.

• It was a great way to see what SPJ was about and learn more about the organization.

• It was a great program and I was happy to be part of it. I enjoyed getting to know my mentors.

• It was a great program, and I hope it continues.

• I think it’s a great program and I'm very glad that I found the program.

We're appreciative of our Diversity Leadership Program alumni for offering their feedback on the fellows program. Special thanks to Rebecca Tallent for creating the survey. Again, we hope this survey will offer insight for both SPJ and SDX in looking for ways to strengthen the fellows program and other areas of the organization.

Submitted by SPJ Diversity Committee
Chair: April Bethea
FULL RESULTS

Question 1 In what year were you a Diversity Fellow?
2005
2004
2012
2014
2010
2013
I don’t recall
2007
2014
2007
2007
2012
2007
2006
2014
2013
2010
2014
2007

Question 2 Are you still a member of SPJ? If you are a member of another journalism group, would you please list them as well?

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<tr>
<td>Yes</td>
<td>35.00%</td>
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<tr>
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<td>7</td>
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<tr>
<td>No</td>
<td>25.00%</td>
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<tr>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10.00%</td>
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<tr>
<td></td>
<td>2</td>
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<tr>
<td>Responses</td>
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<tr>
<td>I am a member of:</td>
<td>6</td>
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<tr>
<td>Total</td>
<td>20</td>
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ONA
Yes, still member of SPJ. Also member of ONA and NABJ and SPJ
SPJ & IRE
CMA, ONA, PRSA, IABC
SPJ, NAHJ and AHCJ
AAJA
Question 3 What was your primary reason for joining SPJ?

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<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Networking</td>
<td>40.00%</td>
<td>8</td>
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<tr>
<td>Advocacy (ethics, freedom of the press)</td>
<td>5.00%</td>
<td>1</td>
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<tr>
<td>Professional development (training, conferences)</td>
<td>50.00%</td>
<td>10</td>
</tr>
<tr>
<td>Responses</td>
<td>5.00%</td>
<td>1</td>
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All of the above

Question 4 What is your current job and title?

- Producer, Bay Area News Group
- Editor at Yahoo Finance
- Education reporter
- Producer
- Anchor/Digital Journalist
- Graduate Student, University of Missouri
- Product Director at NBC News Digital
- Deputy Public Information Officer
- Managing Editor, Red Bull Media House
- Associate Professor
- I'm in corporate communications at a large retailer
- Project Lead, Verified Pixel Project (Knight Foundation Grantee)
- Multnomah County/Gresham reporter at The Oregonian
- Blogger
- Assistant Dean
- Dept. Chair, Associate Professor and a Student Media Director
- Health reporter
- Digital Director
- Digital storyteller, Microsoft News Center
- Senior Communications Manager, Heard Museum and freelancer

Question 5 If you are no longer an SPJ member, why did you leave?

- Had a baby, got busy!
- I think I am, but I can't remember my renewal date.
- I didn't see a lot of benefit professionally. I felt that I got more attention and training from other journalism organizations as a Black woman.
- Career has shifted from editorial to product management
- I took a buyout from journalism
- I was burned out on doing local programming for my chapter and I also changed fields
- Didn’t help with professional development in blogging
- non-applicable
- n/a
- My membership may have run out and I didn’t renew.

**Question 6 Do you stay in touch with other Diversity Fellows from your class or others?**

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<tr>
<td><strong>Yes</strong></td>
<td>84.21%</td>
<td>16</td>
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<tr>
<td><strong>No</strong></td>
<td>15.79%</td>
<td>3</td>
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**Question 7 Would you be interested in participating in a mentoring program for Diversity Fellows?**

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<tr>
<th></th>
<th>63.16%</th>
<th>12</th>
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<tr>
<td><strong>Yes, as a mentor</strong></td>
<td></td>
<td></td>
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<td><strong>–</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Yes, as a mentee</strong></td>
<td>10.53%</td>
<td>2</td>
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<tr>
<td><strong>–</strong></td>
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<tr>
<td><strong>No</strong></td>
<td>26.32%</td>
<td>5</td>
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<tr>
<td><strong>Total</strong></td>
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<td>19</td>
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**Question 8 Would you attend webinars on topics such as diversity, leadership, SPJ, etc. with other Diversity Fellows?**

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<td><strong>Yes</strong></td>
<td>85.00%</td>
<td>17</td>
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<td><strong>–</strong></td>
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<tr>
<td><strong>No</strong></td>
<td>15.00%</td>
<td>3</td>
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<tr>
<td><strong>Total</strong></td>
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<td>20</td>
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**Question 9 What other programs would you like to see SPJ provide to Diversity Fellows or other members?**

- Answered: 14
- Skipped: 6
- More digital training.
- I’d like to see sessions on managing up
- Do some joint programs with NABJ, NAHJ and other minority journalists organizations
- How to make it into management
- If there are any workshops on editorial-adjacent careers like product development or digital niches
- More check-ins after the diversity fellow year.
Something that makes them feel like valued members of the overall organization. Something beyond just attending the convention. Some of the programming set up for the Fellows at the convention I attended felt like it was shoehorned into the agenda. That didn't feel welcoming and could've set a bad tone for my future interactions with SPJ.

I'm a semi-veteran of media fellowships - having participated in three one-year fellowships in recent years, including with Stanford University, the US State Department, and the Center for International Media Ethics. The one thing that any program needs as it grows and builds alumni is some way to capture and connect the people who graduate from the program. I think a true benefit of any fellowship is not just the work done during the dedicated time as a fellow, but the “connection” to the larger cohort of people who've shared the experience. There is a definite value in convening these people to share information, resources, and networking capacity - and as past fellows - we are all interested in the ongoing success of the program. This can be as formal as a physical event or as virtual as a simple closed Facebook group. That's my quick thought.

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- Online training and certificates
- Mixers etc.
- Leadership training in today's ever changing media world.
- I'd like to see fellows in more SPJ leadership positions, in general.
- How to become a leader at both SPJ and their own community journalism organizations

Question 10 Is there anything you would like to say about the SPJ Diversity Leadership Program?

- Answered: 15
- Skipped: 5

- A very worthwhile program, where I met some amazing people. Keep up the good work!
- Nothing at this time
- I really enjoyed my experience as a fellow. After the fellowship, I didn't feel that there was anywhere for me to go. I served as a judge for Sigma Delta Chi but other than that, there wasn't much use for me within the organization. There needs to be a mentorship program or something more effective to encourage retention.
- I'm very honored to have been chosen. I spread the word about SPJ all the time. Wish I had more time to dedicate to the organization
- Great effort and much needed as nation changes and newsrooms struggle to adapt culturally and resource-wise.
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- It was a great way to see what SPJ was about and learn more about the organization.
- It was a great program and I was happy to be part of it. I enjoyed getting to know my mentors.
- It was a great program, and I hope it continues.
- I think it's a great program and I'm very glad that I found the program.
DATE: Aug. 20, 2015  
FROM: Andrew Seaman, Ethics Committee chairman  
FOR: SPJ Board of Directors

ETHICS COMMITTEE REPORT

PAST
The Ethics Committee worked hard over this past year to make sure the Society’s Code of Ethics was successfully updated as requested by the delegates and disseminated across the media landscape. Countless hours and thousands of miles were spent to create a comprehensive resource about ethics that – until now – had not been accessible to journalists or news organizations.

As of right now, the Code of Ethics on SPJ.org is fully interactive. Each principle links to a separate page that then links to relevant resources from the Society, Poynter Institute, Dart Center for Journalism and Trauma and countless other journalism organizations. Those resources will change as items become outdated, or new items are found to add to the documents.

What’s more, the Code is now available on SPJ.org in eight different languages. Those are Arabic, Chinese, English, French, German, Spanish, Russian and Persian. Those translations are the result of a joint effort by the Ethics Committee and members of the Society’s International Community.

The Ethics Committee and members of the board also presented about the Code throughout the country, including at the inaugural Walter Cronkite Conference on Media Ethics, the National Association of Broadcasters Show, two College Media Association conferences and several of the Society’s regional conferences.

The work of the Ethics Committee over the past year positioned the Society far ahead of other organizations also working on new or revised ethical codes.

PRESENT
One of the main goals of the Ethics Committee is to get the Society’s Code translated into at least the world’s top 10 spoken languages. Volunteers from around the world and within and outside the Society are already working on translating the Code into Begali, Hindi, Portuguese and Urdu. Once those and a translation of the Code into Malay Indonesian are complete, the Society’s Code will be accessible and understandable to more than half of the world’s population.

The Ethics Committee is also starting to work on position papers and best practice documents for unaddressed questions, such as how to report on suicides. Fortunately, creating the library of supporting documents for the Code identified where more guidance is needed.

Andrew Seaman will also be pushing the Society’s Code when he speaks at the National Lesbian and Gay Journalists Association’s annual conference in September in San Francisco.

Looking ahead to next year, the committee’s roster will also soon be changing. In an effort to keep the Society as the authority on journalism ethics, we’ll be asking people with influence in other journalism organizations to take seats on the committee.
FUTURE
Now that the supporting documents and translations are in place, the Ethics Committee will work with the Society’s staff and incoming board to fully promote the Code as the authoritative voice on journalism best practices. Fortunately, Jennifer Royer at headquarters already has a communication plan that can be easily altered for the coming year.

The Committee will also work on creating ready-made programming for the Society’s regional conferences. Despite the Code being recently revised, few regional conferences offered sessions on ethics. Hopefully, ready-made programming will encourage more conference planners to include ethics in their programming.

The Committee will also look for opportunities to partner with other organizations and institutions to educate people about journalism ethics and the Society’s Code. This may take the form of long-term projects, brief presentations at conferences or online presentations or webinars.

Lastly, the Committee will look into funding for projects from outside organizations. The goal is to find funding sources with goals that align with the Society.
FOI COMMITTEE REPORT

Here are some of the FOI Committee activities since May:

**We pity da fools.** We teamed with IRE and SPLC to create the J-Team, swooping into Iowa to train student journalists at Muscatine Community College who have been thumped by their administration. The training, hosted by the Daily Iowan, was scheduled for Aug. 28. SPJ provided funding and publicity. We should have a report of the outcome by EIJ15.

**White House Follow-up.** Kathryn Foxhall and Jennifer Royer led the effort for Obama II, issuing a letter to the president on behalf of 53 journalism and open government groups on Aug. 11 to call for improved flow of information (had 38 sign onto last year’s letter). It received coverage on the Baltimore Sun blog, PRWeek, Washington Examiner, Bloomberg and the Courier Journal. Jennifer Royer did outstanding work on the letter, and reports: Twitter had 42,823 impressions, 129 retweets, 429 total engagement, 105 link clicks, and 42 likes. Facebook: 12,112 people reached, 190 likes, 25 comments, 89 shares. Next step is to possibly organize a media boycott of specific practices (e.g., don’t cover press conferences where unnamed officials talk off the record with a PIO and reporters can’t divulge the sources).

**Speaking Out.** The committee continues to help with advocacy letters, statements, op-ed pieces, and amicus brief sign-ons, providing information and suggestions for Jennifer and Dana. Some advocacy efforts have included:

- A half dozen sign-ons to letters by OpenTheGov.org regarding access to records.
- Spreading the word, particularly in Texas (Cornyn a key senator), on the Cybersecurity Information Sharing Act. Probably to be discussed in Congress in September.
- Kathryn Foxhall speaking to the Ecological Society of America on restrictions that inhibit the ability for scientists to get information to the public.
- A letter in May to the National Academy of Sciences to stop practices that chill the flow of information.
- Assistance by Carolyn Carlson and Kathryn Foxhall in the Center for Science and Democracy and the Union of Concerned Scientists’ report about mediated access in science reporting. We weren’t completely thrilled with the way they worded their report, but it continued to keep the issue alive, and spread to other audiences.
- Quill FOI Toolbox column by Joey Senat on access in Indian country (July/Aug) and by Lynn Walsh on documenting the undocumented (Sept/Oct).

**New chair.** I will step down as chair for the Freedom of Information Committee as of EIJ15 to let someone else have some fun. The new person, whoever it will be, should lead the meeting in Orlando, scheduled for 1 p.m. Saturday, Sept. 19. It has been wonderful serving as chair 2007 through 2011, and then again this past year, and it’s time for fresh ideas and new blood. I am humbled and appreciative to have been allowed to spout off and work with such dedicated FOI warriors. Thanks to everyone for supporting sunlight! I will stay on the committee and help build the advocacy fund. Also, in other committee business, Roy Gutterman from Syracuse University joined the group this summer.
DATE: Aug. 18, 2015
FROM: Claudia Amezcua, Generation J Community chairwoman
FOR: SPJ Board of Directors

GENERATION J COMMUNITY UPDATE

We are currently blogging on the Gen J blog with tips on making the most of EIJ15. Posts are currently being hashtag with #EIJ15 and #GenJ.

We are working on collaborating with Freelance and Digital in holding a "SPJ Community Night Out" during EIJ open to all members to join. The purpose of the event is to expose members to the benefits of being a part of a community and SPJ as a whole.
INTERNATIONAL COMMUNITY REPORT

The International Community is re-organizing and re-grouping.

Community convener Carlos Restrepo stepped down earlier this year. Dan Kubiske and Elle Toussi agreed to take over the reins and get the community moving again.

We will soon be circulating a survey, not only to our Basecamp subscribers but also through our Facebook page. We will also encourage local chapters to place the survey on their social media sites or websites.

Members the community?
This is difficult to say for sure, because we are in a re-organizing situation. There are 54 people registered in our Basecamp account.

How many members are SPJ members and how many are not?
Unknown at this time. We are developing survey that will answer that question soon.

Status update
- Toussi and Kubiske have been in touch with each other to discuss projects for the community.
- The community will meet during the EIJ15 convention to discuss on-going programs and activities.
- The community has a blog site, Facebook page and Twitter account. In the past few weeks material has been added to these accounts. Toussi and Kubiske are asking members of the community to volunteer to regularly post items of interest to the international journalism community.

Summary
Some ideas to make the International Community a more important part of the whole SPJ community are under discussion. There seems to be a clear desire to also help make the International Community a resource center for local chapters that might need an international perspective for a local program. Likewise, the International Community is looking to see how it can be a liaison between the SPJ and international organizations conducting training and education programs for foreign journalists.
Committee Meeting
The Journalism Education Committee has not met during the summer months but has plans for a brief teleconference before EIJ15 in Orlando.

Mentor Database
We are seeing continued interest in the Mentor Database. Committee chair Butler Cain has already fielded two requests – one from an SPJ member and one from a JEA member – about helping high school media teachers who have expressed interest in receiving help. The J-Ed Committee plans to debut this initiative at EIJ15.

Publications
Committee members are still producing Toolbox articles for Quill. Maintaining a regular presence on our blog has been a struggle.

SPLC Plans
Plans to coordinate a book launch for Still Captive? with the Student Press Law Center did not work out. The SPLC was unable to coordinate the event and expressed their apologies to the J-Ed committee.

Website
The SPJ website is currently updated with the correct names and contact information for J-Ed Committee members.

Membership
There are currently 16 committee members:

Butler Cain, West Texas A&M University (chair)
June Nicholson, Virginia Commonwealth University (co-chair)
Tracy Ann Burton, Central Michigan University
Meredith Cummings, University of Alabama
Kym Fox, Texas State University
Suzanne Lysak, Syracuse University
Adam Maksl, Indiana University Southeast
Jimmy McCollum, Lipscomb University
Ryan Parkhurst, James Madison University
Lee Anne Peck, University of Northern Colorado
Pat Sanders, University of North Alabama
Jeff South, Virginia Commonwealth University
Leticia Steffen, Colorado State University-Pueblo
Becky Tallent, University of Idaho (immediate past chair)
Peggy Watt, Western Washington University
Jack Zibluk, Southeast Missouri State University
New Guard:
The Legal Defense Fund Committee experienced a huge change in July, as eight-year advisor Laurie Babinski handed over the reins to James Romoser at Baker Hostetler. James worked as a journalist for five years before becoming a media lawyer. He is attending convention so please take a moment to introduce yourself and to welcome him to our organization.

Cases Considered:
James jumped right into the mix with three new actions for the committee to consider. Below you can read the compendium of cases the committee reviewed this annual term, in order of their submission.

10/15/14 National Council of Teachers Quality Inc. v. Curators of the University of Missouri
The LDF Committee joined the SPLC in an amicus request before the Missouri Supreme Court to appeal a decision by a lower Missouri Court of Appeals that denied an education watchdog group’s public records request to the University of Missouri seeking access to class syllabi. The Court of Appeals held that the records request was properly denied on copyright grounds, saying the Copyright Act prohibits the University from making copies of these or any other public records protected by copyright. The court ruled the act of duplication is itself an infringement. The amicus argues that this is a dangerous precedent for FOI laws. If allowed to stand, any email, letter or memo could be equally subject to an assertion of copyright protection. This could severely hamper the work of data journalists seeking to analyze large databases.

1/16/15 North Wind newspaper at Northern Michigan University
The LDF committee stood at the ready to help a collegiate newspaper (referred by Frank LoMonte of the Student Press Law Center) held hostage by a FOIA request, asked to front $150 of a bill for what should have been free public documents from their university. The editor and adviser (Cheryl Reed) at the North Wind newspaper at Northern Michigan University had requested emails of six university administrators. NMU administrators sent a bill of $613 to the campus newspaper even though the request is covered under the state Freedom of Information Act. The students pared their request but still faced a $300 tab. The university’s student media board denied funding because “they’re not convinced the reporters are pursuing a meritorious story.” Coincidentally, one of the members of that board who voted down the expense is also one of the administrators whose emails were FOIA’d. SPJ was ready to write the check when the school’s president backed down, waived all fees and released the requested documents at no charge.

The committee voted to join the Reporters Committee for Freedom of the press in an amicus brief supporting the Associated Press, NPR, the Wall Street Journal, the Charleston Gazette and Friends of West Virginia Public Broadcasting. The news organizations intervened to challenge the sealing of information in a West Virginia criminal trial after a deadly mine disaster in 2010. Ex-Massey Energy CEO Don Blankenship was charged with conspiracy to violate federal mine safety and health standards at the Upper Big Branch mine. The district court sealed records and issued a gag order. The news organizations
appealed to the U.S. Court of Appeals for the Fourth Circuit. A federal judge is delaying Blankenship’s trial until April 20.

2/19/15 Krakauer v. State of Montana
The committee joined the Student Press Law Center in an amicus brief over an open records case before the Montana Supreme Court. The case involves access to campus disciplinary appeal records in a sex assault case involving a University of Montana football player in 2012. Author Jon Krakauer, working on a book about sexual assaults at universities, was looking for records from the hearing that found the player "responsible." The university chancellor overturned the disciplinary decision. Krakauer won at trial a limited application of the Family Education Rights and Privacy Act but he U.S. Department of Education filed a brief supporting the university that student disciplinary files are always protected from disclosure by FERPA. In this amicus, SPJ, SPLC and the Reporters Committee for Freedom of the Press argue for the lower court’s limited interpretation of FERPA.

3/18/15 NFOIC Partnership
The committee commented per President Dana Neuts' request on a proposed partnership between SPJ and the National Freedom of Information Coalition in litigating for access to public records. As authored by former president Dave Cuillier, "Both organizations will seek out worthy cases and, when agreed upon, team up to provide court fees through NFOIC and attorney fees through SPJ, as well as joint publicity to highlight the need for government transparency and set strong case law nationally... Together, NFOIC and SPJ can be more effective by combining efforts to support important access cases through cooperation and coordination."

7/21/15 NYPD Freedom of Information “Glomar” challenge
The committee joined an amicus request from the Reporters Committee supporting a New York City imam who filed a request under New York’s Freedom of Information Law for all NYPD records pertaining to surveillance of his mosque. The NYPD would not supply any records, invoking a legal doctrine from the federal FOIA known as the “Glomar doctrine.” This doctrine originally allowed federal agencies to refuse to confirm or deny the existence of records involving covert military operations in order to protect national security. Federal agencies increasingly have been using the doctrine to refuse to respond to many other, non-military types of FOIA requests. However, this is the first Glomar-type response at the state level. If the courts uphold the NYPD’s Glomar denial, it would weaken New York’s freedom-of-information law and could set a precedent for other states to begin allowing their own agencies to refuse to confirm or deny the existence of government records. The amicus brief to New York appeals court challenges a trial court finding that the NYPD’s response was proper.

8/10/15 Journalist Request vs. Local Police Department
The committee denied an “emergency” request for $10,000 for a court hearing scheduled the next day. The request came from a New Jersey journalist who claimed he is being harassed by a local police department. Charlie Kratovil claimed he was arrested on another charge in retaliation for his critical reporting as editor of online newspaper New Brunswick (NJ) Today. The committee voted to deny his emergency request for a court date about which he knew months ahead, as it made any evaluation of the underlying facts difficult, but we encouraged him to resubmit his request after the case was resolved for potential reimbursement of actual court costs and legal fees.

8/17/15 Competitive Enterprise Institute v. Office of Science and Technology Policy
The committee joined an amicus request from the Reporters Committee for Freedom of the Press on behalf of numerous media organizations. The case involves a FOIA request to the OSTP, an executive
branch agency that advises the president on science issues. It turns out that the requested records were stored in the personal e-mail account of the OSTP’s director. The OSTP refused to turn over the records, and the trial court upheld that refusal. The court found that an agency’s refusal to release e-mails from a personal e-mail account did not meet the definition of a “withholding” in violation of FOIA. That ruling poses obvious dangers to the right of access under FOIA, and the case is on appeal to the U.S. Court of Appeals for the D.C. Circuit.

**8/17/15 Ferguson Letter from Media**
The committee also signed on to a letter written by the Reporters Committee to the prosecutor in Ferguson, Missouri to object to the recent decision to pursue criminal charges against several journalists who were arrested during the Ferguson protests last summer. The journalists were detained during the protests merely for videotaping the police or otherwise doing their jobs, and prosecutors have decided to press charges a year later. The letter emphasizes the important First Amendment issues at stake and reminds the prosecutor’s office that reporters have a right to record the police. It urges the prosecutor’s office to drop the charges against the journalists.

**8/27/2015 Letter regarding “right to be forgotten”**
The committee signed on to a letter written by the Reporters Committee to CNIL, the French administrative agency that regulates data privacy. CNIL issued an order in May requiring Google to enforce the EU’s newly recognized “right to be forgotten” across all Google domain names (not just its European domains such as google.fr and google.uk). Under the order, if a French citizen asks Google to remove a search result pursuant to the right to be forgotten, Google will have to delist that result from all versions of its search engine around the globe. Although the right to be forgotten and the EU’s delisting requirements do not apply directly to news organizations, journalists have cause to be concerned about the extraterritorial application of laws and privacy regulations that inhibit the free flow of information. If France prevails here, other nations could follow suit and attempt to impose globally their own domestic restraints on internet speech, all in the name of protecting their own citizens.

**8/27/2015 North Jersey Media Group v Township of Lyndhurst**
The committee joined an amicus brief (with the Reporters Committee, the ACLU of New Jersey, and the New Jersey Press Association) that is to be filed in the New Jersey Supreme Court in *North Jersey Media Group v. Township of Lyndhurst*, a public records case. The case is on appeal from a lower court ruling allowing the government to withhold the records.

**Other Activity:**
In addition to the above deliberations, the LDF Committee fielded inquiries including:

- An amicus brief on behalf of several press advocacy organizations, led by the New England First Amendment Coalition, in a case involving the Rhode Island public records law
- An application by *The Lens*, a nonprofit newsroom in New Orleans, in a suit it filed against the city of New Orleans contending the city habitually has violated public records law by taking weeks or months to produce documents that are supposed to be available immediately. *The Lens* ultimately lost that argument.
- An affirmative litigation case by the New Jersey Foundation for Open Government (NJFOG) to find out if local government entities are following the transparency requirements of NJ Open Records Laws. This may or may not be appropriate for LDF funding. We are awaiting the application to determine.
Another case we followed all year, with an update as of the day I am writing this report involved the student paper at Otterbein University. Student editor Anna Schiffbauer sued and won against the campus police department, helping set a state precedent as the Ohio Supreme Court ruled that private college police departments are subject to the state’s Public Records Act. The LDF committee, with SPJ Board approval, had awarded of $10,000 toward this effort. [http://www.spj.org/news.asp?ref=1349/](http://www.spj.org/news.asp?ref=1349/)

Respectfully Submitted,
Hagit Limor, LDF Committee Chair
MEMBERSHIP COMMITTEE REPORT

Membership committee roster: http://www.spj.org/com-membership.asp

Blog: http://blogs.spjnetwork.org/membership/

Since my last report in June, we have continued the Member of the Month program. My goal is to get chapter duties handed off as much as possible to the rest of my board so I can be more effective in this role in the future.

Member of the month
We honor a SPJ volunteer every month. We welcome your nominees. We accept nominations through the 5th of each month, choose a volunteer to honor by the 10th and (attempt to) publish an article about their work by the 15th of each month. We have done so every month since September 2014, and welcome your nominations.

Please feel free to send me feedback. Thank you!

Robyn Davis Sekula
@itsRobynwithay
robyndsekula@live.com
(502) 608-6125
DATE: August 18, 2015  
FROM: Sonny Albarado, Nominations Committee Chair  
SUBJECT: Nominations Committee report  
FOR: SPJ Board of Directors

Recruiting candidates for SPJ officer and board positions this year has been harder than last year.

Other than the student representative slots, I know of only two other competitive races: secretary-treasurer and at-large director.

Of course, our election rules allow candidates to declare at any time, and there's always hope that stealth candidates will appear in time for EIJ15.

None of the regional directors is opposed at this writing.

Earlier this year, Region 10 Director Pia Hallenberg decided against running again, and Region 12 Director Tony Hernandez moved out of the region for a new job, which left that seat vacant.

In June, the board filled the RD 12 slot with interim appointee Amanda Womac of the East Tennessee chapter. Amanda is running for the full-term seat in Region 12.

In Region 10, Seattle-area journalist and Western Washington Pro member Ethan Chung is running for that board seat.

As for the other positions on this year’s ballot:

- Secretary-Treasurer Lynn Walsh is unopposed for president-elect.
- Region 1 Director Rebecca Baker and former South Florida SPJ president Jason Parsley, who is editor of the South Florida Gay News, are running for secretary-treasurer.
- VP of Campus Chapter Affairs Sue Kopen Katcef is seeking re-election.
- At-Large Director Bill McCloskey is seeking re-election against challenger Alex Veeneman, leader of SPJ’s Digital Community.
- Campus Adviser at Large Rebecca Tallent is seeking re-election.
- Three students have declared for Campus Representative – Dustin Ginsberg at the University of Alabama, Katlin Hiller at Ohio University and Monica Dattage at California State University, Sacramento.
- Region 2 Director Andy Schotz is seeking re-election.
- Region 3 Director Michael Koretzky is seeking re-election.
- Region 6 Director Joe Radzke is seeking re-election.
- Region 11 Director Matthew Hall is seeking re-election.
STUDENT REPRESENTATIVE SUCCESSION PLANNING

-Transition out:
  - Create a to-do list
  - Determine a culminating agenda to get closure on pending issues and decisions, to specify what needs to be accomplished before they depart.
  - Plan a phone/Skype/Google Hangout conference for incoming SPJ Student Representatives to speak with outgoing SPJ Student Representatives.
  - Provide an opportunity to say good bye to the SPJ board and headquarters.

-Transition In:
  - Create a support network
  - Share relevant documents, contacts, etc. with incoming SPJ Student Representatives.

-Transition questions:
  - As you look back on the last year, what have been your most significant accomplishments, contributions to SPJ? What have been the most significant accomplishments of the organization?
  - What are your core strengths as an SPJ Student Representative? What are the core strengths of the organization?
  - What does SPJ do better than other organizations?
  - As you think about SPJ, of what are you most proud?
  - If you had the power to change two things that would improve the effectiveness of the SPJ Student Representative position, what would they be? Why?
  - What barriers to doing your job as an SPJ Student Representative exist at SPJ, if any?
  - What are your three most significant achievements? Which leadership skills are most important for your successor to possess?
  - How would you describe the culture of SPJ? Please provide examples, if you can.
  - What one piece of advice would you give the incoming SPJ Student Representatives that would enable them to be successful?

-Contact Information:
  - Jordan Gass-Poore': 830-660-0737, jgasspoore@gmail.com
  - Brett Hall: bretthall9317@yahoo.com