AGENDA
THE SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE
TIME: 9 A.M. DATE: JAN. 28, 2011
CHARLOTTE, N.C.

1. Call to Order – Ensslin

2. Roll Call – Cuillier
   a. Ensslin   c. Cuillier   e. Eckert   g. Limor
   b. Albarado   d. Ralston   f. McCloskey

3. Approve Executive Committee Meeting Minutes
   a. July 16, 2011 (Page 1)
   b. Dec. 13, 2011 (Page 6)

4. Report of the SPJ President – Ensslin

5. Report of the SDX Foundation President – Geimann

6. Report of the Executive Director – Skeel (Page 8)

7. Committee/Chapter Grant Requests – Ensslin
   a. Diversity Committee – (Page 12)
   b. Communications Committee – (Page 15)
   c. Washington Coalition of Open Govt. – separate memo
   d. Charlotte Chapter presentation

8. Strategic thinking – Ensslin (materials provided 1.5.2012)

9. Discussion Items
   a. Spring Conferences (assign conferences to Exec. members) – Ensslin
   b. SPJ and CMA – Ensslin (Page 20)
   c. Strategic Communications Plan – Ensslin (Page 23)
   d. Virtual Chapters – Ensslin – separate memo
   e. International Chapters – Ensslin – separate memo
   f. Summer Exec Meeting – Ensslin

10. Old/New Business
    b. Fellows of the Society – Ensslin
    c. One member, one vote – Limor

11. Personnel – Skeel (EXECUTIVE SESSION)

12. Adjournment
THE SOCIETY OF PROFESSIONAL JOURNALISTS

EXECUTIVE COMMITTEE MEETING

DATE: JANUARY 28, 2012
TIME: 9 A.M. – 5 P.M.

CHARLOTTE CITY CENTER, MARRIOTT COURTYARD
CHARLOTTE, N.C.

The Society of Professional Journalists works to improve and protect journalism. The organization is the nation’s largest and most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.

Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry, works to inspire and educate the next generation of journalists, and protects First Amendment guarantees of freedom of speech and press.
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JULY 16, 2011
MARRIOTT HARBOR BEACH RESORT, FT. LAUDERDALE, FLORIDA

MEETING CALLED TO ORDER
With President Hagit Limor presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 9:10 a.m. on Saturday, July 16, 2011, at the Marriott Harbor Beach Resort in Ft. Lauderdale, Florida.

ROLL CALL
In addition to Limor, the following were present: President-Elect Darcie Lunsford; Secretary-Treasurer John Ensslin; Immediate Past President Kevin Smith; Director at-Large Bill McCloskey; Region 12 Director Sonny Albarado.

Also in attendance was SDX Foundation President Steve Geimann.

Staff members in attendance were Executive Director Joe Skeel and Associate Executive Director Chris Vachon.

MEETING MINUTES APPROVED
Upon proper motion and second by McCloskey and Albarado, respectively, the committee approved the minutes from the January 8, 2011 Executive Committee Meeting.

PRESIDENT'S REPORT
President Limor supplied an update. She reported that membership is steady. Limor talked about the press release put out by SPJ on checkbook journalism and she feels that there are some upcoming opportunities for partnerships with other journalism organizations.

Limor reported that Communications Chair Lauren Bartlett is requesting money for the committee from SPJ for a promotional project. Bartlett plans to ask the SDX Foundation for money too, but feels it would be better to have support from SPJ before making a request of the Foundation.

Upon proper motion and second by McCloskey and Lunsford, respectively, the committee approved $500 for the Communications committee.

Upon proper motion and second by McCloskey and Lunsford, respectively, the previous motion was amended to $1,000.

Limor brought forth a suggestion from At-large Director Lauren Bartlett to create a Regional Director Coordinator position. Bartlett suggested that this person would hold the Regional Directors accountable for their required duties. The committee thought it would be helpful to have a resource/go-to person for the Regional Directors.

Upon proper motion and second by Ensslin and McCloskey, respectively, the committee approved the concept of the SPJ president being enabled to appoint a Regional Director Coordinator each year.
FOUNDATION REPORT

Foundation President Steve Geimann reported that the Pulliam Editorial Fellowship received 29 applications (six from editorial writers) for 2011. For perspective, 20 applications were received in 2010 and four in 2009.

The Foundation made a $2,500 donation to the Missouri Press Association, in order to assist journalists, as a result of the tornado that affected Joplin, Mo. Local chapters also contributed to the cause and the Press Association received $68,000 in total.

Geimann reported that giving from Foundation board members to the Foundation is not 100%.

The amount of estate gifts increased from 2010 to 2011.

Finally, the endowment is up $300,000 and now stands at $11 million.

STAFF REPORT

Executive Director Skeel reported that he is gathering information on leasing the upstairs of the headquarters building in order to generate more revenue.

Membership revenue is $2,000 of its budgeted amount for the current fiscal year. Unrestricted money sits at $300,000 and Skeel projects to end the year at $225,000-$250,000 in unrestricted money. Expenses have been trimmed by $110,000.

Skeel wanted the committee to begin thinking about its membership make-up. Currently, seven of the 23 SPJ board members are working full-time journalists. The board make-up is a reflection of the overall membership make-up. Are we an organization for journalists or journalism?

Work continues on the project of creating an option for members to auto renew their dues annually, or possibly even monthly.

2011 CONVENTION

Planning for the joint RTDNA/SPJ conference in New Orleans is progressing along well. Actual revenue has exceeded budgeted revenue for the event. It is too early to give an indication of registration numbers. Super Session speakers are NPR’s Andy Carvin, CBS News’ Jeff Fager and a CNN personality to be announced. CNN is sponsoring the Opening Night Reception this year.

2012 CONVENTION

Not much has occurred regarding the 2012 event, but this meeting is taking place in the 2012 convention hotel. The Executive Committee indicated that they are pleased with the property.

LIVING ON LESS PROGRAM

The Entertainment Industries Federal Credit Union (EIFCU) is developing a program called Living on Less. The program will coach and teach financially challenged people from the newspaper and music industry how to “live on less” as a result of layoffs and lower wages. The EIFCU is asking for SPJ to support its program. The Executive Committee indicated it would support such program.

CHAPTER ACTION

Upon proper motion and second by Ensslin and Albarado, respectively, the committee approved chapter status for the following:
• University of Albany
• Webster University
• Zayed University

BYLAWS CHANGES
SPJ’s Bylaws Chair, Bob Becker, submitted a memo to President Limor regarding bylaws amendments.

To make it unambiguous in Article VI, Section 4 that when, as this year, vacancies occur in the president and president-elect positions, both positions will be up for election at the next convention.

Upon proper motion and second by McCloskey and Ensslin, respectively, the change was accepted.

To amend Article IX, Section 3 to permit chapters to pick delegates to act on the chapter’s behalf, even if no chapter members attend the convention.
A friendly amendment was accepted that indicates a delegate can represent only one chapter.

Upon proper motion and second by McCloskey and Ensslin, respectively, the change was accepted.

To amend Article V to permit establishment of one or more virtual chapters into which national members would be put if they are too far from a bricks and mortar chapter or there is no active chapter in the member’s state.

Upon proper motion and second by Smith and Albarado, respectively, the proposed change will be taken to the SPJ board of directors.

To designate a home chapter for an SPJ member who joins more than one chapter so the member is counted only once for the purpose of apportioning convention delegates. Although the board voted not to send the one-member one-vote amendment to the floor, it wanted to address the “home chapter” issue.

Upon proper motion and second by Smith and McCloskey, respectively, the proposed change will be taken to the convention delegates.

There were many technical corrections recommended to the bylaws from the Bylaws Committee.

Upon proper motion and second by Smith and McCloskey, respectively, the corrections were accepted.

AWARDS

DAVID I. ESHELMAN OUTSTANDING CAMPUS ADVISER AWARD
The David I. Eshelman Outstanding Campus Adviser Award honors individuals who have done an outstanding job serving as SPJ campus adviser and who have contributed to their chapters and the national organization over an extended period of time.

Upon proper motion and second by McCloskey and Albarado, respectively, Mead Loop, was awarded the Distinguished Teaching in Journalism Award.

DISTINGUISHED TEACHING IN JOURNALISM AWARD
The Distinguished Teaching in Journalism Award honors an outstanding journalism educator who has made a significant contribution to the profession and/or journalism education.
Upon proper motion and second by Ensslin and Smith, respectively, Asra Q. Nomani & Barbara Feinman Todd, were each awarded the Distinguished Teaching in Journalism Award.

ETHICS IN JOURNALISM AWARD
The Ethics in Journalism Award honors reporters, editors or news organizations that distinguish themselves in performing an outstanding ethical manner as defined by the SPJ Code of Ethics.

No winner was selected.

FELLOWS OF THE SOCIETY
The highest honor the Society bestows upon a journalist is awarded for extraordinary contributions to the profession. Nominations are open to members of the journalism profession.

Upon proper motion and second by Ensslin and Smith, respectively, Richard Goehler Grover Cleveland Hall and Lane DeGregory were made Fellows of the Society.

FIRST AMENDMENT AWARD
The First Amendment Award honors individuals and organizations for extraordinarily strong efforts to preserve and strengthen the First Amendment.

Upon proper motion and second by Lunsford and Smith, respectively, Burlington Free Press and Mark Prendergast were awarded First Amendment Awards.

HISTORIC SITE IN JOURNALISM
The recognition honors individuals, news organizations and places of national historic journalism interest.

Upon proper motion and second by Ensslin and McCloskey, respectively, Silverton Standard & the Miner, Silverton, Colo., was selected as the Historic Site in Journalism.

HOWARD S. DUBIN OUTSTANDING PRO MEMBER AWARD
The Howard S. Dubin Outstanding Pro Member Award salutes individual professional members who have made significant contributions to their SPJ chapter. One award may be presented to a member of a large chapter (75 or more members) and one from a smaller chapter (less than 75 members). Individuals must be nominated by their chapter’s board of directors.

Upon proper motion and second by Lunsford and Smith, respectively, Rebecca Baker, New York Deadline Chapter was awarded the Howard S. Dubin Outstanding Pro Member Award for large chapters.

Upon proper motion and second by Ensslin and Smith, respectively, Linda Petersen, Utah Headliners Pro Chapter was awarded the Howard S. Dubin Outstanding Pro Member Award for small chapters.

JULIE GALVAN OUTSTANDING GRADUATE IN JOURNALISM AWARD
At the close of the college year, each campus chapter of the Society selects one graduate in journalism who is outstanding in his/her class on the basis of character, service to the community, scholarship, proficiency in practical journalism and significant contributions to their SPJ chapter.
Upon proper motion and second by McCloskey and Smith, respectively, Tara Puckey, Indiana University Purdue University Indianapolis, was named the Julie Galvan Outstanding Graduate in Journalism.

REGIONAL DIRECTOR OF THE YEAR AWARD
The Regional Director of the Year Award honors individuals serving as an SPJ regional director for outstanding service to their region and the national organization during the preceding year.

Upon proper motion and second by Ensllin and Lunsford, respectively, Region 2 Director Brian Eckert, was selected as the Regional Director of the Year.

SUNSHINE AWARDS
The Sunshine Award recognizes individuals and groups for making important contributions in the area of open government.

Upon proper motion and second by Ensllin and Lunsford, respectively, Anne Geggis; Samantha Turley & Marcus Constantino; and The Wall Street Journal staff were awarded Sunshine Awards.

WELLS MEMORIAL KEY
The officers went into executive session to select Al Cross as the winner of the Wells Memorial Key. Upon choosing a winner, the officers exited executive session.

MEETING ADJOURNED
The meeting was adjourned on July 16, 2011 following the discussion of the Wells Memorial Key.
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
DECEMBER 13, 2011
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President John Ensslin presiding, the meeting of the Executive Committee of the Society of Professional Journalists was called to order at 1 p.m. on Tuesday, December 13, via conference call.

ROLL CALL
In addition to Ensslin, the following were present: President Elect Sonny Albarado, Secretary-Treasurer David Cuillier; Vice President Campus Chapter Affairs Neil Ralston; Director-at-Large Bill McCloskey; Region 2 Director Brian Eckert; Executive Director Joe Skeel; Controller Jake Koenig; and accounting firm Greenwald Sponsel representatives Amanda Meko and Jennifer McVey.

REVIEW OF AUDITED FINANCIAL STATEMENTS
Three documents were included as part of the audit report: a letter to the board of directors of the Society of Professional Journalists; a letter to the Executive Committee of the Society SPJ’s Audited Financial Statements for the fiscal year ended July 31, 2011.

Meko and McVey reported that the auditors had no disagreements with management during the audit and issued a clean opinion on the financial statements.

Meko reviewed the Society’s statements of financial position and the balance sheet.

The auditors stated there were no material weaknesses or misstatements identified.

Meko and McVey offered two best practice suggestions:
- Consider a different method of payment regarding membership dues owed to chapters. This is to avoid outstanding checks that have been historically written off by SPJ.
- Implement a whistleblower policy.

Upon a proper motion and second by McCloskey and Eckert, respectively, the Executive Committee approved the audited financial statements.

The Committee also discussed an unrelated matter during the call: Leasing the second floor of the headquarters building.

Upon a proper motion and second by Albarado and Cuillier, respectively, the Executive Committee approved moving forward with a lease proposal to Avancos.

MEETING ADJOURNED
Upon a proper motion and second, respectively, the Executive Committee adjourned the meeting at 1:45 p.m., Tuesday, Dec. 13.
MEMORANDUM

DATE: Jan. 20, 2012
FROM: Joe Skeel
SUBJ: Executive Director Report
FOR: SPJ Executive Committee

In my report, I generally provide updates and an outlook from each department. But because I provided that each Monday through my weekly update, I chose to take a different path.

The bulk of the items you see below address goals taken from my past two Executive Director evaluations.

REVENUE
As you know, one of my biggest goals has been to create new revenue — reducing the Society’s dependency on volatile income such as advertising and sponsorship. You have heard about these over the past year or two, but wanted to take a moment to provide updates and perspectives on each.

- Our partnership with NAHJ is off and running. We have processes in place and are now NAHJ’s full-fledged service provider for basic membership and bookkeeping services. Executive Director Anna Lopez Buck says “Things are going great.”

- As of this writing, Avancos and SPJ (and by extension SDX Foundation) are in the final stages of negotiating a lease for the second floor of HQ. As you know, this proposition will require a significant cash outlay to ready the floor for a tenant. But, it’s an investment that must be made if we wish to rent the space. I’ll get more into that cash outlay below. The expected revenue for this project is $50,000 in Year 1, with minor increase each following year. Should the tenant remain the full five years, we will gross just over $270,000. This will be split between SPJ and SDX Foundation. SPJ’s portion of the first-year rent ($25,000) is the equivalent of 333 professional members.

- Despite almost no marketing, we continue to get phone calls about our awards platform. To date, we have sold five versions. Once we are through our own awards season, we will meet with the developers and determine if we are ready to unleash a full-fledged marketing campaign.

- The latest round of membership invoices were mailed in early January. Those invoices reflected the new member rate. In the two
weeks since those invoices have gone out, we have received zero comments about the increase.

Combining all of these new streams, and assuming they last, SPJ stands to receive a minimum of $84,000 (or 1,120 pro memberships) each year. As you know, it's critical we do everything we can to keep membership dues low. That's the goal with these new streams of revenue. Although getting them set up has been time consuming, the cost (in terms of staff time) to maintain them is minimal. Of course, my hope is to expand some of these products and services over time.

MAJOR EXPENSES
As I mentioned above, leasing the second floor doesn't come without significant cost. We are required to build out the space and pay commission to our leasing agent. These combined amounts will total about $75,000 (to be split between SPJ and the SDX Foundation).

On the "positive" side, we built a healthy reserve last year and will have the cash to pay for the project. On the "negative" side, we built a healthy reserve last year and will be dipping into it to pay for the build out.

Although I did consider taking out a loan for the project, paying interest on such a small amount ($35,000) doesn't make much financial sense. Especially when you consider we will recoup that amount in about 18 months. Furthermore, leasing space that is debt-financed puts it into the category of "unrelated business income" in the eyes of the IRS. It's possible we would then have to pay tax on the rent we receive. If it isn't debt financed, it isn't considered unrelated business income. I know...makes no sense. But that's the law.

I'm happy to say we actually appear to be in the home stretch of our never-ending database upgrade. Unfortunately, this means we will also have to pay the bill, which is estimated to be about $25,000. This will bring the total cost of the upgrade (dating back to 2008) to about $50,000— which was the original estimate.

While I'm not happy about spending any money from our freshly restocked reserves, both projects are wise investments that will pay off in the long run.

DATABASE UPGRADE
The target date provided by our database project manager is the end of February. Here are the highlights of what the project will accomplish:

- Eliminate almost 50 percent of manual data entry related to membership.
- Set the stage for us to transition away from a "mail-first" membership renewal program, eliminating even more data entry (i.e. mail only final notices. Send first two renewals via email and encourage them to renew online).
- Eliminate 80 percent of manual credit card processing.
- Reduce rate of human error.
• Allow us to keep our current online form – but pass secure information directly into our database.

• Free up staff time to provide more support in other areas. This, of course, is the main reason for investing in the upgrade.

OTHER NEWS TO SHARE

Chapter Rosters: Much time has been spent over the past couple years discussing the information available for leaders at SPJ.org – specifically chapter rosters. After working with the ad hoc committee created by then-president Hagit Limor, it was determined one of the biggest problems was simply educating our chapter leaders on how to use what was available.

Therefore, I created an online video tutorial that explains how to download and utilize the spreadsheets that we provide from HQ. It has been available online for several months now. To date, it has been viewed 84 times.

SDX Awards Banquet: Because of our 2012 convention pattern (Wednesday-Sunday), we have decided to make the SDX Awards Banquet a stand-alone event this year – like the old days. The event will be Friday, July 20 at the National Press Club in Washington, D.C.

SPJ Mobile App: We are in the process of examining potential app developers, including an offering from IPC, the company that prints Quill. They’ve merged with another company and are now offering more digital services, including app development. Scott will also meet with an app developer in New York when he is there next week for a conference. The gentleman owns his own web/app development business.

Quill: With the “100th anniversary” (though it is a low-key anniversary given the 2009 “SPJ Centennial Issue”) we’re putting out a survey to gauge ideas of how members and other interested parties will want to see Quill expand (if at all) online. This includes providing daily industry news and more regular features and analysis. Scott is forming an informal “advisory committee” of both SPJ and non-SPJ members (such as Steve Buttry) who he hopes can be a sounding board of sorts as we go forward with experiments and test ideas. We will also attempt to build into the budget funds for a dedicated contract reporter/writer to work on a retainer or part-time basis. Stay tuned.

Advertising sales representative: We have retained the services of Calvin Trout, a publisher’s representative based out of Chicago. He is now managing all aspects of our ad sales efforts and administration. One of the things you may have noticed is an advertorial in SPJ Leads. He is working to create as many advertising opportunities as possible. Still, it’s tough sledding.

MEMBERSHIP DEVELOPMENT AND CHAPTER SUPPORT

The key to a strong SPJ membership base is strong chapters. Therefore, two months ago I tasked staff member Heather Dunn with serving as a chapter liaison. This is the first time in several years we have had an individual charged with hands-on, proactive chapter support.

Below are some of the ways Heather has worked to fulfill this role:

- 10 -
• Evaluated, edited and updated the Tools for Leaders section of SPJ.org. As part of this, she created an SPJ calendar of important dates and updated the page with program ideas.

• Issued chapter-leader e-blasts (Leading Edge) that contains information vital to chapter success (IRS requirements, info about dues increase, new chapter requirements). She also, of course, highlighted changes to the Leaders section of SPJ.org.

• Reached out to new chapter leaders to introduce herself as the chapter liaison. Response to her calls and e-blasts has been fairly minimal. But it’s important that they have a contact.

• Combed quarterly regional director reports for ideas and new chapter leader information. She also created a spreadsheet of local chapter elections so that we can be more proactive in the future about getting this info…instead of them waiting to tell us (which often doesn’t happen until months later).

The idea behind this, of course, is to give our chapters every possible resource to be successful — within our means. As I often tell staff: “We know we can lead a horse to water. Although we can’t make him drink, we can provide an ocean of potable goodness.”
MEMORANDUM

DATE: Jan. 19, 2012
FROM: Bonnie Davis, Diversity Committee Chairwoman
SUBJ: Diversity Leadership Grant
FOR: SPJ Executive Committee

The SPJ Diversity Committee was formed to promote a broader voice for journalists of diverse backgrounds in newsrooms across the country and to expand the depth and quality of news reporting through better sourcing. This mission has been carried out through the committee’s print and online products including the Rainbow Sourcebook, Diversity Toolbox, Teaching Plan, Anti-Profiling Guidelines and the increasingly popular Diversity blog, “Who’s News?” The committee also partners with UNITY: Journalists of Color members and other ethnic media to offer trainings. More recently, the group has established a Facebook page to encourage greater dialogue among committee members about diversity related subjects.

Strengthening SPJ’s diversity efforts continues to be an important part of SPJ’s mission. Myriad issues involving diversity continue to permeate American culture, politics and society. Immigration, gender, race and sexual orientation are just a few such issues that demand our attention. It is incumbent upon us as journalists, journalism educators and news media representatives to accurately report on such issues while navigating other industry challenges.

SPJ’s Diversity Committee is pleased that the Diversity Leadership Program is funded for 2012, and we want to ensure that the program continues to produce results beyond this year. Toward that end, the Diversity Committee plans to apply for funding for 2013 and we would like to have the SPJ Executive Committee’s endorsement of our efforts. Currently, we are working with the SPJ staff to fine tune our 2012 DLP programming and our grant proposal for 2013. With the Executive Committee’s endorsement, we believe our proposal to be submitted to the SDX board for consideration at its meeting April, will be even stronger.

Key Points Moving Forward

As you know the DLP program was resurrected in two years ago after a brief hiatus. We welcomed an energetic cohort of fellows to the 2010 convention in Las Vegas, and another cohort assembled in 2011 in New Orleans. The fellows did much more than attend the convention. They were involved in conversation with the SPJ President and other board members throughout the convention. Through these conversations, periodic check-in with DLP organizers and leadership training, the
message was communicated to the fellows that we expected their participation in the programs to extend beyond Las Vegas and New Orleans. It has. Several DLP fellows from both years currently serve as SPJ Diversity Committee members and on other SPJ committees. They also are actively involved in programming and recruitment efforts.

Moving forward, the DLP program will:

- Continue to clarify the program’s mission. While we plan to continue the initial DLP mission of increasing the number of racial and ethnic minorities, we would like to make sure that members of other underrepresented groups are encouraged to apply. This would include, for example, LGBT journalists, journalists working with disabilities, and members of other groups whose voices are needed to ensure a diverse SPJ.

- Continue to improve assessment and evaluation of the program. At the 2011 meeting in New Orleans, our fellows were asked to complete a questionnaire that will be used to help shape the 2012 program.

- Reiterate that the DLP program is year round and that SPJ needs and welcomes the interest and input of the DLP Fellows. We will continue to encourage fellows to identify an area of interest or focus. We also will continue to build relations with each fellow throughout the year by providing consistent communication and updates on activities and events, and encouraging them to participate in Diversity Committee conference calls. Our goal is to strengthen all of these processes.

**Diversity Outreach Leadership Grant history:**
The Diversity Committee’s Leadership program launched in 2005 under the direction of Diversity Committee member Sally Lehrman. The goal of the program was ultimately to increase the diversity of membership and participation at the national level. It was the committee’s hope that this would lead to a more diverse SPJ national board.

Members of the first class of leadership fellows were matched with SPJ board members. Fellows attended SPJ planning sessions and the SPJ board meeting. Fellows also met with their “mentors” outside of meetings to develop an action plan or project at the national or regional level.

The initial class included six SPJ members. Four of those members — Pueng Vongs, Curtis Lawrence, Holly Edgell and Bonnie Davis — remain active members of the SPJ Diversity Committee. Edgell, a former journalism professor at the University of Missouri, recently completed a term on the SPJ national board. In addition to her duties as regional director, Edgell has helped the Society craft a toolbox for laid-off journalists. She and other original members remain active in their local chapters as well.

The programs at the 2006 and 2007 conventions evolved to include training to enhance the fellow-mentor relationship, ongoing fellow reunions to build camaraderie across fellowship
years and other activities to strengthen connections with staff and board members. Meetings with the incoming president and board members along with other training improvements also were added.

The program took a hiatus for the next two conventions. The diversity committee did not think it had the funding to continue to fund the project adequately and was not prepared to request further funding from SDX until more fellows had entered national-level positions. In the intervening years, however, the program has shown clear results in the number of fellows who have taken on national leadership positions. Those results include:

**Maria Alvarez** - member, Awards Committee; co-chair, Diversity Committee  
**George Daniels** - national board member; chair, Diversity Committee; member, Government Relations Committee  
**Bonnie Davis** - chair, Diversity Committee; Quill contributor  
**Holly Edgell** - national board member; member, Diversity Committee  
**Curtis Lawrence** – chair, Diversity Committee,  
**Alesha Little** - chair, Generation J Committee; member, Diversity Committee  
**Rebecca Tallent** - member, Diversity Committee; member, Education Committee  
**Pueng Vongs** - chair, Diversity Committee

We look forward to working with the SPJ board and staff as we move forward.  
As always, thank you for your consideration
MEMORANDUM

DATE: Jan. 19, 2012
FROM: Lauren Bartlett, Communications Committee Chairwoman
SUBJ: SDX Foundation Grant request
FOR: SPJ Executive Committee

ABSTRACT / SUMMARY

_Fighting for Your Right to Know, One Story at a Time_ is a national public service announcement (PSA) campaign to raise public awareness that journalists are the watchdogs for the public and bring them the information they need to know, and the Society of Professional Journalists is the citizens’ advocate for open government. We propose producing eight 60-second broadcast-quality video and audio PSAs. Our _Fighting for Your Right to Know, One Story at a Time_ video concept is inspired by a Colorado SPJ chapter video that Society of Journalists President John Ensslin introduced to the SPJ Communications Committee. Each PSA will feature a citizen explaining how a specific journalist’s investigative story opened their eyes to a major issue that previously had been hidden or otherwise protected from public scrutiny. Each PSA will pair a reporter and a reader/viewer. Memorable stories of national significance from 2009 through 2011 will be featured. These stories will have garnered SPJ Sunshine awards or other Society accolades, or won other major journalism awards. Citizen participants will be identified through letters to the editor, online comments, and other means. Our PSAs will have a positive tone and be shot in a newsroom. Creating eight PSAs allow us to spotlight a diversity of stories, citizens and reporters to reflect the country’s diverse population and issues.

SPJ Communications Committee member Mary A. C. Fallon, a freelance multimedia producer and editor, will donate her professional videography and editing services valued at more than $12,000 and the use of her video recording and computer equipment. This request is for $12,000 in matching funds.

TIMELINE (IN BRIEF):

**Pre-Production:** FIRST TWO MONTHS – identify stories/reporters and citizens, write and approve scripts and storyboards. Initiate outreach to news outlets for broadcasting/distribution.

**Production:** THIRD MONTH – Videotape segments in newsroom across the country. Outreach to potential distributors continues.

**Post-Production:** FOURTH MONTH – Edit video and audio PSAs in draft and final stage completed. SPJ Communications Committee members view edited segments. SPJ leadership views final edits.

**Distribution and Marketing:** FIFTH THROUGH TWELFTH MONTH – Distribute PSAs via video-sharing online Web sites, widgets, iTunes, other
podcasts, and social networking Web sites. Participating news outlets publish editorials encourage readers/viewers to a Fighting for Your Right to Know, One Story at a Time video and audio PSAs as they are scheduled to air or be posted online. Marketing begins in the FIFTH MONTH.

INTRODUCTION
The SPJ Communications Committee was formed in 2011 with its genesis as the former Public Outreach Committee. It specializes in the marketing and promotion of the Society's work and the vital role of preserving a free, responsible press in the United States. All SPJ Communications Committee members have decades of experience reporting and editing news, and several have created national public awareness campaigns. Committee member Mary A. C. Fallon, who will produce and edit the PSAs, is an award-winning multimedia news editor and documentary filmmaker. She earned master's degree in communications/digital video production with highest honors from the University of Florida in 2005. Ms. Fallon, an SPJ member since 1973, also has created public awareness campaigns for 18 years. SPJ Communications Committee chair Lauren Bartlett and Mark Scarp, vice chair, will supervise spending and reporting of funds.

NEEDS ASSESSMENT
The public's right to know is in jeopardy. Freedom of Information Act requests continue to increase but fewer are approved and these are processed at a glacial pace. Sadly, some journalists have abandoned objectivity and the public often perceives all journalists to be similarly afflicted. While SPJ actively speaks out against ethical lapses and protests governments' actions or inactions that limit citizens' access to public information, the organization is not always perceived as the public's leading advocate for their Constitutional right to know.

Public confidence in the news media is eroding rapidly. A 2009 State of the First Amendment survey found only 27 percent of Americans believe the media try to report news without a bias compared with 39 percent in 2004. A June 2011 State of the First Amendment survey found 42 percent of the public says the media has too much freedom, and 83 percent say news-media bias is real. "It is a disturbing fact," Gene Policinski, senior vice president and executive director of the First Amendment Center, told Editor & Publisher. "It seems that the public has moved from criticism and through skepticism to cynicism — so free to distrust the press."

During the 2011 American Society of News Editors' conference, Ken Paulson, USA TODAY editor and former executive director of the First Amendment Center, moderated a panel discussion From Superman to Subpoenas: Defending a Free Press. Paulson surveyed a bleak scene for journalists trying to work under threats of subpoenas and jail over classified information and confidential sources. "We were the good guys," in past portrayals of journalists in movies and comics, including Superman's disguise as reporter Clark Kent," Paulson said. "Times have changed. You don't see reporters cast in a good light anymore. Respect for our profession has declined."

Legendary editor and First Amendment Center founder John Seigenthaler said the challenge of the media is "stronger than ever before," Editor & Publisher reported. "You'd be hard-pressed
to find a time when the cloak (of government secrecy) was more tightly wound. It has never been easy, but I don’t think it has ever been tougher than it is now.”

For example, a 2011 survey of science, health and environmental journalists, conducted by the Columbia Journalism Review and ProPublica, suggests President Obama has not lived up to his promise about transparency and access. The Sunlight Foundation reports public relations professionals for President Obama adopted policies that effectively gag federal scientists, sometimes preventing them from informing the public via news media about federal scientific research, data and policies. The Columbia Journalism Review’s Sept./Oct. 2011 story - Transparency Watch: A Closed Door - reported about the lack of federal government agency transparency despite President Obama’s Open Government Directive. For example, the Environmental Protection Agency press secretary at the time Adora Andy “scolded us (the Society of Environmental Journalists) for daring to comment publicly on their transparency policies,” says Ken Ward Jr., chairman of SEJ’s Freedom of Information Task Force. “Today, a slew of reporters complain that such gag orders are still a problem and that transparency and access to information is often just as bad, if not worse in some cases, than it was under the Bush administration.”

Federal officials invited to participate in a public forum at the National Press Club in October 2011 about a lack transparency and media access under the Obama administration declined the invitation, further disappointing already frustrated journalists.

OBJECTIVES
- Raise public awareness about excellent reporting of issues revealed through Freedom of Information requests and others means of uncovering issues hidden or disguised to avoid public scrutiny.
- Raise public awareness of the Society of Professional Journalism’s advocacy of open government discussions.

METHODOLOGY
Our intention is to choose a variety of stories covering issues from different regions that appeal to different age groups to provide the broadest demographics possible. We will target some stories and citizens to those 25 years and younger because many of them do not have an awareness of journalist ethics, contributions to access to information, and SPJ as their open government access.

A powerful storytelling medium, video for the first time is accessible on a wide variety of digital devices from televisions to mobile telephones - extending its reach to many more citizens of all ages and backgrounds. In addition, television ranks as the number 1 way Americans get their news. Online video and audio is a major way teenagers share information, making it an essential medium to educate them about rights as citizens and the media’s advocacy on their behalf. Leveraging the power of multimedia storytelling and widespread sharing of online information, SPJ can greatly raise national awareness of journalists’ role in protecting citizens’ rights and access to public information so ensure they can scrutinize and evaluate how public funds are spent and laws followed or ignored.
National distribution of the PSAs *Fighting for Your Right to Know, One Story at a Time* follow the Society’s previous efforts under its former Project Watchdog Committee to be viewed by the public as advocates for their access to government’s information, decisions and undertakings. Featuring citizens who positively herald support for ethical journalists, who in turn are uncovering government wrongdoings, will help change the public’s opinion about the societal contribution journalists and SPJ bring to our society.

**DETAILED TIMELINE AND ACTIVITIES**

**FIRST and SECOND MONTH** – During pre-production, Ms. Fallon and an Editorial Assistant will identify and contact reporters who wrote award-winning stories of national significance from 2009 and 2011. Communication Committee members will decide final candidates. Once journalists agree to participate, readers’/viewers’ reactions will be identified and citizens contacted by the Editorial Assistant for participation. Participating citizens will be chosen from their letters to the editor, online posts, and other accolades about each chosen story. 60-second video and audio scripts will be written and storyboards created by Communications Committee members Mark J. Scarp and Ms. Fallon. The SPJ Communications Committee will approve the scripts. Lauren Bartlett and other committee members will be initial outreach to broadcasters and other FOI supporters.

**THIRD MONTH** – Eight pairs of reporters and citizens will be videotaped in newsrooms across the country by Ms. Fallon and a local video production crews. Outreach to news outlets about broadcasting will continue.

**FOURTH MONTH** – Ms. Fallon will edit the videos with Apple’s Final Cut Pro. SPJ Communications Committee members will screen rough drafts and make suggestions. SPJ executive leaders will be invited to review rough cuts. Commitments for broadcasting will be secured.

**FIFTH THROUGH TWELFTH** - Featured journalists and the leadership of their news organization will view the segments. These news organizations / parent companies will be asked to broadcast their reporters’ *Fighting for Your Right to Know, One Story at a Time* story on air and online as appropriate. Other broadcasting and online distribution will begin via video-sharing websites, social media outlets, news and other journalism websites and other websites deemed appropriate by the Communications Committee and SPJ leadership. (Please read the Marketing and Promotion section for more details.)

**EVALUATION**

Success will be determined by how many organizations post or screen the PSAs.

**CONTINUITY**

This is a one-year project.

**MARKETING AND PROMOTION**

Our strategy is appeal to journalism organizations and their members, Freedom of Information and Watchdog organizations, journalism departments at colleges, and news organizations — including ones featured in the PSAs — to post, share and advocate for the PSAs’ message that
journalists protect citizens' right to know by insisting on government transparency. We will make the video and audio PSAs easily downloadable.

We will request the Society of Professional Journalists to post the PSAs as downloadable video and audio files on its website and use all its avenues to inform its membership of the PSAs including letters to chapters, a story in its newsletters, the Quill and its blog. We will seek SPJ headquarters communications staff support to reach out to talk shows such as Charlie Rose to discuss the tension between journalists and citizens and air a sample of the PSAs.

We will request SPJ recommend the PSAs be screened at SPJ chapter meetings, and at journalism conferences, posted news and video-sharing websites, and shared with journalists' online social networks. We will make similar requests to Watchdog.org, individual news organizations, and Freedom of Information nonprofits, and professional journalism associations such as The Radio Television Digital News Association, the Online Journalism Association and the National Press Club. We will request SPJ and RTDNA to publish ads about the PSAs. Audio versions of the PSAs will be posted on iTunes for free access. Apple, Inc. will be approached for marketing support because its Macintosh computer and Final Cut Pro editing software will be used produce the PSAs. Apple has featured on its website and in stories stories about how its technology is used creatively. We will reach out to movie theaters to screen the PSAs for free, and to websites focused on community discussions of important issues to post them as well.

Promotions and education about Fighting for Your Right to Know, One Story at a Time will acknowledge the Sigma Delta Chi Foundation as a funding source. "Funding provided by the Sigma Delta Chi Foundation, a tax-exempt, 501(c)(3) public foundation organized for the purpose of supporting the educational programs of the Society of Professional Journalists and to serve the professional needs of journalists and students pursuing careers in journalism – www.spij.org," will accompany text materials and a briefer version will be created for television broadcast and audio podcasts.

**BUDGET**

- 8 local crews of a sound engineer and lighting pro time and equipment use - $3,200 ($200 per person for professional services and equipment rental)
- Airfare / hotel / food for 8 trips from San Jose, CA to shooting locations for Mary Fallon - $6,000
- Editorial Assistant - 125 hours - $2,500
- Digital media - $300

**Total Funding Request:** $12,000.
MEMORANDUM

DATE: September 25, 2011, January 18, 2012
FROM: Tara Puckey
SUBJ: CMA and Outreach
FOR: SPJ Executive Committee

As a student representative for the past two years, I’ve focused on two main things: creating programs and tools for existing student members and attracting new student members. My theory: if you hook them as students and provide them with a successful event, connection or experience, they’ll stick around.

And so with the help of fellow student representative Andrew Seaman and Generation J chair Lynn Walsh, SPJ traveled to the College Media Advisers convention in New York City. Convention director Michael Koretzky generously provided a high-traffic booth space free of charge, where SPJ offered résumé critiques with some of the best names in the business. Andrew and I gave “SPJ-themed” presentations during well-attended sessions. Over the past two years, a positive connection has been created with CMA board members and staff, a scenario that will only continue to foster our mutual goal of providing tools and guidelines for college journalists. I’d like to share a note from Sally Renaud, CMA president:

On behalf of the College Media Advisers' Board of Directors and a grateful membership, I want to thank you for everything you did coordinating the SPJ critiques at the 2011 annual spring College Media Advisers’ convention in New York City. It certainly helped make the event a success.

I hope you had a good convention and have recovered a bit. I know it was hectic for you in terms of making sure all connections were made so that resumes and clips could be reviewed. My goodness, I don’t think there was a moment you were not working; the convention would not have been the same without you!

Truly, thank you for everything. I look forward to working with you the future, perhaps at our fall convention in Orlando and next year in New York as well. Clearly our organizations’ missions are similar: to ensure the strength of the journalism profession. CMA has always been grateful to
the Society of Professional Journalists for its resources and support, especially now.

Sincerely,

Sally Renaud
CMA president
(and a loyal SPJ member, too!)

As I sat at the table during CMA, I was amazed that so many students and faculty recognized the Code of Ethics, but knew nothing more about SPJ. But talking with many of the more than 1,200 attendees gave each a personal connection with SPJ, something we often neglect in today's technology driven society. Lynn Walsh believes, as do I, that "there are ways that SPJ can work to bring students and recent graduates into the organization, and it involves outreach and participation in conventions like CMA."

Although I'm leaving the board this year, I'd like to continue the work that has been started. With the help of the Generation J committee and new student representatives and the financial support of the board, SPJ will be able to continue an outreach concept that is already two years in the making.

This coming year, SPJ will again be offered free space at CMA. There is also an opportunity for expansion of our presence at the conference: more résumé critiques, more sessions, more exposure.

And so I'd like to ask the board to consider supporting this outreach project financially, at the very least for the upcoming year when SPJ will be receiving free convention space at CMA. I will again volunteer to organize and plan SPJ's space in the Expo Hall and other portions of the Society's participation because I have seen how valuable it can be.

This is important. Not only is it a vital component to creating a presence in the college journalism world and the growth of our student members, it ultimately benefits the profession as a whole by impacting the true future of the business: young journalists.
Update: January 18, 2012

I wanted to include the previous memo that all of you received during the September board meeting because I think it illustrates the importance of CMA perfectly. In March, I’ll again be attending CMA, along with many of your other SPJ leaders -- Lynn Walsh and several of her Gen J committee members, Andrew Seaman and John Ensslin. We’ll be hosting workshops, maintaining a table in the expo hall, providing résumé critiques and taking several students on a night out hosted by working journalists in NYC.

In September, the board generously approved a motion to provide funding for one person to coordinate SPJ’s presence at CMA. I’m sharing my room to help cut others costs and we’ve worked hard to involve people local to the area. But as we continue to expand SPJ’s activities, we continue to draw on the experience and talents of SPJ members from all over the country.

Because of this, if the executive committee and the full board could consider additional funding, we may be able to not only build SPJ’s presence at CMA, but add another conference/convention as well, like one geared toward high school journalism. For example, consider funding even a portion of the expenses for an additional two people to CMA and, since it is a new venture, one person to a high school convention. Perhaps consider naming an Outreach Coordinator in the future to organize, coordinate and travel to represent SPJ at partner organizations and conventions.

I plan to update the full board in April, with a report of the convention and options for additional possibilities, but wanted you to have a chance to discuss the importance of this project as soon as possible.
MEMORANDUM

DATE: Jan. 19, 2011
FROM: Lauren Bartlett, Communications Committee Chairwoman
SUBJ: SPJ Strategic Communications Plan
FOR: SPJ Executive Committee

SITUATION ANALYSIS
The public’s right to know is in jeopardy.

Some journalists have abandoned objectivity and the public often perceives all journalists to be similarly afflicted.

SPJ is actively involved in speaking out against ethical lapses by journalists and in protesting government actions on inaction that limits the people’s access to governmental information that is required to be or should be public.

While active, SPJ is not always perceived as the leader in this advocacy.

GOAL
Project the Society of Professional Journalists as THE advocate for the public in open government discussions and use this messaging platform to promote membership in the Society.

STRATEGY
Use chapter and national leaders and headquarters communications staff to identify open government issues on a local level where SPJ can make an impact and respond thoughtfully but quickly to these instances by creating and maintaining template statements on typical issues that need to be addressed.

Develop boilerplate language for all news releases and talking points that emphasizes the Society’s commitment to ethics and the public’s right to know and encourages all journalists to join us in this quest.

Hammer away at these strategic messages.

TACTICS
- Just as it is recommended you know your banker before you seek a loan, SPJ leaders should know local government leaders and ethics and open government reporters and activists in advance on the time when it is necessary to mount a challenge.
- Encourage regional directors and chapter leaders to monitor open government issues in their territory and report troubling journalism...
ethics situations quickly to national staff or appropriate committee chairs, while addressing these issues locally both directly with the offending entity and through statements to the media.

- Urge chapters to develop in advance press lists with email, fax and phone contact information for reporters and broadcast show bookers likely to cover journalism ethics and open government issues so they can move quickly to demonstrate SPJ's leadership position.
- Urge chapter leaders to forge relationships with like-minded community and journalism organizations in their coverage area to be able to have SPJ lead a united front on such challenges.
- Recognize good efforts in this area and provide support for efforts to win battles.
- Create opportunities for members and chapters to become involved in open government activities via ongoing local panel discussions with government officials and regionwide "Studio SPJ" broadcasts.
- Emphasize SPJ's open government involvement in boilerplate in every news release and public talk by SPJ leaders, and invite all journalists to join us and participate in our efforts.
- Seek opportunities via Vocus to place SPJ leaders in stories about open government issues.
- Promote the SPJ Code of Ethics.
- Provide media training for national officers, appropriate national and local committee chairs and regional SPJ spokespeople.

DELIVERABLES

- Generate generic talking points on open government and ethics issues for use on talk shows.
- Prepare weekly compilations of current open government and journalism ethics issues.
- Create a template letter to government officials demanding open government when it is being denied.
- Write template op-eds, letters to the editor and talking points for broadcast interviews on SPJ's support for open government and the highest journalistic ethics.
- Prepare and distribute a list of suggested local, statewide and regional allies for open government efforts led by local SPJ chapters.
- Launch social media campaigns as appropriate and work with computer professionals to optimize search engine identification of these resources.
- Use Internet search tools to find appropriate online discussions for SPJ leaders to join and make an effort to get the appropriate SPJ members to participate.

MEASUREMENTS

Laws passed, bad outcomes reversed or avoided, talk shows participated in, panel discussions held, op-eds published, social media discussions started or participated in, letters sent (and responses received), allies recruited.