The Society of Professional Journalists

Board of Directors Meeting

Feb. 2, 2019
Noon – 3 p.m. EST

Zoom Conference Call

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.
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS BOARD MEETING
VIDEO CONFERENCE MEETING
DATE: February 2, 2019
TIME: Noon – 3 p.m. Eastern

1. Call to Order – Tarquinio

2. Roll Call – Hall
   a. Tarquinio
   b. Gallagher Newberry
   c. Hall
   d. Kopen Katcef
   e. Bartlett
   f. Davila-Richards
   g. Fox
   h. Hernandez
   i. Kissel
   j. Koretzky
   k. Kroll
   l. Meyers
   m. Radske
   n. Reilley
   o. Savino
   p. Schotz
   q. South
   r. Walker

3. Approval of Meeting Minutes – Tarquinio
   a. March 19, 2018 [Page 3]
   c. Sept. 30, 2018 [Page 9]
   d. Dec. 1, 2018 [Page 16]

4. New Student Chapter Approval for Ann Arbor, Mich. – Bethel McKenzie

5. EIJ19 Update – Gallagher Newberry

6. SPJ’s 110\textsuperscript{th}/50\textsuperscript{th} Anniversary Plan – Bethel McKenzie, Messing

5. FY2020 Budget Planning – Bethel McKenzie, Messing

6. Public Comment Period
   (The public can make comments prior to the meeting at www.spj.org/board-meeting.asp.)

Enter Executive Session:

7. Continuation of FY2020 Budget Planning – Bethel McKenzie, Messing


9. Executive Director Review – Tarquinio, Hall

Exit Executive Session:

10. Adjournment
MEETING CALLED TO ORDER
The meeting of the Board of Directors of the Society of Professional Journalists was called to order at 2:03 p.m. EDT on Monday, March 19, 2018, via Zoom.

Those present were: President Rebecca Baker, Secretary-Treasurer Patti Newberry, Vice President of Campus Chapter Affairs Sue Kopen Katcef, At-Large Director Lauren Bartlett, Campus Advisor At-Large Leticia Steffen, Student Representative Haley Harding, and Regional Directors Tom McKee, Kelly Kissell, Michele Day, Don Meyers, Joe Radske, Michael Koretzky and Andy Schotz.

Staff members present for the meeting were Executive Director Alison Bethel McKenzie and Deputy Executive Director Tara Puckey.

REGIONAL BUSINESS
A motion was made by Bartlett, and seconded by Koretzky, that the board enter executive session for the purpose of discussion about internal regional business.

Upon proper motion by Bartlett and second by Koretzky, the board entered executive session at 2:07 p.m. EDT.

Discussion lasted approximately 55 minutes.

Upon proper motion by Kopen Katcef and second by Meyers, the board voted to exit executive session at approximately 3:03 p.m. ET.

Upon proper motion by Meyers and second by Harding, the board voted to adjourn the meeting at 3:05 p.m. ET.
MEETING CALLED TO ORDER
The meeting of the Board of Directors of the Society of Professional Journalists was called to order at 9:10 a.m. EDT on Thursday, Sept. 27, during the Excellence in Journalism conference at the Baltimore Hilton in Baltimore, Md.
Those present were: President Rebecca Baker; President-elect Alex Tarquinio; Secretary-Treasurer Patti Newberry; Immediate Past President Lynn Walsh; Vice President of Campus Chapter Affairs Sue Kopen Katce; Director At-Large Lauren Bartlett; Campus Adviser At-Large Leticia Steffen; Region 1 Director Jane Primerano; Region 2 Director Andy Schotz; Region 3 Director Michael Koretzky; Region 4 Director Tom McKee; Region 5 Director Michele Day; Region 6 Director Joe Radske; Region 7 Director Kari Williams; Region 8 Director Eddy Gallagher; Region 9 Director Ed Otte; Region 10 Director Donald Meyers; Region 11 Director Matt Hall and Region 12 Director Kelly Kissel.
Staff members present for the meeting were Executive Director Alison Bethel McKenzie, Journalist on Call Rod Hicks, Director of Development Larry Messing, Director of Finance and Administration Amy Wong and Director of Communications and Marketing Jennifer Royer.

PUBLIC COMMENT
Baker started the meeting with public comment. Stephanie Bluestein, Los Angeles chapter president urged the board not to solicit or accept conference sponsorships from the Koch Foundation or other such groups that have intentions of influencing news coverage or policies of journalism organizations. She also encouraged the board to refrain from entering into multi-year agreements with sponsors, work with other organizations or a campus host for the conference that would potentially be less expensive than a hotel venue. These changes would help lower the burden of raising money from sponsors, she said.
Ben Meyerson of the Chicago Headline Club said their chapter president brought up the issue of the Koch sponsorship before and they are disappointed Koch was allowed to sponsor the conference. He said some semblance of effort should be made to uphold the SPJ Code of Ethics when deciding on sponsorships and SPJ is not obligated to accept every sponsor. He said the Chicago chapter is not alone in its concern. The LA and San Diego chapters are concerned as well. They are heartened by the board’s willingness to update its sponsorship policy, but they are concerned the board is not moving quickly enough. Taking money from political groups lessens SPJ’s trustworthiness, Meyerson said. He hopes the board will move more quickly to resolve this.

Baker said the board has heard the suggestions and will take them very seriously.

EXECUTIVE SESSION
Baker asked that someone move to go into Executive Session. Bartlett moved, McKee seconded. The board went into Executive Session at 9:15 a.m. The board exited Executive Session at 11:05 a.m.

**SPJ PRESIDENT’S REPORT**

Baker asked for a round of applause for Kopen Katcef and Schotz for their leadership in the money raised for the Capital Gazette. Baker, Bethel McKenzie and Schotz donated their stipends for a total of $3,500 and to-date, $6,500 was raised from selling I Back the First Amendment T-shirts. Baker said this was one of the best things SPJ has done this year and it is a wonderful thing the board and staff did. There is more to come and Baker thanked everyone for their help.

**SDX PRESIDENT’S REPORT**

SDX Foundation President Robert Leger said the Foundation has nearly $14 million in holdings and directed everyone to the full report in the board packet. He said the Foundation is excited to have Rod Hicks on board as the Journalist on Call and commended the event he organized Tuesday night in Baltimore. He reported that the Foundation would be voting on changing its name to the SPJ Foundation at its board meeting tomorrow. He said he has no idea how it will go, but we’ll see what happens. It would take 2/3 of board votes for it to pass, and if it does pass, SPJ has 30 days to vote it down.

**APPROVAL OF BOARD MINUTES**

Primerano said the July 21 minutes should be amended to show she was in attendance. Bartlett moved to approve minutes from the April and July board meetings. McKee seconded. Motion passed.

**STAFF REPORT**

Bethel McKenzie introduced new staff Hicks, Wong and Messing. She thanked Baker adding it has been a fast and furious six months in which seven new employees were hired, two key association clients were lost, but she is grateful for constructive criticism and ideas for how we all can work together as a team. Bethel McKenzie and Wong gave an update on the fiscal year 2019 budget. Work is already happening to attract more association management clients, fundraising strategy is being developed and there is a focus on strengthening current partnerships and developing new ones. In addition to raising money for Capital Gazette families, Bethel McKenzie spoke on the Hill about violence toward journalists, the Journalist on Call was hired, she and Messing have been working on fundraising with various groups, Day of Giving was hosted in May and looking at doing another in November. Bethel McKenzie said she is working on fine-tuning communications with the new board and has been keeping the board informed on progress every step of the way, asking for advice and assistance when needed. She wanted to publicly thank the staff for their work on EIJ18. A vast majority of them came in 2/3 of the way into the planning and hustled and learned what to do. Staff members who were already in place were invaluable to her and the new staffers.
Wong reminded the board that the 2019 budget is in a deficit, but there has been $65,000 in savings across SDX and SPJ, expenses were reduced by $29,000. She is emailing the individual numbers for association management, awards revenue and membership, etc., to the board during the meeting.

Bethel McKenzie and Messing gave an update on projects (Google, Facebook, Scripps Leadership Institute). She said Walsh has agreed to oversee the Facebook project, which is a very similar arrangement to SPJ’s partnership with Google. They trained several trainers in New York and Facebook is very happy with what we’re doing. We met Facebook’s goal of having 30 trainings and there is money left in the budget to do more trainings. There is a waiting list for Google trainings and Google recently gave us another project related to election coverage for midterms. The new Quill editor, Monica Williams, is managing the Google partnership. Messing said we submitted a new proposal to Scripps for a new Scripps Institute program. Bethel McKenzie met with Scripps and received good feedback on the proposed changes. More input is expected from Scripps and then a direction will be decided. Funding is not at risk at this point, Bethel McKenzie said.

Gallagher Newberry asked what the focus of the new Scripps Institute will be. Messing said it will likely be geared toward managers of student newsrooms and providing them with leadership skills. It will be taught right before they begin as student editors, so once they start in that role they will be strong leaders in their newsrooms. Gallagher Newberry followed up by asking why we selected that focus? And where in the organization will we now train new SPJ leaders? Bethel McKenzie said after several conversations with Scripps, they were interested in seeing a more dynamic focus for the program. They have a keen eye on students. The final program may be a hybrid of what was proposed and what we already do. Training for SPJ leaders could happen at regional conferences or we could find a way to train incoming leaders at the annual conference.

Schotz said during the RD caucus meeting this was discussed and they would like to do SPJ leader training at regional conferences. The question is, is there a curriculum they can work on for this training? Koretzky asked if a comparative analysis has been done of other college/university trainings that other groups such as CMA or ACP might already be doing? Messing said the goal would be to take a small program and expand it to as diverse an audience as possible, taking it to large campuses, smaller schools and HBCUs. A survey will be given to Scripps graduates of the last five years or so to get their feedback on the program and make sure it is as good as it can be.

Bethel McKenzie said each student would be matched with a high-ranking mentor from their town and that mentor would follow the student through an entire year of leading their staff. They would come to EIJ for a final meeting, but hopefully the mentor/mentee relationship will continue after that. Otte asked if this would be in place for regionals in April? Bethel McKenzie said that’s the goal. There is going to be another meeting with Scripps and the goal is to begin the new program in early spring. Hall said the survey will have to go out soon. Messing said the survey will go out within two weeks of the end of EIJ (mid-October).
Hicks gave the Journalist on Call report. The primary role is for him to get in front of the public, stress the importance of a free press and help them learn how to navigate the news every day. He will also serve as a mediator between the press and the public. Explaining to news organizations why people don’t trust them and possibly make suggestions for helping them gain the public’s trust. He is working on projects that will help do that. We had a town hall meeting Tuesday in Baltimore, which is one example of how we can get in front of the public and talk about the issues of trust in the media. He also went to Annapolis after the Capital Gazette shooting. He attended two vigils and spoke briefly with Capital Gazette employee Phil Davis and the chaplain from the local sheriff’s department. In speaking with people in Annapolis he heard what was maybe expected: some trust the media and some don’t, but they do trust the Capital Gazette. We’ve talked a lot about how local media is trusted more than national media. Rod has written a couple of pieces about the Capital Gazette and there is more news organizations can be doing to gain trust. He served on a panel at the NABJ conference about restoring trust in media and he is working on a project that will bring news literacy to communities across the country, to help people learn how to navigate all the information that is out there. His big project will be where we go into a community and stick with them for a while – at least a year – talk about issues, hearing from them about questions they have about what press does, see if after a year’s time if the sessions have made a different on how they view news and understand the role we have in democracy.

Baker asked if we are partnering with the News Literacy Project and Hicks said yes. Koretzky asked what percentage of his time does he think will be spent helping journalists and helping the public. Hicks said most of the time will be spent focusing on the public, so probably 80-20 or 70-30 percent. Gallagher Newberry asked who was in the audience for the Tuesday night town hall? Hicks said the town hall was a little different than probably most others he’ll be doing. It was by invitation and was a cross section of people – clergy, activists, business owners, social programs and the other half was journalists. McClelland said it will be important to have a good measure of impact so he can quantify the results. Hicks agreed. Baker thanked Hicks for everything he’s done so far.

**ACTION/DISCUSSION ITEMS**

Bethel McKenzie said we lost two association management clients and are working diligently to recruit new clients. A packet was sent to one organization that is very interested and there are two others that may be interested. We are also focusing on maintaining the great relationships we have with the three associations we currently work for.

Barlett thanked members of the Chapter Finance Rules task force Schotz, Otte, Koretzky and Kissell. She explained that after the spring board meeting where the board adopted new regional rules, the change in board structure and the regional directors coming off the board, they took the best practices from the 2013 task force and beta tested them with chapters, made changes and took them to chapters and RDs a second time. The proposed new rules are in the board packet (the campus chapter report was inadvertently left out).
Bartlett moved that the board approve the new rules. Schotz seconded. Hall commented that at the RD caucus, it was discussed that the $200 limit should be raised to $500. Bartlett said the task force believes $500 is too high a threshold. If expenses above $200 are handled in the budget, they don’t need to be approved separately.

Baker abstained. Gallagher voted against. Motion passed.

The board then voted on an amendment to new rules to regional funds. The requirement of transparency was left in, but leaves it up to each region on which method to use. Bartlett made a motion, Schotz seconded. Motion passed.

Messing said the First Amendment Forever Fund was first introduced four years ago, and is now ready to be used. Dave Cuillier said we can spend about $10,000 per year from the fund. He said hopefully after EIJ we can get a nimble committee together to submit proposals and generate more funds, so in 20 years it will be built up and can do even more. Messing said if people see it being used, others will want to contribute to it, too. Koretzky asked who approves the use of the funds? Cuillier said under $5,000 the committee can approve. Larger requests will go to the full SPJ board. Committee includes LDF Committee Chair Hagit Limor, FOI Committee Chair Danielle McLean, Cuillier, Messing and some outside folks will likely also be brought in. The committee will also coordinate with other groups such as NFOIC and First Look Media to be more effective.

COMMITTEE REPORTS
There were not questions or comments regarding committee reports.

RECOGNITION OF DEPARTING BOARD MEMBERS

PUBLIC COMMENT PERIOD
Bartlett requested a short public discussion about the task force on sponsorship. Tarquinio explained that the president appoints task forces. When the issue came up it was too late to address EIJ18 sponsorships, so the task force has been created and will begin work Sunday for guidelines that will be in effect for EIJ19. We will have discussions with our EIJ partners as much as possible because we produce EIJ together. Tarquinio said she has scheduled full year of board meetings for next year’s board. Next one is a virtual zoom meeting on Dec. 1. Gallagher Newberry is chairing the task force and she will give an update at the Dec. 1 meeting.

ADJOURNMENT
Meyers moved to adjourn. Bartlett seconded. Upon proper motion and second the meeting was adjourned at 12:01 p.m. EDT.
MEETING CALLED TO ORDER
The meeting of the Board of Directors of the Society of Professional Journalists was called to order at 9:07 a.m. EDT on Sunday, Sept. 30, during the Excellence in Journalism conference at the Baltimore Hilton in Baltimore, Md.

Those present were: President J. Alex Tarquinio; President-elect Patti Newberry; Secretary-treasurer Matt Hall; Vice President of Campus Chapter Affairs Sue Kopen Katcef; Campus Adviser At-Large Jeff South; Director At-Large Lauren Bartlett; Director At-Large Mike Reilley; Director At-Large Tess Fox; Director At-Large Michael Savino; Director At-Large Yvette Walker; Region 2 Director Andy Schotz; Region 3 Director Michael Koretzky; Region 6 Director Joe Radske; Region 10 Director Donald Meyers; and Region 12 Director Kelly Kissel.

Staff members present for the meeting were Executive Director Alison Bethel McKenzie, Journalist on Call Rod Hicks, Director of Development Larry Messing, Director of Finance and Administration Amy Wong and Director of Communications and Marketing Jennifer Royer.

WELCOME AND INTRODUCTION OF NEW BOARD MEMBERS
Tarquinio welcomed new board members to the board in this transitional year as the board moves toward nine members.

INTRODUCTION OF STAFF
Bethel McKenzie introduced staff to the new board, including Hicks, Wong, Messing, Royer and Creative Director Tony Peterson; Web Administrator Billy O’Keefe; Director of Conferences and Events Basharat Saleem; Manager of Membership and Chapters Caroline Escobar; Office Manager Linda Hall; Communications Coordinator Isaac Taylor and Project Coordinator & Digital Marketing Specialist Marina Cinami.

RATIFICATION OF SIGMA DELTA CHI FOUNDATION BOARD ELECTIONS
Robert Leger, as outgoing president of the SDX Foundation explained that the SPJ Board of Directors ratifies the independently elected officers and directors of the SDX Foundation. Leger requested the SPJ Board ratify the following: President Irwin Gratz; Vice President Hagit Limor; Secretary Sonny Alberado and Treasurer Howard Dubin; and the reappointment to the board of members Todd Gillman; Gratz; Evelyn Hsu; Alex Jones; Bill Ketter; Limor; Sonya Ross; Dave Cuillier and Frank LoMonte. Bartlett moved to approve the ratification. Newberry seconded. Motion was approved.

Leger said there was a second matter, another check and balance, for the SPJ Board to consider. The SDX Foundation board voted to change its name to match SPJ’s name in the belief
that we often have to begin our fundraising to explain what SDX is. SDX Foundation Board bylaws require the board to approve any bylaws amendment by two-thirds vote and notify the SPJ Board within five days. The SPJ Board can vote it down; or if no action is taken, the bylaws go into effect in 30 days. This is the SDX Foundation Board’s notification to the SPJ Board. No action is necessary, unless the SPJ Board wants the name to remain as-is.

Leger added that he and Koretzky don’t agree on much, but he was offended that another member called the question on Koretzky’s proposal during the Closing Business Session earlier during EIJ18. Leger said if he had not been a vote counter, he would have stood up and said something. The year he was SPJ president, the president ran the entire meeting and didn’t turn it over to the resolutions chair. The president can ignore calling the question and Leger encourages the SPJ Board to return to the president running the business meeting.

Schotz agreed that action was out of bounds. When covering the legislature you can questions someone’s proposal, but you can’t question their motivation, he said. To say someone is trying to do a con is completely out of bounds.

**PRESIDENT’S GOALS**
Tarquinio shared that she and SPJ’s attorney Mark Bailen met with legislative aids for congressmen on the Congressional Freedom of the Press Caucus in Washington, D.C. right before coming to Baltimore for EIJ18. She also did a 15-minute radio interview about the First Amendment and its importance for the Jim Bohannon show, and plans to do more advocacy like this during her term. She will keep the board informed when she does and will share with our own members and the public at large. She has spoken a lot about partnerships and plans to regularly meet with other groups to talk about what SPJ does and how we can work together, working up to World Press Freedom Day in the spring. She organized and moderated an EIJ18 panel about rising press threats. She has also appointed a number of new chairs, including two very important ones: Diversity and Membership. The new Diversity Chair is Rebecca Aguilar. Tarquinio said she really wants to work with Aguilar on improving the Diversity Fellows program. With all due respect, we’ve heard it’s not good enough and we need to make it a better experience for the six diversity fellows who attend EIJ each year. The new Membership Chair is Michael Arena and Tarquinio wants to support him and help membership grow.
Tarquinio said there was a decline in the membership in the last month or so, and we need to figure out if that is just churn or something else.

**BOARD EXPECTATIONS**
Tarquinio introduced both SPJ attorneys from Baker Hostetler who were present – Bruce Sanford and Mark Bailen. Tarquinio said she sent a list to the board of all the meetings for the year that the board will conduct via Zoom video conference. It’s a full calendar in between three in-person meetings, Zoom meetings for the full board, executive committee meetings, and the awards dinner in June. We will have a Zoom meeting the week before the awards banquet, but the board is welcome to attend that event, too. Come to meetings, be prepared and Tarquinio said she has a “no wallflowers” rule. She recommended board members become familiar with the SPJ website and participate in the active email exchanges the board has. But
she does want board members to be mindful that legal questions are best kept off email. If legal questions come up between board meetings, she will schedule another board meeting. She also encourages everyone to be respectful on those email exchanges. Tarquinio explained that because this is a transitional year for the board, focus will be on how to handle the cultural transformation of the board. Two at-large directors will be appointed. Past duties of at-large directors were loosely defined and Tarquinio wants to define those duties a little more and have at-large directors more involved. She wants to give them a little time to get to know the board and how it works. She will be talking to each board member about projects they would like to work on this year. There are a lot of ideas here, but we have to keep the good of the whole in mind, she said.

Kopen Katcef reminded the board that it also has Slack for communicating with one another. Tarquinio said if there are long-winded message about the future of SPJ, those discussions are better handled on Slack. But if an issue arises and she needs to schedule an emergency board meeting, she will send an email. Bartlett asked who manages the SPJ Leaders Slack channel and said only current board members need to be on that channel. Radske asked if regional coordinators will be on that channel. Tarquinio said that has not been discussed, but she thinks they should not be on that channel since we are moving away from a regional model. Newberry said there may be reason to have a regional coordinators Slack channel. Schotz said with the changes to the board, the Slack channels are growing and need some pruning. He has tried to move people but can’t, since they were created by a former staffer. He recommended starting over with new channels. Tarquinio agreed and asked him to do that. Schotz also said when board group emails are sent, it needs to be known who is on the list, whether it goes to staff or the executive director, or the board only. Tarquinio said there should be a board only email list and one with the executive director and possibly other staff, and the Slack channel should be terminated for now, until new ones can be created.

**COMMITTEE AND TASK FORCE APPOINTMENTS**

Tarquinio appointed Schotz as chair of the Awards and Honors Committee; Bob Becker, chair of Bylaws Committee; Danielle McLean, chair of Freedom of Information Committee; Hagit Limor, chair of Legal Defense Fund Committee; Becky Tallent and Leticia Steffens, co-chairs of Education Committee; Rebecca Aguilar, chair of Diversity Committee; Lynn Walsh, chair of Ethics Committee; Michael Arena, chair of Membership Committee; Eddye Gallagher, chair of Nominations Committee; Michael Savino, chair of Resolutions Committee.

SPJ President may appoint as many directors to the Sigma Delta Chi Foundation as he/she desires so long as the number of independently elected directors is one more than the SPJ appointments. Tarquinio recommended Kopen Katcef, Schotz, Newberry, Hall and herself to the SDX Foundation Board.

The Finance Committee is comprised of the officers and two at-large members appointed by the President and ratified by the board of directors. Tarquinio recommend the board approve Schotz and Bill McCloskey to join the Finance Committee. Bartlett moved, Kopen Katcef
seconded. Schotz abstained. Motion passed.

Tarquinio recommended to the Executive Committee Bartlett and Koretzky. Schotz moved, Kopen Katcef seconded. Motion passed.

Tarquinio announced her appointment of Newberry to lead the Strategic Plan Task Force, which will begin establishing the board’s long-term goals. She hopes to have a framework for consideration at EIJ19 in San Antonio. Newberry will also chair the Sponsorship Task Force. There was a sponsorship policy written before creation of EIJ. Next year we are with RTDNA and NAHJ. We need to strengthen the sponsorship policy and streamline our processes. Tarquinio said she asked Newberry to bring info to first board Zoom meeting Dec. 1.

Tarquinio asked Andrew Seaman to lead the Partnerships Task Force, which will plan a summit in May. Seaman is this year’s Wells Key honoree and was Ethics Committee chair for the last four years.

Schotz said he would like to ask a question on the sponsorship issue. His point, he said, is a pretty important point. In the debate about Koch, we went through our policy saying we followed policy but there might be parts that need to be updated. One of the fundamental points was that Koch did not get to plan their session as a sponsor. But I heard they did. Tarquinio said they did not plan the programming for the panel discussion they sponsored. Bethel McKenzie said Koch was not the only sponsor who gave $25,000 to sponsor a panel. They had a choice between three panel topics and Koch chose FOI. It’s their panel, so they can plan it. She contacted Koch to see if she could be of assistance. Bethel McKenzie said she chose the moderator, changed the description of the session, etc., and was “pretty heavy handed” in putting their panel together. It’s her understanding that in the past, session sponsors do usually plan their sessions.

Schotz said that is actually against our policy which says they do not choose the panel. Tarquinio said the Program Committee is not involved in sponsored panels. The committee is just told they are happening. It was her understanding a staffer works to develop those panels. Bethel McKenzie said she spoke to Holly Rose, who sold the sponsorship, and asked for contact information for Koch so she could steer it.

Newberry said she has been telling people Koch did not plan the session and now she is hearing for the first time that they did.

Bartlett said the talking points said Koch Institute did not control the session – they did not pick the topic or choose panelists.

Bethel McKenzie said she picked the panelists and two dropped out. Bartlett said that was not the information given in the talking points. Schotz added the board trusted the talking points. Bailen added that he was one of the panelists and the only thing Koch instructed panelists not to do was advocate for legislation. That is the only thing they instructed panelists to not do.
They did not persuade panelists on what positions they should take. Bethel McKenzie said Koch chose the FOI topic and one of the panelists. Tarquinio said it sounds like Koch had more involvement than the board knew. Schotz said he would like a memo on this. Koretzky said maybe the task force should get to the bottom of it so we know exactly what happened. Tarquinio said she, Newberry and Hall have a meeting right after this one because they need to get a proposal done by Dec. 1. Bethel McKenzie said the biggest problem is letting sponsors have panels. They’ve been part of EIJ for five years. All sponsored panels should be navigated by us, she said. In my personal view, they should not be offered as a sponsorship, she added. Tarquinio and Newberry emphasized that the matter would be handled quickly. Schotz said a memo that explains what happened and how the information got into the talking points is needed. Hall asked Bethel McKenzie to send the memo to the board and she agreed.

APPOINTED BOARD MEMBERS
Gallagher-Newberry requested an explanation of the process for selecting the appointed at-large directors. Tarquinio said the appointed at-large directors are people the board asks to join. Newberry said we should assess where we stand at the end of the conference, look at our composition and see if we can use someone with different qualifications or areas of expertise. Tarquinio said she would send the board a spreadsheet for the entire board to submit names and participate in the selection. Newberry said there needs to be some discussion on what we would be looking for. Tarquinio said she would like to have one or both of the appointed members on the board by Dec. 1. She wants the nomination process to begin immediately.

Tarquinio then asked the board how it wants to handle, in this transition year, how we replace any RDs who leave the board for any reason. We have one now because of the election. Hall is now secretary-treasurer, which leaves his RD position open. But as RDs leave the board now, they are replaced with RCs. Bartlett said because we are talking about a full year, the position should be filled with an RD. Schotz said at the morning RD/RC caucus they endorsed the idea of adding someone to serve out the term as RD. Hall said it is a no-brainer to fill the seat and have the ability to bring more people of color to the table. Deb Krol has come forward as interested. Hall made the motion to start the process to fill his Region 11 Director seat to complete his term. Bartlett seconded. Tarquinio abstained. Motion passed.

PUBLIC COMMENT PERIOD
The public can make comments prior to the meeting at www.spj.org.

Alejandra Cancino, President of the Chicago Headline Club, said she is disappointed in everyone on the board who did not abide by the SPJ Code of Ethics and failed to uphold SPJ’s own sponsorship policy. Non-media sponsors are not supposed to have control of panels, she said, adding that if she were not president of the Chicago Headline Club, she would quit over this issue. Members were lied to, opening a door for organizations that have a clear political agenda to influence our members, she said. We the members of this organization deserve better. Bethel McKenzie thanked Cancino for her comments, adding she wants to make it clear that she had a significant amount of input on that panel.
Cancino asked what has happened in the past? Have other political organizations had an influence on the minds of our members.

Schotz said he disagrees with all of what Cancino said in her letter and a lot of what she said here. The SPJ Code of Ethics is a guide for doing journalism. What we’re talking about is a guide for business relationships. SPJ Code of Ethics does not apply. I felt comfortable with what we did based on them not having control of panel. We’re now hearing that’s not what happened and I’m not happy with that. If we follow our policy I think we’re fine.

Cancino read from the 2003 policy: Non-media contributors will not be called sponsors. SPJ will control all aspects of convention programming. Violating own policy.

Koretzky said none of us knew about that policy until a former president dug it up on his personal computer. This is a structural problem with SPJ. It’s not a president problem or ED problem. We pass a lot of policies that years later get lost. Hope we actually write it down this time. And put it somewhere where someone else can find it.

Tarquinio said she wants the sponsorship policy to live in the board materials of the website. Bartlett said there is a documentation section on the website, but it’s missing two-thirds of the documents that should be there.

Bailen said he was on panel and agrees with the issue with respect to policy, but he can say from his perspective that the sponsor was not trying to influence attendees. They did not try to control anything anyone said. They left to panelists to speak how they wanted to speak. Kathy Burns, immediate past-president of the DC Chapter, said she supports Cancino’s statements. When she walked into the exhibition hall and saw Sinclair was a sponsor she was astounded. This is a wonderful thing that we’re taking a look at a problem and looking to solve it. She was disappointed that the convention program eliminated listing all the people on panels. She usually picks sessions based on who was speaking, so she would like to see in future programs a list of speakers. She would also like to see maps that are not in microscopic print and bringing back the meeting of chapter leaders. Need better signage for panels. Speakers and award winners should be invited to be members. Streamline the SDX Foundation Board, following the example of the SPJ Board. Create a circle of advisers rather than a board for those people. The President’s Banquet is one of the most powerful things we do at convention. These are people making a real difference, doing real things. We need to stop worrying about what we call ourselves. We call ourselves journalists and that was a proud moment for members.

Bethel McKenzie said there was quite a bit of not-so-positive feedback about Sinclair at EIJ. The board had a very robust discussion about it in April. They are a member of our partner RTDNA. The task force will be addressing that. Messing and Bethel McKenzie reached out to NY Times, LA Times and invited the executive editors to join SPJ and they are now members. The goal over the next six months or so is to remind them of who we are and what we do.

Hazel Becker said she has very different kind of input. This has been an interesting year for SPJ and we’re making transition upon transition. She commends the board and staff for somehow
getting us through this transition and bringing us an incredible EIJ. I have criticisms too, but I see SPJ stepping up and going to the next level. We are just going to keep going up.

**OLD/NEW BUSINESS (EXECUTIVE SESSION)**

Tarquinio explained the board would go into executive session to discuss a proposal on a partner project; a personnel matter; board orientation and the executive director’s six-month evaluation.

Newberry made the motion to go into executive session. Hall seconded. Motion passed. The board went into executive session at 10:43 a.m.

**ADJOURNMENT**

Upon proper motion by Meyers and seconded by Fox, the board voted unanimously to exit executive session at 12:10 p.m. EDT.

Upon proper motion by Meyers and seconded by Fox, the meeting was unanimously adjourned at 12:11 p.m. EDT.
MINUTES
BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
SATURDAY, DEC. 1, 2018
VIDEOCONFERENCE MEETING

MEETING CALLED TO ORDER

The meeting was called to order at 12 p.m EST. Members present: President J. Alex Tarquinio; President-elect Patti Newberry; Secretary-Treasurer Matthew Hall; Vice President of Campus Chapter Affairs Sue Kopen Katcef; directors at-large Lauren Bartlett, Tess Fox, Mike Reilley, Michael Savino and Yvette Walker; Region 2 Director Andy Schotz; Region 3 Director Michael Koretzky; Region 6 Director Joe Radske; Region 10 Director Don Meyers; Region 11 Director Deb Krol and Region 12 Director Kelly Kissel. Members absent: Campus Advisor At-Large Jeff South. Others present were Director of Communications and Marketing Jennifer Royer, for the opening public session, and SPJ Foundation president Irwin Gratz, for a portion of the executive session related to the executive director’s annual review.

PRESIDENT’S REPORT

Tarquinio presented her latest report; see below. There was no discussion.

PROCESS

The board voted to keep comments other than reports to two minutes. Motion: Schotz. Second: Kopen Katcef. Vote: unanimous. The board voted to suspend discussion at 1 p.m. or as soon as Gratz joined the call to discuss the executive director’s annual review. Motion: Kopen Katcef. Second: Bartlett. Vote: unanimous. Abstentions: Tarquinio because she was leading the meeting.

MINUTES

The board voted to approve the minutes of its Oct. 28 videoconference meeting. Motion: Newberry. Second: Reilley. Vote: unanimous. Abstentions: Bartlett, Krol and Schotz because they did not attend the meeting.

EXECUTIVE SESSION

The board voted at 12:09 p.m. EST to enter executive session to discuss part of the president’s report, an update on annual conferences, a sponsorship task force report and the executive director’s annual review. Motion: Krol. Second: Bartlett. Vote: unanimous. The board voted at 2:33 p.m. to exit executive session. Motion: Newberry. Second: Reilley. Vote: unanimous.

SPONSORSHIP TASK FORCE REPORT
The board voted to approve the recommendations of its sponsorship task force as modified in executive session. Motion: Newberry. Second: Krol. Vote: unanimous.

The board approved the following recommendations:

● Both media and non-media entities will be allowed to sponsor sessions/events, and propose session ideas. Proposals will be vetted by the EIJ Planning Committee. Once proposals are accepted, the Committee and its designated producer will assume full responsibility for participants, topics, times, places, etc.
● Neither media nor non-media entities may propose speakers for the sessions/events they sponsor.
● Neither media nor non-media entities may cover expenses for sessions/events they sponsor. SPJ, its EIJ partners or the EIJ Planning Committee may choose in certain circumstances to use sponsor or grant monies to defray expenses.
● Neither media nor non-media entities may offer speaking fees for sessions/events they sponsor.
● EIJ partners will retain the right of refusal over all sponsors, exhibitors or advertisers, with contracts reviewed by the executive directors of partner groups before accepting.
● EIJ partners will disclose its policies on sponsorship of sessions/events to potential sponsors in sales materials for EIJs and other appropriate publications or web pages.

EXECUTIVE DIRECTOR ANNUAL REVIEW

The board voted to create a working group chaired by the secretary-treasurer to assist with the executive director’s annual review. Motion: Bartlett. Second: Fox. Vote: unanimous.

The working group was charged with the following:

● Draft specific standards to evaluate the executive director at the one-year mark, which is March 19.
● Draft a questionnaire for SPJ board and SPJ Foundation officers with open-ended questions. All responses will be confidential.
● Draft a self-evaluation for executive director to be completed and shared with SPJ board by Feb. 15.
● Draft a separate questionnaire for current and former staff with all the responses confidential.
● Review the six-month feedback from the previous board and executive director to monitor progress.

ADJOURNMENT

The board voted to adjourn at 2:40 p.m. EST. Motion: Bartlett. Second: Meyers. Vote: unanimous.
DATE: Saturday, Dec. 1  
FROM: J. Alex Tarquinio, SPJ President  
FOR: SPJ national board

PRESIDENT’S REPORT

Colleagues,

Welcome to the new SPJ board. As we all know, the board size and structure will alter dramatically next year. Towards this admirable end, we’re putting into place the philosophical realignment that inspired this structural transformation. We’re addressing long-term questions about SPJ policies, partnerships and vision, while clarifying how we will operate in the future to achieve the goal set by the delegates who voted to form a more strategic board.

This report is one example of this evolving transition. Traditionally, the board had met in person for full-day meetings twice a year, in April and September, and the president had written a formal report for those meetings. Under the new model, focused on long-term strategic goal setting, I’ve scheduled video conference meetings for December, February and June. I plan to take each of these opportunities to update you about our activities since the prior meeting.

Each of the video meetings will have a theme. Today we’re looking at how we manage our annual Excellence in Journalism (EIJ) conference and sponsorships. In February we’ll focus on membership and in June we’ll spotlight partnerships. We’re spreading these discussions throughout the year in order to give us leeway in our spring meeting to debate the big ideas about how our society can better serve the needs of journalists and promote the preservation of freedom of speech and of the press in this dynamically changing news ecosystem.

Much of my time during the first two months has been spent rebuilding crucial national committees and launching new task forces. The new Diversity committee is already having some exciting conversations about how to strengthen our annual Diversity Fellows program. Another will connect with young members, particularly post-grads. I’d like both to coordinate with our membership committee, which also has a new chair. All of these committees are still being composed, so members should contact me if they’re interested in becoming involved.

On the task force front, I would like this board to think of itself as the “new broom.” For years, much of board policy has resided in old meeting minutes. The board would pass or revise a policy, but later there was no easy way for future board members to look this up or to feel confident that it was the most recent policy. President-Elect Patti Gallagher Newberry chaired a task force to bring our EIJ sponsorship policy into the modern era, as the last known policy was written before we began co-producing our annual conference. The Sponsorship task force completed its report at a brisk pace for the board’s consideration in today’s meeting. I’ve also appointed Secretary-Treasurer Matt Hall to lead a new board policy review task force that will inventory old policies and recommend updates for those that appear to be outdated. Once the
review is complete, all of these policies should reside on our website, in a place that is easy for all members to access, and a backup copy should be kept in print at our headquarters.

Advocacy is another key goal for this year. Our society has traditionally been strong in this department. One of the signature events of these first two months was the release of an open letter to the White House demanding an independent investigation of the killing of Jamal Khashoggi on Oct. 19. Furthermore, we made or joined in other advocacy statements supporting the reinstatement of CNN Chief White House Correspondent Jim Acosta’s press pass and in NAJA’s urging of the reinstatement of the free press ordinance. At the same time and to its credit, the Legal Defense Fund signed eight legal briefs.

We’ve been busy making statements to the media and personal appearances. I’ve appeared twice as a guest on the News Breakfast program of the Australian Broadcasting Corp., first to talk about President Donald Trump’s anti-press rhetoric after our open letter to the White House, then, while in Paris during the Armistice Day celebrations, to talk about the importance of reporters in war, among other topics. I also participated on a panel discussion at the annual conference of the Connecticut Broadcasters Association. I gave a radio interview to Voice of America (VOA) about SPJ’s statement condemning the revocation of Acosta’s White House credentials. Ethics chair Lynn Walsh was quoted in the Chicago Tribune and in the University of Cincinnati’s student newspaper, the News Record. Executive Director Alison Bethel McKenzie gave interviews to Sky News of London, the VOA and a student paper at Marist College.

When I ran for this office more than a year ago, I emphasized that I wanted to put the full weight of our organization behind advocacy and partnerships, both nationally and internationally. With this in mind, I’ve made two trips to the United Nations in New York. At the first, along with RTDNA’s executive director Dan Shelley, I spoke to a group of 25 top-tier global journalists about disinformation on Oct. 5. At the second event, on Nov. 2, I attended UNESCO’s “Day of Impunity,” highlighting the need to end impunity for the killing of journalists.

On Nov. 11, the centennial of the end of the first world war, I attended a Reporters Without Borders (RSF) event within the first annual Paris Peace Forum. The president of France introduced the session, which was attended by many heads of state. Although I’ve documented this event thoroughly in my Quill column, it is worth noting some of the contacts that I made, or remade, while representing SPJ there, to include Christophe Deloire, RSF Secretary-General; Aidan White, founder and president of the London-based Ethical Journalism Network; Bertrand Pecquerie, CEO of the Paris-based Global Editors Network; Patrick Gaspard, President of the Open Society Foundation; Bruno Stagno-Ugarte, Deputy Executive Director of Human Rights Watch; Maria Ressa, a journalist and the CEO of Rappler, a news website in the Philippines that has been harassed by the country’s president; and Roberta Annan, the daughter of former UN Secretary-General Kofi Annan and a development advocate, as well as many global journalists.

It has been a busy two months, and we’re still setting the wheels in motion to launch some of our signature projects for the year. Onward!
From: Alison Bethel McKenzie, SPJ executive director
To: SPJ Board of Directors
Date: Jan. 30, 2019
Re: New Chapter Petition

(Document begins on following page)
Petition for the Society of Professional Journalists, Ann Arbor Chapter:

The names of at least 10 student journalists who are members, including five who are willing to serve as acting officers and directors:

1. Alexa St. John, willing to serve as acting officer.
2. Nisa Khan
3. Jennifer Meer
4. Sophia Kolodzinski, willing to serve as acting officer
5. Sophia Georginis
6. Anu Roy-Chaudhury, willing to serve as an acting officer
7. Jerry Jones
8. Andrea Perez Balderrama, willing to serve as acting officer.
9. Emmanuel Solis
10. Francesca Tysse
11. Jacob Shames
12. Julia Montag
13. Van Nguyen
14. John Karalexis, willing to serve as acting officer
15. Danielle Pasekoff, willing to serve as acting officer
16. Eli Rallo
17. Magdalena Mihaylova, willing to serve as acting officer
18. Samantha Small
19. Tess Garcia
20. Jerry Arlen Jones, willing
21. Angelina Brede, willing to serve as acting officer
22. Krystal Hur, willing to serve as acting officer
23. Amir Bashah
24. Katelyn Mulcahy

Names, qualifications, and professional memberships of faculty members who have indicated a willingness to serve as your chapter’s adviser. Your adviser must be a member in good standing of the Society.

1. Will Potter, Distinguished Lecturer / Senior Academic Innovation Fellow, University of Michigan. Investigative journalist, former Knight-Wallace Fellow, and advisor in the creation of a new journalism program.

2. Emilia Askari is a journalist, educator and former Society of Environmental Journalists President. She co-chaired SEJ’s 2018 conference, which drew 700 people to Flint, Michigan. She teaches environmental and public health journalism at the University of Michigan-Ann Arbor and is getting a PhD in educational technology from Michigan State
University. Her research focuses on uses of social media in civic education teaching digital storytelling skills to youth in Flint and Dearborn, Michigan. Askari worked for decades as a reporter for traditional news organizations, including the Detroit Free Press, the Los Angeles Herald Examiner and the Miami Herald. Her work has been recognized by more than a dozen journalism prizes and fellowships, including the Knight Wallace Journalism Fellowship at the University of Michigan. Askari was part of a Detroit Free Press team that won the Oakes Award in Environmental Journalism for a series on lead poisoning. She has served on many nonprofit boards, supporting the Asian American Journalists Association, the Accrediting Council for Education in Journalism and Mass Communication, the Journalism Fellowships at the Marine Biological Laboratory in Woods Hole, the Arab American National Museum and the Oakes Awards in Environmental Journalism. Currently, she trains and assists about two dozen volunteers across the country who run short summer exchange programs for CISV, an international peace education nonprofit. Askari has a bachelor’s degree in economics and creative writing from Brown University, a master’s in journalism from Columbia University and a master’s in information science from the University of Michigan.

A description of the colleges and universities involved and a statement as to the curriculum offered at each school which meets the requirements outlined above.

1. The University of Michigan is a public research university located in Ann Arbor, Mich. with nearly 45,000 students. The university was founded in 1817 and has three campuses: Ann Arbor, Dearborn and Flint.
   a. The University of Michigan does not have one journalism-specific department, college or curriculum; however, the university offers several journalism-related courses throughout a number of university departments and colleges, including:
   b. Comm 261: Views on the News
   c. English 221/328: Investigative Journalism
   d. Enviro 221: Environmental Journalism
   e. PolSci 329: Mass Media and Political Behavior
   f. Comm 439: Seminar in Journalistic Performance
      i. Whistleblowers
      ii. Journalism Under Siege
      iii. Campaign Messaging From Truman to Trump
   g. Comm 490: Social Media and News
   h. ALA 270: Fake News, Lies, and Propaganda: How to Sort Fact from Fiction
   i. Comm 435: News Media Ethics
   j. English 322: Community Journalism
   k. FYS: Documentary Journalism
A description of petitioning group, identifying the petitioning students by major subject, class rank (year) and journalistic experience.

1. Alexa St. John — senior studying Communication Studies and Program in the Environment at the University of Michigan. Alexa is currently editor in chief of The Michigan Daily and has held two professional internships, one at NBC-affiliate broadcast station Channel 4 and one at nationally-recognized automotive industry publication, Automotive News. Alexa plans to pursue journalism as a career, either through general assignment news or working for a niche/industry-based news publication, ideally regarding health care or the intersection between medicine and technology through biotech. Alexa’s strengths in journalism lie in print and online breaking news, and she hopes to continue to learn more about data and investigative journalism.

2. Nisa Khan — senior studying User Experience in the University of Michigan’s School of Information. She is currently a senior editor The Michigan Daily’s people-of-color lead section, Michigan in Color. She was previously a news editor for the student paper, where she has written feature pieces on Michigan’s relationship to Title 9, diversity policies, and national events. She was an Asian American Journalist Association 2017 fellow as well as a Knight NewmarkJ Diversity 2018 fellow. This past summer, she interned with ProPublica’s research team, aiding in stories about the current administration and its finances as well as its immigration policies. Last semester, Nisa also was an investigation intern with Ann Arbor’s local NPR station, Michigan Radio, where she supported the newsrooms’ follow ups to the Flint water crisis, redlining in major state cities, and the MSU/Larry Nassar scandal. She returned to the radio station this semester as a digital intern, aimed to help streamline radio stories into web content.

3. Jennifer Meer — senior studying Sociology and Political Science at the University of Michigan. Jennifer is currently a deputy editor for The Statement — The Michigan Daily’s news-opinion hybrid magazine. She has two years of experience as a news reporter with The Michigan Daily, as well. She also hosts The Daily Weekly — The Michigan Daily’s news podcast — in which she discusses noteworthy campus events and interviews pertinent guests. Jennifer has experience as an editorial intern — fact-checking and grammatically editing — a New England arts and culture magazine. She is also very interested in social research and data analysis, such as it pertains to investigative journalism.

4. Sophia Kolodzinski — Junior in LSA double majoring in Political Science and Communications with a minor in Entrepreneurship through the Ross School of Business. Sophia currently serves as the News Director of WOLV-TV, the University of Michigan’s student-run television station and a news reporter for the Michigan Daily. She has held two professional internships, one at ABC News and one at CNBC. Next summer, Sophia will be working in the News Division at CBS News. Sophia hopes to pursue broadcast journalism professionally with a goal of becoming an on-air political or
business news correspondent. Sophia’s strengths lie in television production and anchoring, and she would like SPJ to help her expand her professional network and learn the inner workings of the ever-changing broadcast media industry.

5. Anu Roy-Chaudhury — Senior studying political science and history. Currently the Editorial Page Editor of the Michigan Daily and past Senior Opinion Editor and Columnist. Anu has interests in South Asian politics and social issues as well as media broadly and how journalism can enhance and elevate often silenced populations. This past summer she worked as an Editorial Intern at Public Affairs, an imprint of the larger publishing company, Hachette Book Group. There she worked on editing and acquiring book proposals/manuscripts in the narrative nonfiction genre. Previously, she worked at the Observer Research Foundation, a think tank and in India as well as for Senator Sherrod Brown of Ohio.

6. Jerry Arlen Jones — Senior studying History and Film, Television & Digital Media, WCBN Development Director and elected official of the Board of Directors. Jerry is a film composer and music producer with a passion for both arts and nonprofit management. He hosts a weekly radio show on Jazz and deeply enjoys encouraging artists and thinkers to produce new ideas. Jerry plans to improve both his written and broadcasted journalistic skills while encouraging more students to explore the profession.

7. Andrea Perez Balderama — Junior in LSA majoring in Communication Studies and International Studies. Andrea currently serves as a correspondent for The Michigan Daily's weekly magazine, The Statement. She also works at WUOM, the local news radio station as an operations assistant. She has previous experience in Arts journalism writing for the Community Culture beat in the Daily's art section and working in social media analytics and advertising through her summer internship in Detroit where she worked for a media-based nonprofit called Allied Media Projects. Andrea plans to pursue a career in investigative or long-form journalism.

8. Emmanuel Solis — Junior in LSA Residential College double majoring in Latina/o Studies and Communication Studies with a minor in LGBTQ & Sexuality Studies. Emmanuel has served as a Newsroom Intern at WDET Detroit Public Radio this past summer and plans to intern at Michigan Radio in the winter semester. On campus he plans journalistic events with the UM Knights-Wallace Fellows as a an ambassador of the Department of Communication Studies Undergraduate Fellows Program to showcase their life and work. In addition, he is also the Director of Marketing for The Quito Project, a student org that hosts a summer camp for under-resourced K-8 students in Quito, Ecuador. Emmanuel would like to pursue a career in radio journalism covering the growing Latinx population in America.

9. John Karalexis — Junior in LSA majoring in Communication Studies with a minor in Statistics. He currently serves as a sports writer for The Michigan Daily, covering most of the home Volleyball games as well as the road games via phone during the fall season.
Additionally, John serves as the Copy Editor for the *Michiganensian* Yearbook, in addition to being a staff writer for the previous school year. John also works for Wolv TV as an anchor and on-air moderator for the student produced sports shows, *Wolverine Alley-Oop* and *Sportsnite*. Recently, he has joined the Michigan Amateur Radio Club as a correspondent for W8UM radio. He spent last summer working as a Sales and Marketing Intern for Reed & Mackay travel in Chicago, working with clients and potential clients to secure their services and expand the company within Midwest and international markets. He plans to pursue a career in either sportscasting as a broadcaster or journalism as a sports reporter post-graduation.

10. Danielle Pasekoff — Sophomore in LSA majoring in Communication Studies and minoring in Political Science, planning on applying to the Ross Cappo Sales Track. She currently serves as an Assistant News Editor for *The Michigan Daily*, covering issues ranging from campus life to student government. Additionally, Danielle serves on the Executive Board for the Michigan Association of Communication Studies (MACS), the student organization dedicated to helping Communication Studies students advance their careers through on-campus events and networking opportunities. Danielle also works on the Marketing Team for MUSKET Theatre Company on campus, promoting the season’s shows through social media and outreach. She spent her summer interning at The Center for American Progress in Washington, DC, working with Generation Progress, the think tank’s millennial arm. She plans to become a journalist or work in marketing/public relations post-graduation.

11. Eli Rallo — A junior in the school of Music, Theatre and Dance studying theatre with a concentration in producing. Eli also has a minor in creative writing, political science and playwriting. She recently completed an internship at the MUNY, a regional theatre in St. Louis. She previously also held an internship at a marketing agency, where she was the blog writer and social media intern. She is a daily arts writer at the Michigan Daily who also writes a bi-weekly food column. In addition she often writes book reviews. She hopes to pursue a career in writing in some capacity, be that travel or food journalism, theatre critiques or creative writing.

12. Magdalena Mihaylova — Magdalena is a sophomore in the LSA Residential College with a major in Comparative Literature and a minor in Law, Justice, and Social Change. She serves as a Senior Opinion Editor on The Daily and has previously worked as both a Columnist and Editorial Board member. Magdalena hopes to pursue a career in investigative or news documentary journalism.

13. Sam Small — Sam is a sophomore in LSA double majoring in both English and Communications with a minor in Creative Writing. She writes for *The Michigan Daily* news section as one of the beat reporters for academics, covering stories in the attempt to understand the outcomes that academics create for students of all types. In addition, she is an editor within the *Blueprint Literary Magazine*. This summer, she interned at a local
newspaper, *The Somerset Gazette*, reporting on local city events and council meetings. She hopes to one day pursue a career within the investigative journalism field.

14. Tess Garcia — Tess is a junior in the LSA Residential College with majors in Communications Studies and Social Theory and Practice. She is the Style Editor for the Michigan Daily’s Arts section and also contributes to publications like Teen Vogue and Ms. Magazine on a freelance basis. Tess is interested in pursuing a career in fashion and lifestyle (food, travel, wellness, culture) journalism, while using her Registered Yoga Teacher certification to lead some classes on the side.

15. Angelina Brede — Sophomore in LSA studying English and Digital Studies. She currently is a member of the Michigan Daily as a news writer and a member of WOLV-TV. Angelina hopes to pursue a career in either photojournalism or broadcast journalism.

16. Krystal Hur — Krystal is a sophomore in the Ross School of Business planning on pursuing a dual degree in Business and English. She is a columnist in *The Michigan Opinion* section, where she writes primarily about issues pertaining to people of marginalized identities. She is also part of the marketing team for WOLV-TV. Krystal hopes to have a career in non-profit work.

17. Amir Basha — Junior in the College of Engineering studying Computer Engineering with emphasis on data management and utilization. He currently is a member of the Michigan Daily working with the Opinion and analytics team. He hopes to pursue a career in software engineering or embedded systems design as well as assist in the pursuit of free data access both in a general sense and with regards to the right of the public to access of data that can be relevant to them. Currently work with data management and organization on personal projects in an attempt to find efficient methods of presenting and building algorithms for data.

18. Will Potter — Will Potter is an investigative journalist who focuses on civil liberties and human rights abuses post-9/11. Pulitzer-Prize winner Glenn Greenwald said he is the “most knowledgeable journalist in the country on these issues,” and National Book Award winner Andrew Solomon describes his work as “fiercely courageous.” His book *Green Is the New Red* was awarded a Kirkus Star for “remarkable merit,” and Will was the first journalist to be selected as a TED Senior Fellow. He is currently a faculty member at the University of Michigan, where he is shaping the future of journalism at the university. website: willpotter.com

19. Katelyn Mulcahy — Senior in LSA studying Communication Studies. She is currently one of two Managing Photo Editors at *The Michigan Daily*, and before that was an Assistant Photo Editor and Staff Photographer. Before transferring to Michigan, she was also a Staff Photographer at *The Daily Aztec*, San Diego State University’s student newspaper. In the past, she’s worked to document stories of students in an academic enrichment program out of LA. This past summer, she also worked to document the lives
of 25 entrepreneurs from all across Africa and their time at Notre Dame and major cities in the midwest. She has interests in sports photography, photojournalism, and hopes to travel for stories in the future.

20. Anna Horton - Anna is a senior in LSA majoring in English within the Creative Writing Subconcentration and minoring in International Studies. She is co-Editor in Chief of Fortnight Literary Journal, a student-run journal for art, creative writing, and nonfiction on campus, and has published articles in both the Michigan Daily and Michigan Review. She is also a tutor at the Sweetland Center for Writing where she offers collaborative writing support for undergraduates. Her interests include immersion journalism, foreign correspondence journalism, and teaching English to ESL students.

21. Francesca Tysse
22. Jacob Shames
23. Julia Montag
24. Van Nguyen
25. Sophia Georginis

A description of journalistic endeavors and activities at each school, such as a campus newspaper or broadcast outlet.

1. The Michigan Daily: 128-year-old, editorially and financially independent student-run newspaper. The Daily is also currently the only daily print publication serving Washtenaw County. The Michigan Daily trains its staff in written and visual journalism, content creation, business, advertising and marketing, web development and other industries. With a daily print circulation of 7,500 and average monthly pageviews of over 370,000, The Daily serves over 40,000 students of the University of Michigan and nearly 350,000 residents throughout Washtenaw County.

2. WOLV-TV, student broadcast station: Housed in North Quad and sponsored by the Department of Film, Television, and Media, WOLV TV produces broadcast television-format programming in multi-camera Studio A. There are also plenty of opportunities for writing, field production, and editing. There are 9 shows to work on from news, to sports, to entertainment, to sketch comedy, and whether you want to be in front of the camera or behind it, there’s something for everyone at WOLV TV! Currently enrolled students of all majors are welcome to join. No previous experience is needed, and new members will receive training for equipment and procedures.

3. WCBN FM 88.3 Radio, student radio station: We’re WCBN and we’ve been playing awesome music in the basement of the student activities building for 65 years, bringing free educational radio to the residents of Ann Arbor and the students of U-M. We believe in taking in anyone with an interest in radio and getting them on the air, giving back to our local community through our spending, and providing a place of truly free musical expression. Broadcasting 24/7 with a crew of over a hundred community and student
volunteers, we take our responsibility seriously to present interesting talk shows, community programs and alternative music programming that gives us all a break from the mainstream.

4. The Michiganensian, student yearbook
5. SHEI magazine, student magazine: SHEI Magazine is the University of Michigan’s official arts, culture, and fashion student publication. We’ve been producing a print magazine once a semester since 1999 and a digital magazine once a month since 2015. Our goal is to foster a creative outlet for people interested in fashion and fashion writing on campus and engaging with the student body in meaningful ways.
6. MACS: Michigan Association of Communication Studies
7. The Department of English Language & Literature is creating a new journalism program at the university, with the support of the deans and provost’s office

Charter petition.

We, the students, professional journalists and university affiliates in Ann Arbor, Michigan, petition to become an affiliated chapter of the Society of Professional Journalists.

Proposed chapter bylaws: Linked here and included below.

A written plan for development of the chapter:

1. Proposed Mission for this Chapter: The area-wide student chapter of the Society of Professional Journalists of Ann Arbor, Mich. will bridge the student journalists and professional journalists within the greater Ann Arbor area in the pursuit of: freedom of student journalism and the press, discourse around a transparent, equitable, responsible and just press, and engagement with the community to contribute to greater understandings of the purpose of a press in our democracy.

2. Plans:
   a. Training and professional opportunities
      i. Biweekly meetings should not only incorporate overall chapter updates, but an intentional theme and specific goal for each session resulting from cross-organization collaboration and skill building.

      1. Proposed workshop ideas or themes:
         a. Resume building, how to arrange clips
         b. Website creation
         c. Essentials for a news article
d. Interview training

e. Newsroom or studio visits via Michigan Daily, WOLV TV, Michigan Radio, etc.

ii. We also plan to invite a guest journalist to each meeting to supplement the material being discussed

1. Practical curriculum teaching, the skills on the peripheral edges of journalism

2. Data visualization skillbuilding

   a. Multimedia journalism — video production, etc.

3. Learning different paths of how to enter the field; no traditional trajectory anymore

   a. Discussions like internships, connections

   b. Individual presentations from those who have had professional opportunities that want to share those experiences

   c. Reaching out regarding popular events related to journalism beforehand to arrange one-on-ones

b. Fundraising

i. Establish a GoFundMe and other fundraising ventures to ensure future membership fees and costs of joining the chapter are subsidized.

   1. There’s a crowdfunding site specific to UMICH which takes care of the overhead fees that GoFundMe charges for (will find name of it)

ii. Hold one large event per semester for the purposes of fundraising with local journalists, in conjunction with the events we host for the purposes of chapter requirements and community engagement.

iii. Collaborate with local businesses to mention “SPJ Ann Arbor” at a restaurant, etc. (taking into consideration which restaurants take a smaller cut) for a 10% donation deal or something similar for fundraising.

iv. SPJ convention attendance — work with academic departments that are currently willing to subsidize attendance costs for students for national convention

v. Meet with UMICH Dept of Philanthropy for further development of fundraising ideas

   1. Contact Melissa Burns, Leadership Annual Giving Officer

   melisbur@umich.edu

c. Leadership

i. The executive board will include the positions of president, vice president, secretary and treasurer. In addition to the four positions, the e-board will include a Director of Social Media, Director of Budgeting and finance,
Director of Recruitment, Director of Public relations & outreach and Director of Visual/design/marketing. Along with our bi-weekly meetings, each of these directors will be taking on a special project; newsletter, funding, student journalist resource guide, events, and training/marketing, respectively. Each of these leaders will be elected every spring with the exception of the inaugural e-board. The inaugural e-board will be elected following the official approval of the chapter from the national chapter.

d. Content production

i. Weekly newsletter to the community — pending financial resources, possibility of using MailChimp

1. Looking at similar newsletters via SPJ
2. Include:
   a. Trends in journalism
   b. Features of members written by members
   c. Include local content examples
   d. How what we do ties into journalism in the community
   i. Later, get potential recruits

3. Publishing content with local organizations — looking for opportunities to freelance or create student partnerships
   a. SEEN Magazine
   b. Bridge Magazine
   c. Michigan Radio
   d. Etc.

ii. Resource guide

1. Taking into account SPJ resources, creating a guide for student journalists to know their legal rights as journalists.
   a. Working document
   b. Tie together U-M based journalism resources
      i. In addition to the course guide...
   c. Tie together on-campus events for calendar
   d. Tie together resources for career opportunities/networking
   e. Tips/tricks for deadlines

e. Community engagement

i. Events shall be planned according to official Society of Professional Journalist chapter guidelines each semester.

1. Proposed event ideas or themes:
   a. Mitigating the extenuating factors of bias
   b. Business of local media -- how do you save an industry looking for a new business model?/Economics of local
newsrooms/Decline of local media/Pursuing careers in journalism that aren’t local, and ensuring the local coverage doesn’t falter

c. Journalism in/and politics

ii. Form for how journalism relates to the work campus organizations do

1. Creating a dialogue workshop or roundtable discussion curriculum for representation in the media, etc.

Society of Professional Journalists, Ann Arbor

Chapter of the Society of Professional Journalists

Bylaws Fall 2018

ARTICLE I — Society of Professional Journalists, Ann Arbor

"Chapter" as used herein shall refer to the Society of Professional Journalists, Ann Arbor Chapter of the Society of Professional Journalists.

ARTICLE II — QUALIFICATIONS FOR MEMBERSHIP

Section 1 — All student members in good standing with the national Society who are students at the University of Michigan within the confines of the greater Ann Arbor, Michigan area may affiliate with the Society of Professional Journalists, Ann Arbor by filing a membership form and complying with all chapter membership requirements.

Section 2 — Student members in good standing automatically become post-graduate members of the Society upon graduation and may become professional members upon application to the national headquarters. They may remain members of the Society of Professional Journalists, Ann Arbor by actively participating in various chapter activities and correspondence and engaging with current members of the Society.

Section 3 — Student members of the national Society who do not attend the University of Michigan but who reside or attend school nearby such as Eastern Michigan University, or are a student or professional journalist within the confines of the greater Ann Arbor, Michigan area, may associate with the Society of Professional Journalists, Ann Arbor by complying with all chapter membership requirements. These student and professional journalist members may hold office and may vote in chapter elections.

ARTICLE III — DUES

Section 1 — The amount of local dues to be paid by each member of the chapter shall be fixed by the Society of Professional Journalists, Ann Arbor e-board subject to ratification by the
professional membership when the Society of Professional Journalists, Ann Arbor e-board proposes to increase or decrease the annual dues.

ARTICLE IV — MEETINGS & PROGRAMS

Section 1 — "Meetings" as used herein shall mean regularly scheduled or special meetings that are publicized or announced and approved by the Society of Professional Journalists, Ann Arbor e-board.

Section 2 — The Society of Professional Journalists, Ann Arbor e-board, particularly the chapter president, shall give notice when chapter business is to be conducted at a regularly scheduled membership meeting or program at least seven days in advance by e-mail to members who have provided e-mail addresses and by U.S. Mail to all other members. These regularly scheduled membership meetings will also be publicized via social media.

Section 3 — At a chapter membership meeting or program a vote of a majority of the members in good standing who are present and voting shall be sufficient to approve any measure that requires a vote, except amendments to these Bylaws.

Section 4 — At a meeting of the Society of Professional Journalists, Ann Arbor e-board, a quorum consisting of a majority of the members of that body must be present to conduct any business.

Section 5 — Any action of the Society of Professional Journalists, Ann Arbor e-board may be rescinded by a majority vote of the members in good standing present at a meeting of the chapter membership if notice has been given in accordance with Section 2 above that the action previously taken by the Society of Professional Journalists, Ann Arbor e-board shall be put to a vote of the membership at the meeting.

Section 6 — ROBERT'S RULES OF ORDER shall be the parliamentary authority for all matters of procedure not specifically covered by these Bylaws.

Section 7 — All membership meetings and programs of the Society of Professional Journalists, Ann Arbor shall be on the record and open to coverage by any or all communications media on an equal basis. Coverage of programs of the Society of Professional Journalists, Ann Arbor shall be encouraged in order to acquaint the profession and public at large with the issues discussed by and before the chapter membership. Individual guest speakers shall be apprised in advance that this is a chapter policy.

Section 8 — All meetings of the Society of Professional Journalists, Ann Arbor e-board shall be open to all members of the national Society, except that when action is required between regular meetings the Society of Professional Journalists, Ann Arbor e-board may vote by electronic or other means. When the Society of Professional Journalists, Ann Arbor e-board have taken action outside a regular meeting that body must ratify the action by a vote at the next regular meeting.

Section 9 — The financial records of the chapter and minutes of all meetings shall be open for inspection to members in good standing. Requests for inspection shall be made to the
custodian(s) of such records and shall be made available, if practical, at the next meeting of the membership or the Society of Professional Journalists, Ann Arbor e-board.

ARTICLE V — OFFICERS

Section 1 — The officers of the chapter shall be:

PRESIDENT — The President shall be the chief executive officer and shall supervise and direct the business and affairs of the chapter. The President shall see to it that the chapter conforms to the requirements of the national Society. The President shall have the power to delegate such functions to other officers as necessary. The President shall have the power to create committees of officers, directors, members, or any combination thereof, to further the business and affairs of the chapter. The President shall perform other functions customarily associated with such a title.

VICE PRESIDENT — The Vice President shall exercise the functions of the President in the absence or inability of the President, either temporarily or for the duration of the President's term.

SECRETARY — The Secretary shall record the minutes of meetings of the chapter membership and the Society of Professional Journalists, Ann Arbor e-board, be custodian of chapter records, maintain chapter membership rolls, and maintain contact with the national Society. The Secretary shall perform such other duties as may be assigned by the President or Board, and provide all notices required by these Bylaws.

TREASURER — The Treasurer shall be the principal accounting and financial officer of the chapter. The Treasurer shall be responsible for the financial books of account for the chapter, will have custody of all chapter funds and securities, and will make disbursements of funds in accordance with chapter policies and at the direction of the Society of Professional Journalists, Ann Arbor e-board. The Treasurer will perform all the duties incidental to the office.

IMMEDIATE PAST PRESIDENT — The Immediate Past President shall serve as an ex officio officer of the chapter.

CHAPTER ADVISER — The chapter Adviser must be a professional member in good standing of the national Society. S/he shall be recognized as the representative of the national Society and shall oversee all activities of the chapter membership and make recommendations as s/he believes necessary, but will have no vote. The adviser shall be charged with the duties of attending meetings regularly and of providing, whenever possible, a permanent place of safekeeping for the books, documents and records of the chapter and its officers.

The chapter Adviser shall be reviewed annually by members of the chapter in good standing and may serve an unlimited number of terms.

Section 2 — If the President and Vice President are both unable to carry out their duties, executive power shall flow to the following officers, in order: the Secretary, the Treasurer, the Immediate Past President.
Section 3 — Officers’ terms shall begin each April with the exception of the inaugural officers, and each shall serve for one year or until their successors have been selected and qualified.

ARTICLE VI — ELECTIONS

Section 1 — There shall be an election annually in April to elect the president, vice president, secretary and treasurer and five (5) directors of the Society of Professional Journalists, Ann Arbor.

Section 2 — In preparation for the annual election, in March, the President shall appoint a Nominating Committee to help prepare a slate of candidates for each officer and director position to be filled.

Section 3 — No later than 20 days before the election, the Nominating Committee shall forward to the President a slate of qualified candidates for president, vice president, secretary and treasurer and five (5) directors of the Society of Professional Journalists, Ann Arbor for consideration by the chapter.

Section 4 — Upon determination that each candidate is a member of the chapter in good standing and qualified to serve in the position for which s/he has been nominated, the Society of Professional Journalists, Ann Arbor e-board shall, at least 10 days before the election, publish the candidates’ names and qualifications for office to the chapter membership.

Section 5 — Any chapter member in good standing may nominate a candidate or candidates to run against the proposed slate. Nominations must be received by the chapter President no later than 7 days before the date of the election, and must include a statement of the candidate’s qualifications to hold the office for which s/he has been nominated. Upon verification that a candidate nominated in this way is a member of the chapter in good standing and qualified to hold the office sought, the Society of Professional Journalists, Ann Arbor e-board shall, no later than 7 days before the date of the election publish the names of candidates and their qualifications by the same method used to publish the official slate. If there are more candidates for Director positions than the number of seats to be filled, the first seat will be filled by the candidate who received the largest number of votes, the second seat will be filled by the candidate who received the second largest number of votes, and so on until all seats have been filled.

Section 6 — The election shall be conducted by secret ballot of all chapter members in good standing at a regular chapter meeting in April. Voting by electronic means using email, Survey Monkey or other electronic means must be distributed 5 days prior to the election and must be completed no later than 11:59 the night of the election.

Section 7 — All chapter members in good standing are eligible to vote.

Section 8 — No later than April 15, a committee appointed by the President shall count the ballots and report the results of the election to the Society of Professional Journalists, Ann Arbor e-board, which shall publish the outcome of the election to the members.
ARTICLE VII — FILLING UNEXPIRED TERMS

Vacancies among Officers, other than the President, and board members due to death, resignation or other cause shall be filled by a majority vote of the chapter officers and directors present at any meeting at which a quorum of the officers and directors is present. Officers appointed under this section shall serve until the next chapter election. Directors appointed under this section shall serve the unexpired term of the person s/he replaced.

ARTICLE VIII — REMOVAL FROM OFFICE

Section 1 — It shall be grounds for removal from office if any officer or board member has failed to attend three regularly scheduled, consecutive meetings, or any five meetings from the start of the school year to the end of the first semester of the school year, without an excuse approved by the e-board.

Section 2 — Upon recommendation of the President, and after giving at least seven days’ notice to the officer or e-board member, upon a vote of two-thirds of the remaining officers and directors at the next regular meeting of the Society of Professional Journalists, Ann Arbor e-board, the officer or board member shall be removed from office.

Section 3 — The Chapter Adviser may be removed by a vote of 75 percent of the voting members of the Society of the Professional Journalists, Ann Arbor, present and voting.

ARTICLE IX — AUDITS

The chapter shall conduct a review of its finances at least once a year. The Treasurer shall present all relevant financial records to a committee of three chapter members who are not officers for this review.

ARTICLE X — COMMITTEES

The President is authorized to appoint such committees as s/he deems necessary.

Chairmen of the committees may be directors or regular chapter members.

ARTICLE XI — STATEMENT OF COMPLIANCE WITH CAMPUS REGULATIONS

Section 1 — The Society of Professional Journalists, Ann Arbor

— is a not-for-profit organization.

— shall adhere to all guidelines set forth by the University of Michigan and all other educational institutions represented in the organization.

— shall not discriminate on the basis of age, color, ethnicity, gender, national origin, disability or handicap, race, religion, sexual orientation. This policy will include, but is not limited to recruitment, membership, organization activities, or opportunities to hold office.
— shall comply with all University and campus policies and local, state, and federal laws.

— shall not conspire to engage in hazing, or commit any act that causes or is likely to cause bodily danger, physical harm, or personal degradation or disgrace resulting in physical or mental harm to any fellow student or person attending the institution.

ARTICLE XII — CONVENTION ATTENDANCE

Section 1 — The chapter shall be represented at each National Convention and Regional Conference by at least one delegate from among the chapter’s members in good standing.

Section 2 — The chapter will strive to defray travel costs and registration fees for delegates who attend the Convention.

ARTICLE XIII — DISBANDING THE CHAPTER

Upon the decision to terminate the chapter, whether by dissolution, disbandment, revocation pursuant to the national Bylaws, or otherwise, any remaining chapter funds shall be distributed to an adjoining active Society chapter then in good standing, to the Society or to the Sigma Delta Chi Foundation, as directed by the chapter’s governing body, or, in the absence of action within 60 days of termination by the local governing body, by the Board of Directors of the national Society, per Art. V, Sec. 14 of the national Bylaws.

ARTICLE XIV — AMENDMENTS

Section 1 — Amendments to these Bylaws may be proposed by the Society of the Professional Journalists, Ann Arbor e-board at a regular meeting of the Society of the Professional Journalists, Ann Arbor e-board, or by no fewer than two-thirds of the chapter members in good standing. Regardless of whether the Society of the Professional Journalists, Ann Arbor e-board agrees with the proposal, they must present the proposal to the Society of the Professional Journalists, Ann Arbor membership for a vote no later than the next annual election of officers.

The Society of the Professional Journalists, Ann Arbor e-board must provide members the text of the proposed amendment(s) at least 60 days before the next annual election. If the Society of the Professional Journalists, Ann Arbor e-board opposes the proposed amendment(s) they may issue a statement explaining their reasons for opposition and/or alternative amendments, and circulate their report at least 30 days before the next annual election.

Section 2 — To become effective, proposed amendments must receive a 2/3 vote of the chapter members in good standing voting in accordance with procedures set out in membership guidelines above.

Section 3 — Amendments become effect immediately, unless otherwise specified.
Feb. 2, 2019

To: Members of the SPJ Board
From: Patti Newberry
Re: EIJ19

All:

With this brief memo, I write to share progress on programming for EIJ19, set for San Antonio, Sept. 5-7.

I serve on the EIJ19 programming committee with:

- Larry Messing, director of development, SPJ
- Marina Cinami, project coordinator and digital marketing specialist, SPJ.
- Terence Shepherd, news director at WLRN public radio in Miami and chair-elect of RTDNA.
- Kate Switchenko, deputy executive director of RTDNA.

We had two brief planning meetings in 2018 and just began twice-weekly meetings this week to review program proposals.

At this date, we have about 160 proposals for workshops and breakout sessions. Our goal is to stage about an equal number of programs in each of four categories: Digital, newsgathering, news management and career development. We aim to have at least three Super Sessions, with one “owned” and largely organized by each of the three EIJ partners.

We are also considering whether to repeat the “SPJ 5” idea from last year, inaugurated to give SPJ a room for five breakouts that would appeal primarily to our members. Last year, the SPJ 5 included Fine Fellows, #PressforEducation, Saving Student Media, Nervous As Hell: Mock (or Maybe Real) Job Interviews For New Grads, and Covering National Security. If we go forward with this concept for EIJ19, I will propose repeating Fine Fellows (in a larger venue, with AV support); and possibly all of the others except for the national security panel. I welcome your ideas on SPJ-centric topics to put before the planning committee.

As we work through the proposals, we are committed to highlighting new takes on favorite topics – mindful of the need to consider the ethical implications of all subjects, with diverse panels of experts and a strong Texas flavor.

I welcome your continued input as we seek to stage a relevant, well-attended EIJ19.
Date: Jan. 17, 2019
From: Alison Bethel McKenzie, Executive Director, SPJ
For: SPJ Board of Directors

SPJ’s 110th Draft Anniversary Plan

What: SPJ is celebrating 110 years of serving journalists and defending First Amendment rights.

Why Celebrate?
While 110 years may not be viewed as a significant anniversary, it does provide a significant opportunity to celebrate our history, our successes and, more importantly, our future. It offers unique marketing potential which can help raise SPJ’s profile at a time when we must aggressively share our story/mission and significantly grow our support base.

An anniversary provides an organization with a starting point in getting into the door with supporters (especially foundation and corporate: “Help us support 110 years of…”). For example, one major funder is currently considering a $50,000 gift to SPJ in honor of our 110 years.

Overall, the 110 anniversary provides an opportunity to reintroduce ourselves to former members and supporters and to highlight our longevity, while expanding our base of supporters — without much outlay of cost by SPJ.

Nonprofits’ use of anniversaries to raise money is not at all new and is, in fact, standard.

According to Donorbox Nonprofit’s blog, “Anniversaries are important for any organization, especially a nonprofit. Anniversaries show a track record of providing service and demonstrate that you have gained the trust of your beneficiaries and proven achievable results.

“Celebrating your nonprofit’s anniversary is a great opportunity to thank your staff, volunteers, and the board for their contribution and recognize them for specific achievements. It offers an opportunity for reflection and a looking back at all the challenges that you overcame. This helps invigorate the staff and other supporters.”
“Nonprofit anniversaries are also an excellent way to inform the wider audience of your history, your accomplishments, and your plans for the future. Celebrating milestones helps to increase the visibility of your mission, allowing you to highlight your history in innovation or tradition of advocacy, while at the same time giving you the chance to articulate your organization’s vision for the future.

“A non-profit anniversary campaign is not something you want to miss out on!”

And Fundraiser Cyberzine magazine produced a study that showed that the anniversary of a nonprofit’s founding is “an ideal opportunity to galvanize your employees, board members, donors, foundations, government and corporate sponsors, and to re-kindle their commitment to the relevance, importance and needs of the organization.

“This is a unique opportunity, with the potential for a yearlong marketing program that, done properly, sets the stage for your fundraisers, strengthens your longer-term brand image and improves the organization’s ROI,” reports Gary Kullberg, a serial nonprofit board member and chief executive of the Kullberg Consulting Group.

“For-profit organizations, both large and small, have long recognized the importance of company anniversary marketing because it isn’t just the latest advertising, public relations, direct mail, internet or event program. Rather, it is a unique chance for an organization to link the strength of its past to its plans for the future. For nonprofit organizations this story can be especially important among new members, volunteers and donors,” says Kullberg, adding: “And, importantly, anniversaries do not need to be celebrated in multiples of 25 years. Your 33rd can be as powerful as your 75th.”

110 Anniversary Logo
- Will be included in all staff members’ email signature lines.
- Will be featured on the website for maximum exposure.
- Will be used on room signs and other marketing at EIJ.

Merchandising Opportunities
- 220 lapel pins to be sold (to celebrate the past 110 years / to celebrate the next 110 years)
- 110-year ribbon at EIJ19
- 250 branded scarves to be sold for $50 each (to celebrate 50 years of women in SPJ)
- SPJ-branded Yoga mats (to celebrate 50 years of women in SPJ)

Fundraising Opportunities
- Encourage giving to SPJ at $110 (highlighted during April 17th Day of Giving Campaign).
- Encourage bigger funding for EIJ
- Advertising at EIJ, Quill and SDX Awards
Marketing Opportunities

- Website
- Logo added to landing page
- Possible messaging: Highlight why SPJ is still relevant 110 years later
- Quill
- Second and third issues of the year to feature the 110 anniversary and 50-year mark for women joining

EIJ

- First 110 SPJ registrants will receive some type of anniversary-based premium
- Anniversary ad will be featured in the program book
- EIJ News team will write a story about the anniversary
CELEBRATING 1909 - 2019

Celebrating Women
SPJ Fiscal Year Budget 2020: An Initial Overview

I. Introduction

This document serves to provide initial thoughts on Fiscal Year Budget 2020 as we begin to review goals for the coming Fiscal Year and possible areas of adjustment to ensure a balanced FY2020 budget. It is important to note that this is only a preliminary look at where we hope to find savings and, if necessary, make cuts to achieve the goal of a balanced budget. This information is fluid. We have some significant steps to take before we can put together a draft budget for Fiscal Year 2020.

Let me note that headquarters’ plan is only to submit a balanced budget.

II. Fiscal Year Budget 2019 Overview

The Fiscal Year 2019 budget was passed in 2018 with a budget deficit of $41,000. Additional income was lost with the departure of some association management clientele, resulting in about $54,475 in lost revenue. In addition, some unexpected expenses were not calculated into the expense portion of the budget presented in April 2018, including expenses for hiring new staff and consulting fees to train new employees. We are currently calculating what those expenses amount to but can assume that the projected deficit of $41,000 will be higher. So, the priority is to bring in income to reduce any potential deficit and – best case scenario - to close it completely and end the year in black. We have seven months to make this happen.

While we are working diligently to hold down costs, the real issue is on the income side. We are hoping to bring in unrestricted income through foundation grants and contributions from high net-worth individuals to cover the deficit.
We hope to recoup some income with the addition of association management clients. We are currently in conversations with three nonprofits for their association management business.

III. FY2020 Income

For FY2020, we are aiming to bring the association management income back to the $138,000 projected in the FY2019 budget. That figure, however, depends on the size and work involved to fulfil the workload demand of each new organization. Some nonprofits we will be able to charge more for services; some less.

With a full-time development manager and having brought advertising solicitation in-house, we expect to increase our advertising and fundraising. The overall fundraising goal at this moment is about $300,000 for next year, up from a budgeted $256,000 this year. Our target could be much higher, however, than $300,000. It is too early to pin down an exact figure.

Another potential place where we may see a small increase in income is rent. I need to study the current Boys and Girls Club rental agreement and get estimates on refurbishing the basement to potentially rent that out as well.

One option that leadership may consider is an increase in dues. Dues have increased only once in the past 13 years.

Finally, we are expecting greater income from EIJ19 due to increased participation with the attendance of NAHJ members and increased sponsorship because of the participation of NAHJ. Having said that, income could be scaled back considerably depending on the outcome of an SPJ/RTDNA sponsorship policy. Currently, no policy has been ratified by both parties.

IV. FY2020 Expenses

Currently, I have no plans to replace the deputy director position as an outside hire, which would result in some savings. To date, the work of that position – which is significant – has been largely taken over by the Executive Director with several other staff taking on some responsibilities.

We will also see savings in consultancy fees as we no longer have an extra Google consultant and we have brought inhouse the role of advertising sales, which means we will not
have to pay sizeable commission fees to our outside vendor. In addition, we should not have costs for consultants to train new employees.

In addition, we hope to negotiate a more favorable contract with the agency that handles sponsorship for EIJ. The contract is up in September 2019 and must be renegotiated. Negotiations on a more favorable sponsorship agreement would need to include RTDNA.