

AGENDA
THE SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE
TIME: 9 A.M. DATE: JAN. 31, 2015
ORLANDO WORLD CENTER MARRIOTT

1. Call to Order – *Neuts*
2. Roll Call – *Walsh*
 - a. Neuts
 - b. Fletcher
 - c. Walsh
 - d. McCloskey
 - e. Radske
 - f. Kopen Katcef
 - g. Cuillier
3. Approve Executive Committee Meeting Minutes
 - a. June 21, 2014 (**Page 2**)
 - b. December 11, 2014 (**Page 9**)
4. Approve Delegate Meeting Minutes
 - a. Sept. 4, 2014 – opening business meeting (**Page 11**)
 - b. Sept. 6, 2014 – closing business meeting (**Page 13**)
5. Report of the SPJ President – *Neuts* (**Page 19**)
6. Report of the SDX Foundation President – *Leger*
7. SDX Foundation Grant Requests – *Neuts*
 - a. Region 7 Fellowship (**Page 22**)
 - b. Retired and Wired (**Page 28**)
 - c. Minority Fellowship Program (**Page 31**)
8. Discussion Items
 - a. SPJ awards & honors selection process – *Kopen Katcef & Walsh* (**Page 37**)
 - b. Handling of statements on international journalism incidents and issues – *Neuts*
 - c. Job bank recommendations – *Walsh*
 - d. Online LDF auction – *Skeel*
 - e. Membership representation – *Fletcher* (**Page 43**)
9. Joint meeting with RTDNA Exec. Comm. – **2-3 p.m.**
10. Old/New Business
 - a. Update on EIJ14 delegate business, including resolutions and voting – *Skeel*
 - b. Technology upgrade update – *Puckey* (**Page 48**)
 - c. Strategic communications update – *Skeel* (**Page 50**)
 - d. Selection of SPJ Fellow – *Neuts* (**EXECUTIVE SESSION**)
11. Adjournment

THE SOCIETY OF PROFESSIONAL JOURNALISTS

EXECUTIVE COMMITTEE MEETING

DATE: JAN. 31, 2015

TIME: 9 A.M. – 5 P.M.

ROOM: EMERALD SUITE

LOCATION: ORLANDO WORLD CENTER MARRIOTT



IMPROVING AND PROTECTING JOURNALISM

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
RTDNA HEADQUARTERS
WASHINGTON, D.C.
JUNE 21, 2014
STREAMED LIVE AT WWW.SPJ.ORG

MEETING CALLED TO ORDER

With President David Cuillier presiding, the Executive Committee of the Society of Professional Journalists was called to order at 9:20 a.m.

ROLL CALL

In addition to Cuillier, the following were in attendance: Secretary-treasurer Paul Fletcher, Immediate Past President Sonny Albarado, Vice President of Campus Chapter Affairs Sue Kopen Katcef and at-large member Bill McCloskey.

Also in attendance were Executive Director Joe Skeel, Associate Executive Director Chris Vachon, Chapter Coordinator Tara Puckey, SDX Foundation President Robert Leger and guests Bob Becker, Andy Schotz and Kathryn Foxhall.

APPROVAL OF MINUTES

Upon proper motion by McCloskey and second by Kopen Katcef, the minutes from Jan. 18, 2014 and Feb. 20, 2014 were approved.

SPJ PRESIDENT'S REPORT

Cuillier shared that he has been busy since the board meeting in April, spending considerable time on SPJ's advocacy efforts.

SDX FOUNDATION PRESIDENT'S REPORT

President Leger indicated that most of his time has been spent on the possible transition of duties between SPJ and the foundation.

SPJ VISION

Puckey shared information about chapters and a more centralized concept. She discussed the possible evolution of groups (for lack of a better word) when there are situations where chapters won't work.

See Appendix A – Puckey memo re Centralized Concept

The executive committee's shared that SPJ needs to be nimble and because there is a group in Nebraska willing to test the concept, the Society do just that. If there is an update by EIJ14, the executive committee would like Tara to share it with the board.

SPJ SPRING BOARD MEETING LOCATIONS

The convention business in Indianapolis is booming. As a result, SPJ cannot secure sleeping rooms at any downtown Indy hotels for 2016. Skeel suggested looking at other cities for the

spring board meeting. One suggestion is to go to the EIJ hotel for that year. Criteria for city selection is low airfares, decent hotel rates and walking to distance to dinner venues. The executive committee asked staff to put this topic on the agenda for the fall board meeting.

REGIONAL DIRECTOR SPEECHES

Skeel shared there is a growing challenge with regional director speeches taking place at the opening business session of the annual conference. With many contested races, such as this year, the business session is expected to be quite lengthy. Skeel asked for support to have regional director candidates stay after the business session and have a speech recorded. Any attendee could stay and listen, and speeches would be posted to the website. The executive committee supported the idea, and also suggested that candidates be encouraged to make their own videos prior to EIJ. Staff should post them to the website along with their bios, mugs, etc.

SPJ FUTURES TASK FORCE

John Ensslin, who has been leading a task force that is generating ideas to make SPJ more relevant to the next generation of journalists, came up with a list of suggestions. He shared these ideas via conference call.

The task force surveyed more than 250 journalists under the age of 30, both members and non-members. Those findings were used to craft a list of 25 recommendations for the organization. Those recommendations were then vetted by the veteran members within the task force.

The executive committee commented on each of the 15 recommendations during its discussion with Ensslin. The list will be shared with the full board during the fall meeting.

ETHICS CODE REVISION UPDATE

The group revising the code is meeting on July 12 in Columbus, Ohio to pull together its work from the past six months. The goal is to have a draft to share with delegates at EIJ14. It was shared that SPJ.org is up-to-date with vast amounts of information, including: an explanation of the process; a blog; the current draft; and a list of those on the revision task force. The board will review the task force's draft and have the opportunity to make a recommendation to the delegates or send it back to committee. The delegates will have the opportunity to pass/reject/send back at EIJ14.

ADVOCACY FUND UPDATE

Cuillier had hoped to have an update for the group, but his draft is not done yet. He will have it done soon so that it can launch at EIJ14.

FREELANCE COMMUNITY UPDATE

The website is launching within the next few days. Members will sign-up to be a part of the community. Marketing efforts will need to be heavy.

NATIONAL BOARD OF DIRECTOR NOMINEES

Nominations chair Sonny Albarado provided an update of the slate of officers for the September election.

HQ STAFF UPDATE

Skeel received approximately 50 applications for the new communications strategist position. 10 interviews are set up for next week. Skeel has a goal of having someone hired by July 10.

EIJ14 UPDATE

Cuillier is giving up the complimentary presidential suite to be used for anything and everything we may need for the conference. In addition, Cuillier is foregoing the annual post-banquet gathering in the suite and instead is requesting an EIJ14 dance in its place.

SHIELD LAW UPDATE

Secretary-Treasurer Fletcher reported that SPJ is working with NAA and the number of senators favoring the proposed Shield Law is being tracked. Currently, there are 54 senators in favor. The goal is 60. Cuillier and Fletcher each visited with a senator during their time in D.C.

STREAMLINING OF SPJ AND SDX FOUNDATION ACTIVITIES/RESPONSIBILITIES

The most pressing question for the SDX Foundation is if there needs to be a bylaws change regarding Quill. Based on input from our attorney, SPJ is not giving up ownership of Quill, the management of Quill is simply shifting. In the opinion of the SPJ/SDX attorney, no bylaws change is needed to move forward.

PUBLIC COMMENTS

SPJ member Kathryn Foxhall, who attended the meeting, addressed the group. She discussed the censorship of PIOs and the growing problem. She thanked Albarado and Cuillier for their support of her efforts. Foxhall's work was applauded by the executive committee.

ADJOURNMENT

The meeting adjourned for lunch at noon.

MEETING CALLED TO ORDER

The meeting was called to order at 1:35 p.m.

EXECUTIVE SESSION

Upon proper motion and second by McCloskey and Kopen Katcef, respectively, the committee went into executive session to discuss award nominations.

AWARDS DISCUSSION

Note from executive committee about all awards nomination forms – they should all be online forms. Awards committee should review all awards applications. Time for an overhaul.

Eshelman Outstanding Campus Adviser

Upon proper motion and second by McCloskey and Fletcher, respectively, the committee voted down the motion to not select an Eshelman award winner.

Upon proper motion and second by Albarado and Fletcher, respectively, the committee awarded the Eshelman Outstanding Campus Adviser honor to Chris Delboni of Florida International University. Two in favor, one opposed and two abstained.

Kopen Katcef offered to review the Eshelman application to be sure we are requesting appropriate information, such as how many programs chapters conducted, how many chapter members attended the regional/national conference. Additionally, the committee directed staff to update the application to make it clear that the award is for an SPJ chapter adviser, not a media adviser.

Distinguished Teaching in Journalism

Upon proper motion and second by McCloskey and Kopen Katcef, respectively, the committee awarded the Distinguished Teaching in Journalism honor to Sue Burzenski-Bullard from the University of Nebraska-Lincoln.

The committee recommends the application be changed to include a CV and a letter from the dean/department heads along with support letters from students. Furthermore, the executive committee said, getting input from SPJ's Journalism Education Committee is invaluable.

Ethics in Journalism

Upon proper motion and second by McCloskey and Kopen Katcef, respectively, the committee awarded the Ethics in Journalism award to Matt Appuzo, Adam Goldman and Ted Bridis from The Associated Press.

Fellows of the Society

Michelle Norris of NPR was selected prior to this meeting.

The executive committee recommends that the cycle of this award nomination process change so that the nominee list be ready for review at the January executive committee meeting. The committee said it would like to see a running list of nominees created from past nominees and would like Jerry Ceppos added to the list.

Historic Site in Journalism

Upon proper motion and second by Fletcher and Kopen Katcef, respectively, the committee awarded the Historic Site in Journalism to the city of Boston.

Staff should remind nominations person that we have awarded plaques to various Boston places in the past. The executive committee directed staff to contact the local chapter each time this award is given. The committee also recommended contacting the journalism history association for nominations. The group asked to roll over nominations from year to year. For next year, staff should roll over the Union Hotel and Harrisburg.

Howard Dubin Outstanding Pro Member

Upon proper motion and second by Kopen Katcef and Fletcher, respectively, the committee awarded the large chapter category to Alex Tarquinio of the New York Deadline Club.

Upon proper motion and second by Albarado and McCloskey, respectively, the committee awarded the small chapter category to Mark Pitsch of the Madison Pro Chapter.

Julie Galvan Outstanding Graduate in Journalism

Upon proper motion and second by Fletcher and Kopen Katcef, respectively, the committee awarded the Julie Galvan Outstanding Graduate in Journalism award to Rachel Minske from the University of Wisconsin - Eau Claire.

Committee members asked if someone could be nominated if they graduated in December. The committee directed staff to look at the nomination form and clarify if a student should be a graduate or current student. Furthermore, the preference of the committee was to refer to academic year in nomination. Lastly, the committee asked that a resume be part of the criteria.

Sunshine Award

Upon proper motion and second by Fletcher and Kopen Katcef, respectively, the committee awarded Sunshine Awards to The Guardian, the Center for Public Integrity and Robert Freeman from New York State Committee on Open Government.

Regional Director of the Year

Upon proper motion and second by McCloskey and Kopen Katcef, respectively, the committee named Region 2 Director Andy Schotz as the Regional Director of the Year.

All non-officers left the meeting in order to select the Wells Memorial Key recipient.

Wells Memorial Key

Upon proper motion and second by Fletcher and Kopen Katcef, respectively, the committee selected the recipient.

ADJOURNMENT

Upon proper motion and second by Albarado and Fletcher, respectively, the committee adjourned at 4 p.m., June 21, 2014.



SINCE 1909

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APPENDIX A

DATE: June 12, 2014
FROM: Tara Puckey, Chapter Coordinator
SUBJ: Centralization Concept
FOR: SPJ Executive Committee

A BIT OF BACKGROUND

Administrative red tape has always been a challenge for our chapters – from annual reports to filing 990s. The latter has become more problematic since 2006, when the IRS ruled that ALL chapters under parent non-profits file a 990. Previously, only those making more than \$25,000 were required to file the 990.

The reality is: it isn't getting done. Within the past year, more than 11 of our chapters have lost their non-profit status with the IRS. This occurs when chapters fail to file 990s for three consecutive years. What does this mean? It means they're essentially operating as a for-profit company, which means they're subject to income taxes and penalties, if applicable. And as a for-profit company, they are still required to file tax paperwork. In fact, it's more in-depth than the e-Postcard they're currently required to file as a subordinate chapter of SPJ.

Getting the status back is a long, expensive process, one that few chapters have the time, money or resources to take on when their ultimate goal is, in many cases, to do great journalism "stuff." Once they lose their status, the IRS doesn't allow SPJ national to simply "put them back on the rolls."

SO WHAT DO WE DO?

SPJ is not alone. Since the IRS ruling in 2006, many organizations with a chapter structure are seeing this as a growing problem. Because of that, many are moving to a more centralized structure.

What does that mean? Organizations are disbanding the official chapter structure and instead have individuals or groups that simply do work throughout the country on behalf of the national organization. For us, it would mean we strip away the red tape and allow people with boots on the ground to do good journalism work in the name of SPJ.

These "groups," for lack of a better term, might want to host a program about open records, or meet up and have a few drinks. They can do those things, and others that support the missions of SPJ, without a board, without an EIN and without having to worry about filing a 990.

HOW WOULD THAT WORK?

These "groups" are essentially a part of the national organization, so they're doing work on behalf of SPJ. They won't file annual reports, have bank accounts, raise funds, conduct elections, file 990s, conduct a contest or host an awards dinner.

At the same time, they won't get delegates at the national convention and won't be eligible for chapter awards or grants. They aren't independent entities, so the national organization has the ability to make decisions when it comes to how and what they do.

Their ideas for programming would be funneled through HQ, where we'll help negotiate space, manage any registration, sponsorship and pick up costs, if necessary. We'll help promote it and recap the event, with the help of organizers, when it's over. If the same group does another program, great. If not, that's fine, too.

WHY IS THIS GOOD?

Reaching more members: Allowing pop-up programs and networking without the administrative and logistical headaches will help more members feel connected with SPJ. They would have the opportunity to attend programs and meet people near them even if there is no local chapter.

More passionate ideas: Often, our chapters struggle to plan events. It's something they *should* do, so they figure out a way to make it happen. Sometimes if for no other reason than: "we've always done an FOI program..." This concept will allow people who are truly passionate about specific topics in journalism to pitch, plan and produce programs that are important to them, which leads to better programs.

Another option: With the changes and challenges facing membership associations, it's important that SPJ put forth a buffet of options for the journalism community. Maybe someone doesn't want to volunteer for board meetings and budgets, but they're a valuable asset to SPJ in other ways. We've got to have something that meets these interests.

Help for struggling chapters: We currently have a few chapters on the books that are struggling to keep up with the minimum requirements, and a few that are fighting to get started. This is a viable option for them. Switching from a chapter to this model will take away a significant portion of their workload and allow them to focus all their energies on what they really want to do: programming and networking.

MOVING FORWARD

It's important to remember that this concept isn't replacing anything, it's simply supplementing the options that members have in finding what works for them in their local area.

If they have an active board, no trouble financing their programs and like operating independently, then a chapter is probably best for them. If an organized group of people is interested in education reporting but they live all across the country, a community might be perfect for them.

If they're a small group, or even one person, interested in conducting journalism training or networking – but not interested in paperwork, elections and bylaws – this might be just the ticket.

**MINUTES
BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
DECEMBER 11, 2014
CONFERENCE CALL**

MEETING CALLED TO ORDER

With president Dana Neuts presiding, the meeting of the Executive Committee of the Society of Professional Journalists was called to order at 3:45 p.m. ET on Thursday, December 11, 2014 via conference call.

In addition to Neuts, the following were present: President-Elect Paul Fletcher; Secretary-Treasurer Lynn Walsh; Vice President for Campus Chapter Affairs Sue Kopen Katcef; Immediate Past President David Cuillier and Director at-Large Bill McCloskey.

Staff members present for the meeting were Executive Director Joe Skeel and bookkeeper Sarah Beck. Representing Greenwalt CPAs were Amanda Meko and Jennifer McVeigh.

FISCAL YEAR 2014 AUDIT

The purpose of the meeting was to consider the draft of the Fiscal Year 2014 audited financials.

Meko shared that 2014 was a “dull” audit. The independent accounting team found no misstatements or errors while completing the audit. The Society adopted no new accounting policies and didn’t change any existing policies.

The accounting team returned a clean report, which is the best rating an organization can receive.

McVeigh walked committee members through a few of the financial statements, specifically the Statement of Activities and the Statement of Financial Position.

Regarding the Statement of Activities, McVeigh noted that when comparing line items from FY2013 to FY2014, the Society was lower in association management revenue. This is because NAHJ was part of EIJ in FY2013, but not FY2014. Therefore, SPJ received no revenue for conference (association) management for NAHJ.

Regarding the Statement of Financial Position, McVeigh explained the decrease in cash due from the SDX Foundation (\$223,099 in FY2013 compared to \$52,349 in FY2014) was because the Society was more timely in collecting payments. The Society didn’t collect any owed grant money from the SDX Foundation in FY2013. The Accounts Payable was also significantly less (\$118,543 in FY2014 compared to \$370,771 in FY2013) because in FY2014 the Society didn’t owe NAHJ money for EIJ – as was the case in the prior year.

The accounting team shared there would be one update to the drafts presented to the Executive Committee. \$11,743.57 will be listed under Temporarily Restricted Net Assets to reflect the board’s decision to restrict the use of money recovered from defunct chapters. The board recently advised staff to use that money solely for chapter-related activities.

Lastly, McVeigh shared that the Society has enough unrestricted reserves to last 4.5 months should it receive no revenue and all operations continued as is. This is up from 3.4 months in FY2013. The accounting team recommends 3-6 months of reserves.

Upon proper motion by Kopen Katcef and second by Fletcher, the executive committee voted to approve audited financials for FY2014.

ADJOURNMENT

The executive committee adjourned at 4 p.m. ET on Thursday, Dec. 11, 2014.

DRAFT

MINUTES
MEETING OF THE HOUSE OF DELEGATES
SOCIETY OF PROFESSIONAL JOURNALISTS
SEPTEMBER 4, 2014
NASHVILLE, TENN.

MEETING CALLED TO ORDER

With President David Cuillier presiding, the meeting of the house of delegates of the Society of Professional Journalists was called to order at 2:04 p.m. CT on Thursday, Sept. 4, 2014, at the Opryland Hotel, in conjunction with the Society's annual convention: Excellence in Journalism.

NOMINATIONS COMMITTEE REPORT

Immediate Past President Sonny Albarado announced the following list of candidates:

- President-elect: Paul Fletcher
- Secretary-treasurer: Lynn Walsh
- At-large director: Minal Bopaiah, Gideon Grudo, Tony Hernandez and Alex Tarquinio
- Campus adviser at-large: Robert Buckman, Dan Caterinicchia, Jimmy McCollum, Mike Reilly, Lisa Rollins
- Student Representative: Daniel Axelrod, Dylan Bouscher, Ellen Eldridge, Jordan Gass-Poore, Brett Hall, Layne Hillesland, Lauren Whan
- Region 1: Rebecca Baker, Ernest Owens
- Region 4: Patti Gallagher Newberry
- Region 5: Deborah Givens
- Region 7: Rob McLean
- Region 8: Eddy Gallagher
- Region 9: Tom Johnson
- Region 11: Matt Hall, Deb Krol, Richard Saxton

Upon proper motion by Sue Kopen Katcef, University of Maryland Student Chapter, and second by Rebecca Baker, New York Deadline Club, the house of delegates accepted the nominations.

Cuillier explained voting procedures for One Member, One Vote. Candidates for office in attendance then gave speeches. Minal Bopaiah, Robert Buckman, Dan Caterinicchia, Dylan Bouscher and Layne Hillsland were not in attendance.

SUBMISSION OF RESOLUTIONS

Cuillier gave instructions to submit proposed resolutions to Resolutions Committee Chairman Sonny Albarado.

CHAPTER OF THE YEAR AWARDS

Cuillier presented the Chapter of the Year Awards and congratulated winning chapters.

Small Chapter of the Year was awarded to Cincinnati Pro. Large Chapter of the Year was awarded to Florida Pro.

ADJOURNMENT

There being no further business to come before the house of delegates, and with a motion by Georgiana Vines, East Tennessee Pro, and second by Rebecca Baker, New York Deadline Club, the meeting adjourned at 3:06 p.m. CT on Thursday, Sept. 4, 2014.

DRAFT

MINUTES
MEETING OF THE HOUSE OF DELEGATES
SOCIETY OF PROFESSIONAL JOURNALISTS
SEPTEMBER 6, 2014
NASHVILLE, TENN.

MEETING CALLED TO ORDER

With President David Cuillier presiding, the meeting of the house of delegates of the Society of Professional Journalists was called to order at 3:00 p.m. CT on Saturday, September 6, 2014, at the Opryland Hotel, in conjunction with the Society's annual convention: Excellence in Journalism.

YEAR IN REVIEW

Cuillier asked the delegates to observe a brief moment of silence to honor journalists killed this year and in past years. He then gave a brief year in review of completed initiatives, including the new digital and freelance communities and the Society's advocacy efforts.

RULES OF THE CONVENTION

Bylaws Committee Chairman Robert Becker read the rules of the convention and voting procedures for delegates.

ELECTION RESULTS

President Cuillier announced election results for the board of directors:

Election Results:

President Elect: Paul Fletcher

Secretary Treasurer: Lynn Walsh

Campus Adviser At-Large: Mike Reilley

Director At-Large: Alex Tarquinio

Campus Representatives (2): Jordan Gass-Porre, Brett Hall

Region 1: Rebecca Baker

Region 4: Patti Gallagher Newberry

Region 5: Deborah Givens

Region 7: Rob McLean

Region 8: Eddy Gallagher

Region 9: Tom Johnson

Region 11: Matt Hall

SWEARING IN NEW OFFICERS

Newly elected officers and board members were sworn in by President Cuillier.

CONVENTION RESOLUTIONS

Resolutions Committee Chairman Sonny Albarado introduced 13 resolutions for the delegates' consideration.

Upon proper motion by Lauren Bartlett, Los Angeles Pro Chapter, and second by Georgiana Vines, East Tennessee Pro Chapter, the house of delegates agreed to approve all resolutions as a block with the exception of Resolutions 7 and 13. The delegates asked that Resolutions 1 and 2 be read aloud.

Mark Pitsch, Madison Pro, asked that Resolution 9 be removed from the block as a friendly amendment. Amendment was seconded by Paul Fletcher, Virginia Pro. Bartlett accepted the friendly amendment.

Albarado read Resolution 1, thanking Cuillier for his service. Albarado read Resolution 2, thanking headquarters staff for its work throughout the year.

Block of resolutions except 7, 9 and 13 passed.

RESOLUTION 9 – High school journalism

Mark Pitsch, Madison Pro, proposed an amendment to the final paragraph of the resolution, adding “the Student Press Law Center.” Motion was seconded by Fletcher.

The resolution, as amended, passed.

RESOLUTION 13 – Respect and support for the First Amendment Rights of the student journalist

Upon proper motion by Bill McCloskey, D.C. Pro Chapter, and second by Hagit Limor, Cincinnati Pro Chapter, the house of delegates agreed to approve Resolution 13.

RESOLUTION 7 – Renaming SPJ the “Society for Professional Journalism”

Eric Francis, Arkansas Pro Chapter, moved that Resolution 7 be approved and was seconded by Carl Corry, Long Island Pro Chapter.

Corry proposed a friendly amendment to remove the line regarding “gnashing of teeth.” Resolution author Michael Koretzky accepted the friendly amendment.

Koretzky proposed asking delegates to postpone the name change until a vote can take place that would include the entire membership. Becker explained that changing the name would require a bylaws change, which would not be able to take place until next year.

Cuillier read straw vote totals regarding the name change that were collected the previous two days. Results: 205 yes votes (34 percent); 345 no votes, (58 percent); 46 no opinion votes, (8 percent).

Irwin Gratz, Maine Pro, proposed a friendly amendment that makes the change contingent on the results of another straw vote. Koretzky accepts and words his

amendment as “be contingent upon approval of SPJ membership in a straw vote.” The motion was seconded by Andy Schotz, D.C. Pro.

Danielle McLean, New England Pro, inquired as to why the amendment was needed if delegates are elected to represent the membership of their chapter. Bartlett urged a no vote on this resolution because “democracy and this delegate system works.”

Koretzky reiterated that the delegate system represents people in chapters and asked how the other 43 percent of the membership, who are not in chapters, have a voice. Susan Stevens, Chicago Pro, is concerned about doing a second straw poll regarding the name change. Hazel Becker, D.C. Pro, notes that a similar resolution was brought forth last year and asks that we move forward.

Limor called the question on the amendment. McCloskey seconded the motion on the call to question. Motion on the call to question passed and debate ended.

The resolution, as amended, did not pass by vote of the house of delegates.

PROPOSED BYLAWS CHANGE

The proposed bylaws change addresses election procedures that allow staff to do required work before leaving Indianapolis and heading to the convention site. The SPJ Board of Directors recommended delegates pass this change, though the Bylaws Committee prefers staff find an alternative administrative solution.

Upon proper motion by Bartlett and second by Mary Wisniewski, Chicago Pro Chapter, respectively, the house of delegates approved the bylaws change.

ETHICS CODE REVISION

Cuillier explained the most recent parts of the process, including the fact that the committee met with multiple people and chapters over the past two days of convention and worked toward something comprehensive and inclusive.

Limor moved that the delegates accept the most recent draft of the Code of Ethics. The motion was seconded by Bartlett.

Ethics committee member Chris Roberts explained recent changes for delegates.

Cuillier shared the straw poll results, though notes voters were considering a previous version. The results: 436 vote yes to adopt the new code (75 percent), 54 vote no (10 percent), 92 vote no opinion (16 percent).

Limor urged delegates to pass the code, citing new technology and changes. She spoke about the comments accepted by the committee, the rewrites and the newest changes.

Tom Johnson, Rio Grande Pro Chapter, spoke to specific language within the code. He noted that on page 2, line 36, the language refers to public records being open for

inspection, but he fears that is too narrow. He proposed an amendment of “public records are open for inspection, retrieval, or copying and duplication.” Sally Lehrman, NorCal Pro Chapter, seconded the motion.

Ben Meryerson, Chicago Pro Chapter, noted that copying and duplication are very similar in context. He also believes that we have made our case quite clear where we stand on public records and proposes a friendly amendment of striking “copying.” Friendly amendment is accepted by Johnson.

Kevin Smith, Ethics Committee Chairman, noted that the document is a Code of Ethics instead of best practices. He cautioned the delegates against trying to include legal issues in a Code of Ethics. Smith also shared information about the repository of information that sits behind the Code to explain additional information and include situational advice or specifics.

Al Cross, Kentucky Bluegrass Pro Chapter, said that he believes this Code pulls together our two main missions. Hazel Becker, D.C. Pro Chapter, asked that the group change the wording to “... open and for public use.” Limor proposed additional wording that “...records are open.” Johnson accepts the friendly amendment.

Deborah Krol, Valley of the Sun Pro Chapter, proposed the wording “...public records are open to all.” She noted that in tribal communities there are challenges with some people getting access because of cultural rules. Johnson accepts the friendly amendment.

Amendment passed.

Discussion continues with the main motion to pass the Code of Ethics as amended. Koretzky asked that both versions are placed on the screen for viewing. Liz Enochs, NorCal Pro, moved that the third bullet point under “Seek truth and report it” be removed because it feels aimed at digital media. The motion is seconded by Becker.

Andrew Seaman, member of the Ethics Committee, requests to speak. Permission is granted by Cuillier. He explains that bullet wasn’t aimed at digital media and represents anything that is an abbreviated version of any story.

Elizabeth Donald, St. Louis Pro, strongly opposes removing this because most outlets are online and the push for immediate news is important, so it’s critical that the Society address that things should be accurate. Koretzky asked if it was possible to remove that bullet and include it in the supporting materials.

Paul Carr, Baylor University, noted that he thinks it is important to spell out for working with students. Tom McKee, Cincinnati Pro Chapter, supports keeping the section in the Code because it reflects the need for accuracy across all formats.

Sheryl Worsley, Utah Pro, called the question. Seconded by Limor. Delegates vote in favor of calling the questions. Debate on this amendment ends.

Amendment failed.

Discussion on the main motion, as amended, continues. Kathryn McCartney, McNeese State University, asks to yield her time to her chapter adviser. She moves to allow Cory Greinheisen, who is not a delegate, time to speak. Seconded by Schotz. Passed by delegates.

Cory Greinheisen spoke about how his chapter would like the Code of Ethics to be a living document, always open to interpretation and updated. McCartney moved to “amend the Code to add living document to the footnote in the Code of Ethics.” Limor seconded the motion.

Eric Francis, Arkansas Pro, compared the Code of Ethics and additional documents to the AP Stylebook and Ask the Editor. Bartlett explained that the wording of the additional documents has not changed. There will be a Code of Ethics that will not change, the additional documentation will change and grow. Schotz and Gratz provided background about the additional documentation section and the thoughts of the committee.

The amendment to add living document back to the Code of Ethics failed.

Joe Walsh, Northwest Arkansas Pro, asked about line 33 and the word “civil” being included. He questioned if we are not supporting the expression of ideas proposed “uncivilly.” Fletcher explained that this portion of the Code is tied to a specific situation about anonymous online comments. Joe Meyers, Central Ohio Pro, asked why we removed the section about being sensitive when using photographs or interviews of those in tragic situations.

Bartlett and Fletcher moved to allow Seaman to address the concern, respectively. It passed.

Seaman noted that the first line in the “minimize harm” section addressed the situation in a broad sense without being media specific.

Hazel Becker called the question, but Alex Tarquinio, Deadline Club, was already at the mic. Cuillier allowed her to speak.

Tarquinio proposed a friendly amendment to line 60 to strike “including that from social media.” She believed it is redundant and random. She also noted that the term “social media” may be changed in five years, so to allow it to live on, it should be removed. Enochs seconded the friendly amendment.

Bartlett spoke to their concerns, noting that the committee would not oppose removing this. Michael Fitzgerald, New England Pro, said it is his belief that this is useful language to slow people down. Carr said students are still not “there yet,” and this line is important. Matt Hall, San Diego Pro Chapter, noted that as the single mention of social

media in this document, it should be removed since media is media for the purposes of the Code.

The question was called by Bartlett and seconded by Jane Primerano, New Jersey Pro Chapter. Delegates voted in favor of calling the question. Discussion ended.

The house of delegates passed the motion to remove the clause regarding social media.

Lehrman said that the preamble removed some important ideals. She moved that the greater goal be included and asked that the preamble return to the original first sentence. Motion was seconded by Tarquinio. A voice vote was close and card voting took place. Eighty-eight voted yes, forty-three voted no. The amendment passed.

Primerano, New Jersey Pro, called the question, in addition to Hazel Becker earlier in the discussion. Koretzky asked to speak. Bartlett seconded calling the question.

Hazel Becker withdrew her motion on calling the question of the original motion. Koretzky pointed out that 43 percent of SPJ's membership is unrepresented and that if the Code of Ethics passes without going back to the general membership, it is unethical.

Hazel Becker called the question and was seconded by Bartlett. The delegates voted to call the question. Discussion ended.

The motion passed and a new Code of Ethics was adopted by SPJ's House of Delegates.

ADJOURNMENT

Upon proper motion by Bartlett and second by Vines, the house of delegates voted to adjourn the meeting at 4:53 p.m.



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MEMORANDUM

DATE: January 16, 2015
FROM: Dana Neuts
SUBJ: President’s Report
FOR: SPJ Executive Committee

Since becoming president in early September, I have learned more about the internal workings and external pressures of SPJ than I anticipated. Internally, we have made great strides in our communications, approved a badly needed tech upgrade, and helped our communities grow. Externally, we have addressed tough issues including the FBI’s impersonation of a reporter, fought against the “secret executions bill” in Ohio and, most recently, spoken out about press freedom following the Charlie Hebdo attack.

I continue to be amazed by the amount of hard work, passion and dedication that SPJ staff and volunteers put in to make the SPJ engine run. You will read about much of the work in the committee and community reports, and I will summarize some of those accomplishments here. No matter how thorough I am, it cannot begin to do justice to the countless hours that are put in on behalf of our organization and the SDX Foundation. I want to thank everyone for their commitment to SPJ and SDX and their ongoing support.

COMMUNICATIONS

Since we first began talking about SPJ’s need for a communications strategist, I have been excited about the potential this position holds for helping SPJ fulfill its mission and shaping our place in the journalism world. We have been fortunate to have qualified, talented interns on board, but SPJ also needs someone who can think big picture and long-term, giving SPJ a consistent voice over time. Since Jennifer Royer joined the SPJ team last summer, we have made great strides in honing our message, reacting quickly, developing consistent processes and procedures, and being proactive in developing talking points, finding speaking opportunities, and planning promotion for upcoming events, among other activities. Collectively, we’ve had a few missteps, but with guidance from the board, we have tweaked our approach, and things seem to be running smoothly now. Statements and letters since EIJ14: 15, not including statements we joined other organizations in signing. In addition, SPJ board members have done a number of interviews on various topics.

COMMUNITIES

You’ll see in the enclosed reports how our five communities – Freelance, Digital, International Journalism, Generation J and Student – are doing, so I will omit the details here and speak globally. What started out as a borrowed idea years ago has blossomed into an exciting, new way for SPJ to reach our members and beyond. Each community has grown deliberately, allowing itself to morph organically into something that meets each group’s needs. The communities have grown so large

that, a few months ago, Alex Veeneman, the acting chair of SPJ Digital, volunteered to be our community coordinator. Creating this position has helped me manage the communities, and put the communities in a sustainable position after my term is over. I am very pleased at the progress of the communities and excited to see their growth in 2015.

ETHICS

Following the approval of the revised Code of Ethics at EIJ, SPJ promptly posted the revised version online and had copies printed for sharing. The committee also began preparing the supplemental materials to accompany the Code. Andrew Seaman told me this week that all of the material should be posted in time for the April board meeting. In addition, the committee has been discussing program ideas for Ethics Week and EIJ15, Andrew has fielded numerous questions and done a number of talks and interviews on the Code and ethics-related topics. The committee blog is regularly updated with topical information and opinions, and Andrew has been very responsive and helpful when I've had ethical questions or concerns. His input and support have made my job easier.

ADVOCACY

In addition to the activities in FOI chair Dave Cuillier's report, Dave has been very helpful representing SPJ publicly on FOI and related issues, doing interviews, and proactively seeking cases and issues where SPJ can take the lead or join other groups. He has also continued work on the advocacy fund to make it a reality.

MEMBERSHIP

While the Membership Committee has always had an important role in SPJ, how the committee can improve or enhance membership has been vague, making it difficult to have a significant impact on SPJ. However, Robyn Sekula has done a great job forming a diverse committee of passionate volunteers and laying out a master plan for 2015. Among the goals for the year: diversifying membership, marketing to students more effectively, reaching out to unaffiliated members, and improving retention. If the committee is successful with its plan, I'd like to see this serve as the template for the committee in the future. Also, on the membership front, Tara Puckey was promoted to membership strategist, allowing us to think big picture and long term, and Linda Hall has added more benefits to our membership package. Combined with our new communities, SPJ has much to offer current and prospective members.

DIVERSITY

Lead by April Bethea, the Diversity Committee has a few projects in the works, outlined in her report. The committee has been active on Twitter (@SPJDiversityNow) and the blog to improve our presence online. I am pleased with their progress, their responsiveness, and their receptiveness to new ideas. However, there is more SPJ can and should do to become more diverse, but it needs to come from the entire organization, not just one committee. I have not had the time to address this as I had hoped, but it remains a priority for me.

One way to improve our diversity is to appoint journalists from different backgrounds to chair and serve on committees, run for board seats, and get involved in their local chapters. One suggestion made was for SPJ chapters to partner with organizations like NAJA, NABJ and NLGJA on programs when the chapters or members are in close proximity. This is more likely

to happen in larger metropolitan areas, but it is something we should encourage and facilitate whenever possible. I would also like to add members of those organizations to SPJ committees and communities to help us learn how to better reach diverse journalists and make our organization's leadership more representative of our membership. At this point, we don't know what we don't know, and that can only change if we are proactive and seek support.

MISCELLANEOUS

Continuing the tradition started by John Ensslin, president-elect Paul Fletcher and secretary-treasurer Lynn Walsh and I meet regularly by phone and via Basecamp to talk about our individual projects, SPJ issues and concerns, topical journalism news, the year ahead and more. Both have been extremely helpful and supportive, and I am grateful for their guidance and assistance. Paul is always willing to lend his opinion when asked. His legal expertise and journalism experience help give a balanced perspective to many issues. Lynn has been quick to volunteer to take on a number of important tasks including minor things like keeping track of regional conferences and scheduling our calls to major initiatives like making recommendations for our awards and honors procedures and beefing up our job bank. There are countless others, including members of our board, who have offered input, support and guidance and who have volunteered for projects. Thanks to you all.

SUMMARY

Overall, I am pleased with the first four months of this SPJ year. There is much work to be done, and now that I have a better sense for the work flow and responsibilities involved in my role, I hope to be more proactive and strategic as we move toward EIJ15. Thank you for your support. I look forward to a successful 2015!

~ Dana Neuts, SPJ President



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MEMORANDUM

DATE: January 2, 2015
FROM: Rob McLean
SUBJ: Region 7 Fellowship grant request
FOR: SPJ Executive Committee

Objective: To create an SPJ Region 7 fellowship that will place two journalism students and/or recent graduates into three-month positions with nonprofit news organizations.

Explanation: The Society of Professional Journalists has an obligation to nurture journalists’ interest in the profession despite newsrooms shrinking and fewer opportunities available.

The organization encourages professional journalism nationally through opportunities such as the Scripps Leadership Institute, the Eugene C. Pulliam Fellowship for Editorial Writing and Diversity Leadership Program. However, SPJ regions can take a more focused approach to this support.

Region 7 – which is composed of Missouri, Iowa, Nebraska and Kansas – would like to create a fellowship for its student members and members who graduated within 18 months of the proposed fellowship’s start date.

Organizers hope this effort will serve as a test for a larger, national fellowship, where the organization would search for additional funders to match or go beyond SDX funding.

Proposed fellowship summary: Region 7 proposes to establish a three-month fellowship during mid-May through mid-August 2016. The program’s fellows would be placed with non-profit news organizations within the region – specifically the Iowa Center for Public Affairs Journalism (IowaWatch.org) and Omaha Public Radio (KIOS-FM).

Fellow eligibility:

- Fellows must be enrolled in or have graduated from an accredited university within Region 7 **or** be resident of a state within the region (Missouri, Iowa, Nebraska and Kansas) studying or have graduated from an accredited university outside Region 7.
- Students who have earned or are earning undergraduate degrees **AND** graduate degrees will be considered.
- Fellows must be members of the Society of Professional Journalists and in good standing with the organization.

- Fellow applicants who have graduated from their institution will be considered up to 18 months after commencement.

Fellow obligations: Each fellow will work on daily journalism responsibilities for his or her host organization *and* complete a multimedia capstone project for the host organization.

Each capstone project will include in-depth multimedia focusing on the selected topic. It should include a text-based news article, video component and photography, depending on the needs of the host news organization.

The fellow should show special attention to data visualization and digital awareness.

Fellows will meet weekly for an online discussion, updating progress on the capstone project. These meetings will include speakers who can share their expertise on digital best practices, data visualization advice and other topics.

So far, three journalism professionals have agreed to participate as speakers.

- Jim Proeller, managing editor at The Weather Channel
- Stephen Wisnefski, head of Real-Time News at The Wall Street Journal
- Naveen Dhaliwal, anchor and reporter at News 12 Westchester

Upon the fellowship's conclusion, each fellow will develop and present a professional development session for a regional SPJ conference based on their experience (either the Region 7 conference or the regional conference closest to their current location).

Fellowship application: Fellows will submit their information (name, contact info, SPJ membership number, email address), an essay describing why they want to pursue a career in journalism, a description of three skills or insight they hope to learn during the fellowship and a list of three references.

Fellowship applicants will also submit a capstone project proposal in their applications. These proposals should each be one page long, describe different multimedia they will use to tell the story and why each story is important.

The capstone topics (choose one) are:

- Government reporting
- Business
- Investigative-public records
- Environment

Fellowship selection: A selection committee will choose the two fellows and consult with host organizations for placement. Members on the selection committee will include five members. Among them are three SPJ members who do not have ties to Region 7. This will limit conflicts of interest and the appearance of conflicts of interest.

The SPJ selection committee members must not have:

- Graduated from a school within Region 7
- Worked as a journalist in Region 7
- Live or have lived in Region 7

Three SPJ members have agreed to serve on the selection committee.

- Meg Wagner, reporter with the New York Daily News and former SPJ board member
- Claudia Amezcua, freelance journalist and SPJ Generation J chair
- Sarah Bleau, multimedia journalist at WHBQ Fox 13 – the Fox affiliate in Memphis, Tenn.

Two additional spots on the selection committee will be reserved for host-organization representatives so they can have input into whom they accept into their newsroom.

Criteria for host news organizations:

Host organizations must be nonprofit news media and have a history of producing/supporting quality journalism. They can demonstrate this in one of three of ways:

- The organization has an institutional membership in a journalism organization, such as the Society of Professional Journalists, the Investigative News Network or a state press association.
- The organization is an extension of an accredited educational institution, yet the school has allowed the newsroom to maintain editorial independence in its coverage.
- The organization's board includes several working journalists whose news organizations cover government, education, environment, business and/or crime in its regular coverage.

Cost: Region 7 will request a grant of \$8,500 from the Sigma Delta Chi Foundation. This amount will be divided between the two fellows as a \$1,333.33-per-month stipend during the fellowship. Those funds will help the fellows cover costs, such as housing, food and miscellaneous expenses.

The remaining \$500 will go toward regional conference travel expenses for the fellows' regional conference.

Beyond 2015: After the fellowship is complete, the organizing group will request feedback from host news organizations. Based on the feedback, the group will consider pitching a similar SPJ fellowship at the national level for 2017.

December 6, 2014

Sigma Delta Chi

Society of Professional Journalists

Indianapolis, IN

To the members of Sigma Delta Chi:

I am writing in support of a journalism fellowship program in SPJ Region 7.

Region 7 director Rob McLean brought the idea of the journalism fellowship program to me a few weeks ago, to gauge my station's interest in being a partner newsroom. I support the program for a couple of reasons. First, the experience a young journalist would gain working in a newsroom is invaluable. I've worked in the business for 13 years, all of them in radio news. The experiences I had working in three different newsrooms in college, two in an internship capacity, prepared me well. A journalist in a fellowship could gain the same valuable experience covering a variety of issues, and learning every day in a real-world setting.

Second, I support the idea of an education component, where the journalist would learn every month from a professional in the field. Rob is exploring the idea of webinars for the young journalists to hear from these professionals. This is a great opportunity not only to learn more about our chosen profession, but also to ask questions and discuss relevant topics.

In closing, I feel a journalism fellowship program would be a great addition, and urge its support. While I can't speak for IowaWatch, the second partner newsroom, I believe that a young journalist doing a fellowship would be a great asset to my newsroom.

Regards,

Katie Schubert

News Director, KIOS-FM, Omaha, NE

SPJ Region 7 member



**Iowa Center for
Public Affairs Journalism**
IowaWatch.org

A vision for a Public-Spirited Free Press

November 19, 2014

Rob McLean, Director
Region 7
Society of Professional Journalists

Dear Rob,

With great pleasure I offer this letter of support from the Iowa Center for Public Affairs Journalism-IowaWatch for hosting a proposed SPJ Region 7 fellowship in summer 2015 and, if mutually determined to be successful, beyond. This program is a natural fit for our center's mission of producing investigative and explanatory journalism, and training college students to do this work at a high, ethical level. It also fits our center's summer internship program. Promising young journalists in our program dig deep within themselves to discover the power investigative journalism has when it carries impact in a community.

Attached are the requirements and expectations for internships at the Iowa Center. Our summer internships take place in what we call the summer semester at a university and college – mid- to late May through mid-August.

We look forward to working with SPJ Region 7 as you develop and implement this program. Congratulations on launching it, and thank you for including the Iowa Center for Public Affairs Journalism-IowaWatch.

Sincerely,

Lyle Muller, executive director-editor

Lyle Muller
Executive Director-Editor
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319-389-4477



**Iowa Center for
Public Affairs Journalism**
IowaWatch.org

A vision for a Public-Spirited Free Press

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Executive Director-Editor
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IowaWatch journalism internship

- Where: IowaWatch newsroom, Iowa City, IA
- What: Internship that immerses students into an investigative journalism project, with the goal of publishing the story at IowaWatch.org
- When: During university/college internship block
- Internship supervisor: Lyle Muller, Executive Director-Editor, Iowa Center for Public Affairs Journalism
- Non-paid, 40-hour week

An IowaWatch internship puts college students in the middle of an investigative, public affairs news story project that involves reporting, researching, interviewing, data collection and presentation, writing and, when necessary, photographing and videotaping. Students receive training, editing and mentoring while working under the supervision of experienced, professional editors at the Iowa Center for Public Affairs Journalism. They also work, sometimes in specific collaborations, with other student journalists who are producing in-depth journalism.

Work from the Iowa Center is published at IowaWatch.org and made available, for free, to Iowa commercial media that are interested in the content. Being published is not guaranteed in this internship because the work produced by the intern must meet IowaWatch standards for being published. Those standards ensure that the content is of a high professional level and is relevant, in-depth, timely and accurate. The training in an IowaWatch internship is intended to bring the intern to those standards.

Interns are expected to adhere to the journalistic ethics explained at the Iowa Center for Public Affairs Journalism's web site. The Center is an independent, nonprofit and nonpartisan news organization that strives to uphold high standards of fairness and accuracy. Its standards include the Society of Professional Journalists Code of Ethics.

Requirements:

Students should have some demonstrated ability to grasp the elements of a news story; conduct research and interviews; use news judgment; and report with detail, clarity, purpose and accuracy. Students should have a clear interest in doing investigative and public affairs journalism. The best experience would be at a school newspaper or freelancing for news organizations. However, exceptional classwork can demonstrate these skills. Sorry, but we do not have resources for someone who wants to sample the profession to see if she or he is interested, nor is this work suited for that level of interest.



MEMORANDUM

DATE: January 10, 2015
FROM: Michael Koretzky
SUBJ: Retired and Wired grant request
FOR: SPJ Executive Committee

Dana's email last weekend about the upcoming exec meeting said, "if you are working on any SDX grant requests, they should be submitted to Joe or Chris at HQ at this time too. They will be on the agenda."

Here is such a proposal...

www.retiredandwired.org

...and here's the bullet: This proposal for \$5,000 has commitments from one current national board member, two former national student board members, and the current and past presidents of chapter-of-the-year winner SPJ Florida, among five others who are all SPJ members. It's goal is to move SPJ into the field of cutting-edge data training while still serving its older base of traditional journalists.

If anyone has questions about this proposal, holler.

– Koretzky

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Provide the timeline for the project/program: We want to begin training by end of summer beginning of fall 2015.

How will the project/program be promoted?: For the pilot program, reach is restricted to South Florida's still-rich media market. We have many connections there, no problem.

How will the project/program be evaluated?: My standard may not be others: If we successfully train three retired journalists, who then produce three data-driven projects for South Florida media outlets, I consider that a raging success.

Other sources of funding?: We approached Knight Foundation after Marie Gilot, Journalism Program Officer, asked us to come up with a data-driven training project. Her response over the holidays: "Got it, thanks. It's really hectic right now with personnel changes and hard to get decisions made. But I haven't forgotten you." For whatever that's worth.

Provide a detailed budget for the program/project: For the pilot project, we anticipate \$1,500 in flight expenses for Lindsey Cook, currently in DC as a data reporter for US News. That brings her down here thrice. (We'll shack her up.)

Cook and data reporter Chris Persaud will work with me on a curriculum, and they intend to spend 70-80 hours apiece on this. I want to pay them minimum wage for their time. That's \$1,000 total.

While I have projectors and one screen, we'll need to rent space at a local university (\$500 per training session, three in-person sessions). That's \$1,500.

The other \$1,000 will go to cheap pizza at an initial recruitment orientation (\$200), subscriptions to specific data software we'll need for training (\$500), and mileage reimbursement for our other volunteers, some who will drive significant distances in three months (\$300).

What is the amount being requested from the Sigma Delta Chi Foundation? \$5,000

Document upload method: Email documents later

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MEMORANDUM

DATE: January 10, 2015
FROM: SPJ Diversity Committee
SUBJ: Minority Fellowship Program
FOR: SPJ Executive Committee

Among the many problems facing journalism today is the greater divide that is developing between the newsrooms and the communities they serve.

A growing number of newsrooms and their managers are not prepared to deal with America’s changing landscape. It is projected that in the next 20 to 40 years, the majority of the population will be people of color. Our newsrooms have not adjusted well to population changes. The annual ASNE survey reported the number of minorities made up 13 percent of the workforce in 2014, up from the 4 percent reported when the survey began in 1978. In the 2014 survey, less than 20 percent of the blacks, Hispanics and Asians had supervisory status among those groups.

Those numbers have barely changed in the past 10 years – except the shrinking of the overall workforce – and we would speculate that future management teams are not going to change much or be prepared to deal with that changing population dynamic.

Those changes create at least two challenges:

- 1) How do the newsrooms deal with that changing community dynamic?
- 2) How do we get our newsrooms to reflect that changing dynamic?

These challenges present a great opportunity for the Society of Professional Journalists to take a leading role in identifying minority journalists who have the potential to become managers, and helping fund management training for these individuals.

WHAT DO WE WANT TO DO?

We would like to propose that SPJ and the Sigma Delta Chi Foundation establish a “Reginald Stuart Fellowship Program” that would be used to implement a cooperative effort with one of a number of existing management/leadership training programs for the training of SPJ members from minority classes. This fellowship, named in honor of the first African American to be elected national president of SPJ, would offer an opportunity for an active SPJ member to get management skills who would then bring those news skills in some form to our respective organizations.

SPJ would launch this program with a two-year commitment to sponsor a “Stuart Fellow” through the long-running Executive Leadership Program (ELP) of the Asian American Journalists Association (AAJA).

ELP presents a curriculum of management training, while exploring the responsibilities and challenges of the media workplace and examines how cultural values come into play in newsroom dynamics. Participants – who have shown leadership potential and have a minimum of four years of experience – explore a variety of topics in a small, nurturing environment, including: setting goals; defining success; negotiating promotions and raises; dealing with pressure and politics.

The weeklong program costs \$2,000, which includes tuition and fees. Travel and hotel accommodations are extra. The 2014 program was held in McLean, Va.

Working with AAJA would offer an excellent platform for SPJ to become a catalyst in enhancing the careers of minority journalists while offering a venue for minority journalists to get the building blocks for breaking through the glass ceiling of newsroom management.

HOW WOULD SPJ DO THIS?

We are proposing a two-prong campaign:

Phase I: AAJA is excited about this potential partnership. In addition to the basic program requirements, which are explained in the attached addendum, the fellow must be a member of AAJA. (Membership is open to all.)

SPJ, meanwhile, would set up the criteria for identifying the fellows and then create a program for these recipients to bring their new skills to SPJ as they would to their current work environments.

The “Stuart Fellow” would be named after an extensive application/selection process. Among the SPJ application requirements, each “fellow” would submit a statement identifying his or her goals and needs and how this program would help their progression in management. The “fellow” must also meet the AAJA requirements.

Phase II. The “Stuart Fellow” also would be required to commit to one year of service to SPJ, which can be accomplished in any number of ways: from being speakers or workshop coordinators for SPJ national and regional functions, to developing a webinar on diversity training for SPJ.

THE BUDGET

While this proposal is focused on the ELP program, SPJ’s commitments will vary depending on the program we choose to become affiliated with, the length of time of the training and the distance that the “Stuart Fellow” will have to travel for these opportunities.

ELP costs \$2,000 for tuitions and fees, which is about the norm for all of the programs this committee explored. Housing and board will vary, but can be estimated at about \$200 to \$275 a day.

Travel costs can range from \$200 to about \$800. And national membership fees are likely to be under \$100 a year.

AN EXPANDED, LARGER ROLE NEEDED

SPJ also should consider sponsoring or creating fellowships for its members to attend such training facilities/opportunities as:

- Conventions and pre-conventions of the American Copy Editors Society, National Association of Black Journalists, National Association of Hispanic Journalists and AAJA.
- The workshops and programs of the Investigative Reporters and Editors and NICAR.
- Regional and short-term training provided by MidAmerica Press Association, NewsTrain or other regional weekend or short-term training workshops.
- Programs and workshops sponsored by such institutions as Arizona State and Michigan State universities; New York, Columbia and Harvard universities and the University of Missouri, to name a few.

Other management programs available

Here are several programs/institutions that offer management training:

- Poynter Institute
- Maynard Institute for Journalism Education
- Investigative Reporters and Editors and/or the Online News Association training offered at their conventions
- APME/AME training at their annual conventions
- And similar programs at the National Association of Black Journalists/National Association of Hispanic Journalists and the Native American Journalists annual conventions.

Recommendation

This committee suggests we initiate this campaign immediately with the Executive Leadership Program of AAJA. Such a move would be a declarative statement from the Society of Professional Journalists of how important we think it is to recognize the changing population of the United States and how we are trying to help today's newsroom adapt with the times.

Why the “Reginald Stuart Fellowship?”

“Reginald Stuart -- journalist, author, SPJ Fellow and former president, recruiter, mentor.”

Reginald Stuart began his professional journalism career in 1968 as a general assignment reporter at The Nashville Tennessean. After 18 months at the Tennessean, he was recruited to be the first black television news general assignment reporter by WSIX, the local ABC-TV affiliate. There, he was a pioneer of what is now known as convergence reporting – rewriting his stories for the Tennessean after reporting them on the television station. Stuart also freelanced for two years for a variety of regional publications in the South focusing on politics, race and the media, education and civil rights.

Stuart joined The New York Times in 1974 as a business and finance reporter. There, he covered coal and insurance companies and utilities. In 1976, he moved to The Times’ national desk as correspondent. Over the next eight years, he served as correspondent and bureau chief in Detroit, Atlanta and Miami.

In 1987, Stuart joined Knight Ridder Newspapers as a national affairs correspondent for The Philadelphia Daily News. In 1990, he was appointed assistant news editor in Knight Ridder’s Washington Bureau, a post he held until 1996. Later, as corporate recruiter for Knight Ridder, Stuart worked with the company’s 32 papers identifying talent for newsroom and business positions. When Knight Ridder was sold to The McClatchy Company in June 2006, Stuart assumed the same recruiting role with McClatchy.

Stuart is author of a book on the federal bailout of The Chrysler Corporation and was a contributing writer to three other books: “Counterattack,” a book published in Japan about American response to Japanese competition; “Nashville: An American Self Portrait;” and “Best of Emerge.

Stuart served as chairman of the SPJ Legal Defense Fund, the Minority Affairs and Finance Committees and as a national president. For his dedication and service to SPJ, Stuart received the Society’s Wells Memorial Key for outstanding service to the Society. He also served as president of the Sigma Delta Chi Foundation of Washington, D.C, the educational arm of the Washington, D.C. Professional Chapter of SPJ.

Stuart was named an SPJ fellow in 2006. Here is an excerpt from the news release announcing the honor:

“Reggie’s accomplishments within SPJ are enough to argue for naming him a Fellow of the Society. He is an SPJ stalwart and the sort of guy who never says no when the organization or one of its leaders needs help,” said David Carlson, then-president of the Society of Professional Journalists. “But that’s only the start of Reggie’s contributions. He made a name for himself and made names for countless others, too, as he shepherded young journalists through the ranks. I’m not sure anyone can match the impact Reggie has had on diversity in journalism. He has brought countless people of color into the business. All of us are better for knowing him.”

ABOUT ELP

The Executive Leadership Program (ELP) Introductory Session is for any AAJA member who is interested in moving ahead in the workplace and developing the necessary skills to achieve goals small and large. ELP has designed a program that is challenging, practical and life changing, and is recommended for anyone with four or more years of experience in a media organization. The program explores the responsibilities and challenges of the media workplace and examines how cultural values come into play in newsroom dynamics. Led by professional career coaches and executives, participants will explore a variety of topics in a small, nurturing environment, including:

- Setting goals
- Defining success
- Negotiating promotions and raises
- Dealing with pressure and politics
- Conquering excuses

QUALIFICATIONS

Applicants must have a minimum of four years' experience as print, broadcast or online journalists or media business professionals. Participants must also establish they have the potential to further their leadership abilities.

LOGISTICS

The 2014 was held June 18-21 at the Gannett Company headquarters in McLean, Va.

APPLICATION REQUIREMENTS

Applicants must be AAJA members and include the following materials with their online application form:

- A résumé
- A professional, color, high-resolution photo
- A letter of recommendation from a supervisor
- A short 40-word biography
- A 250-word statement explaining what you hope to learn from this program and how it will help your career

BUDGET CONSIDERATIONS

Here are some projected costs for attending a four-day program (per person):

Tuition and Fees	\$2,000 per fellow	\$2,000
Travel	\$ 800-\$1,000 per fellow	\$1,000
Room	\$ 200/night for four days	\$800
Food/board	\$ 35/day for four days	\$140
AAJA membership	\$65 per fellow	\$65
Total projected expenses per person, per year:		\$4,005



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MEMORANDUM

DATE: Jan. 5, 2015
FROM: Lynn Walsh and Sue Kopen Katcef
SUBJ: Awards recommendations
FOR: SPJ Executive Committee

In addition to all the suggestions below, the subcommittee is recommending the following:

- Another round of copy editing is completed on all material posted to the website, sent out via email or any other form of communication.
- SPJ HQ staff work to publicize the awards more. This includes reaching out to other organizations, non-SPJ entities and members, and increasing the prominence of the procedures and requirements on the website.
- The fee for entering the New America Award will be changed from \$25 for members and \$40 for nonmembers. SPJ HQ recommended no longer physically handing out the New America Award, but we believe it still should be included and physically handed out at the national conference.

*All suggestions are based on input from the 2013 Executive Committee meeting notes; SPJ board members Sue Kopen Katcef, Bill McCloskey, Andy Schotz and Lynn Walsh; and SPJ HQ staff.

*All awards will be submitted online only.

Red = new award specifications/requirements suggestions

Blue = HQ staff suggestions which the awards subcommittee is in favor of

Green = HQ staff would like Exec to discuss

Distinguished Teaching in Journalism Award

The award honors a collegiate journalism educator and recognizes outstanding teaching ability, contributions to journalism, journalism education and contributions toward maintaining the highest standards of the profession.

Eligibility: Anyone teaching in the field of journalism on the college level is eligible. SPJ membership is not a requirement for eligibility.

Nominations: Nominations can be submitted by students, former students, colleagues and department heads, as well as professionals in the field. **Nomination form shall be accompanied by a CV, letter(s) of recommendation from dean/department head as well as letters of support from students that address the nominee's contributions and service to journalism education.** Self-nominations are permitted. Nominations will not rollover.

Selection: The recipient will be recommended by the SPJ Executive Committee with input from the SPJ Journalism Education Committee and the two Campus Advisers-at-Large. The recommendation will be presented to the SPJ board for approval. The Society may present one award unless there are no worthy nominations.

Deadline: All entries should be submitted no later than March 20.

*If SPJ is interested in including high school educators, SPJ should do so through JEA, similar to the High School Essay Contest.

Ethics in Journalism Award

The award honors a journalist or news organization that performs in an outstanding ethical manner demonstrating the ideals of the SPJ Code of Ethics. It also honors especially notable efforts to educate the public on principles embodied in the code or hold journalists ethically accountable for their behavior.

Eligibility: Any journalist or news organization is eligible.

Nominations: Nomination form should be accompanied by a letter(s) of recommendation that addresses why the nominee is deserving of this national recognition. Self-nominations are permitted. Nominations will not rollover.

Selection: The recipient will be recommended by the SPJ Executive Committee with input from the SPJ Ethics Committee. The recommendation will be presented to the SPJ board for approval. The Society may present one award unless there are no worthy nominations.

Deadline: All entries should be submitted no later than March 20.

Fellows of the Society

This recognition honors journalists who have made an extraordinary contribution to the profession. Honorees must agree to attend the Excellence in Journalism Conference.

Eligibility: Nominations are open to anyone in the journalism community. **Nominees from all areas of journalism and media are eligible.**

Nominations: Nomination form should be accompanied by a letter(s) of recommendation that addresses the nominee's contributions and/or service to the profession and why the nominee is deserving of this national recognition. Self-nominations are not permitted. Nominations will rollover for **two years**. **Nominations are accepted year-round. Nominations received after Dec 1 will be considered for the next year's nomination.**

Selection: Recipients will be recommended by the SPJ Executive Committee. The recommendation will be presented to the SPJ board for approval.

*Staff would like the group to discuss how many Fellows should be given out each year

Deadline: All entries should be submitted no later than December 1.

Historic Site in Journalism Award

The award honors the people and places that have played important roles in American journalistic history. The award dates back to 1942.

Eligibility: Nominations must possess an accurate significance to the history of journalism.

Nominations: Nomination form should be accompanied by a letter(s) of recommendation that reflects the nominee's national historic significance in journalism and why the nominee is deserving of this national recognition. Nominations should also include an indication of the specific location (i.e. building, street address, inside or outside installation) where a bronze plaque would be placed. Nominators should contact the rightful authorities (such as owner of the building) to ensure that they are amenable to placement of a plaque. Nominations will rollover for **two years**.

Selection: **The recipient will be recommended by the SPJ Executive Committee with input from the American Journalism Historians Association. The recommendation will be presented to the SPJ board for approval.** The Society may present one award unless there are no worthy nominations.

Honorees will be announced and honored at a special celebration event determined by the award recipient. A bronze plaque is displayed at the location marking it as a Historic Site in Journalism.

Deadlines: All entries should be submitted no later than March 20.

*We have made a note to contact the local chapter each time the award site is selected.

*Union Hotel and Watergate Garage will be added to the list of rollovers.

Sunshine Award

The award recognizes individuals and groups for making important contributions in the area of open government.

Eligibility: Individuals/groups who have made a contribution to the area of open government. Nominations are not limited to journalists. **Work may be, but does not have to be, related to Project Sunshine (spj.org/sunshine.asp) which focuses the attention of SPJ chapters and leaders on FOI problems, issues, needs and solutions at the local, chapter and state level.**

Nominations: Self-nominations are permitted. Nominations will not rollover. **Selection:** **The recipients will be recommended by the SPJ Executive Committee with input from the SPJ Freedom of Information Committee. Recommendations will be presented to the SPJ board for**

approval. There may be up to three Sunshine Awards presented each year unless there are no worthy nominations.

Deadlines: All entries should be submitted no later than March 20.

*Staff recommends continuing to limit this to three awards because it ensures that the importance and the meaning of the award are kept intact and it forces judges to recognize only exceptional work. Keeping the number of awards limited also helps staff with time constraints during the President's Banquet.

*Staff recommends deleting the Project Sunshine reference because the website is not up-to-date.

Howard S. Dubin Outstanding Pro Member Award

The award honors Howard Dubin who has shown outstanding membership with his service to the Society. While he contributes great sums of time, energy and money to the national Society, Mr. Dubin continues grassroots service at the chapter level.

The Society honors individual members who have made significant contributions to their SPJ chapters.

Eligibility: Nominees must be a member of SPJ.

Nominations: Nomination form should be accompanied by a letter(s) of recommendation that addresses the nominee's contributions to their SPJ chapter and/or region and why the nominee is deserving of this national recognition. Self-nominations are permitted. Nominations will not rollover.

Selection: The recipients will be recommended by the SPJ Executive Committee.

Recommendations will be presented to the SPJ board for approval. Only two awards (one from chapters of 75 or more members and one from chapters with fewer than 75 members) may be given. The Society may present one award unless there are no worthy nominations.

Deadline: All entries should be submitted no later than April 17.

David L. Eshelman Outstanding Campus Adviser Award

In 1993, the SPJ board voted to change the award name to the David Eshelman Outstanding Campus Adviser Award in order to honor Mr. Eshelman, a longtime member of the Society and Board "Parliamentarian," who was killed in 1993.

The award, initiated in 1978, is presented to the person who has made an exceptional contribution to the campus chapter for which he or she serves as SPJ adviser.

Eligibility: Nominees must be a member of SPJ and serve as a chapter adviser.

Nominations: Nominations must be made by an SPJ chapter officer. Nomination form should be accompanied by a letter of recommendation from **at least one chapter officer that highlights chapter programming for the prior year and any accomplishments. The nomination should include specific information about the role the adviser has played with the chapter and its members, as well as the contributions the adviser has made to the chapter and journalism in general. Self-nominations are not permitted. Nominations will not rollover.**

Selection: **The recipient will be recommended by the SPJ Executive Board with input from the two Campus Advisers-at-Large and the two Campus Representatives. The recommendation will be presented to the SPJ board for approval.** The Society may present one award unless there are no worthy nominations.

Deadline: All entries should be submitted no later than April 17.

Julie Galvan Outstanding Campus Member Award

The Award is named in memory of Julie Galvan, a former president of the SPJ San Jose State University Chapter, who was killed in a car accident while on her way to an internship in 1996.

Each of the Society's campus chapters are encouraged to select one member who is outstanding in his or her class on the basis of character, service to the community, scholarship, proficiency in practical journalism and significant contributions to their SPJ chapter. From this group, the Society's leaders will select one student member who is considered the most outstanding for national recognition.

Eligibility: Recipient must be a student SPJ member graduating within the academic year.

Nominations: Nomination form should be accompanied by a resume, letter(s) of recommendation that addresses the nominee's character, service to the community, scholarship, journalism proficiency, contributions their SPJ chapter and why the nominee is deserving of this national recognition. Self-nominations are not permitted. Nominations will not rollover.

Selection: **The recipient will be recommended by the SPJ Executive Committee with input from the two Campus Advisers-at-Large and two Campus Representatives. The recommendation will be presented to the SPJ board for approval.** The Society may present one award unless there are no worthy nominations.

Deadline: All entries should be submitted no later than April 17.

Regional Director of the Year Award

The award honors individuals serving as an SPJ regional director for outstanding service to the region and the national organization during the preceding year.

Eligibility: Nominees must be an SPJ regional director.

Nominations: Nomination form should be accompanied by a letter(s) of recommendation that addresses why the nominee is deserving of this national recognition. Selection is based primarily on recommendation letters but will also include the quality of annual reports in the nominee's region. Self-nominations are not permitted. Nominations will not rollover.

Selection: The recipient will be chosen by the SPJ Executive Committee with input from the two Directors-at-Large and headquarters staff. The Society may present one award unless there are no worthy nominations.

Deadline: All entries should be submitted no later than April 17.

Wells Memorial Key

A member who is judged to have served the Society in the most outstanding fashion during the preceding year or over a period of years is presented SPJ's highest honor for a member, the Wells Memorial Key.

The Award honors Chester Wells, Sigma Delta Chi's second national president, who died in 1913 while in office.

Eligibility: Nominees must be a member of SPJ. Nominations may be submitted by any SPJ member or chapter.

Nominations: Nomination form should be accompanied by a letter(s) of recommendation that addresses the nominee's contributions and/or service to the Society of Professional Journalists and why the nominee is deserving of this national recognition. Self-nominations are not permitted. Nominations will rollover for one year.

Selection: Two or three nominees will be recommended by the SPJ Executive Committee. The recommendations will be presented to the SPJ board and voting will take place through a secret ballot process. The Society may present at least one Wells Memorial Key in any given year unless the executive committee agrees no worthy candidates are available for that year.

Deadline: All entries should be submitted no later than April 17.



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MEMORANDUM

DATE: January 12, 2015
FROM: Paul Fletcher
SUBJ: SPJ Membership – Unaffiliated Members and Chapter Members
FOR: SPJ Executive Committee

The Society of Professional Journalists relies on the chapter structure for its governance and for many of its organized activities.

But we have known for some time that a substantial percentage of the Society membership does belong to a chapter, either at the professional or student level.

Joe Skeel last summer estimated that the number was approximately 43 percent.

Our current membership system does not allow an easy sorting of affiliated/unaffiliated members. The tally must be a manual count done by hand. This fall I asked Joe to provide an accurate number for our discussions.

Tara Puckey and Joe went through rosters of all 12 regions to determine just how many members in each region belonged to chapters. The results are attached to this report in a chart.

The number of SPJ members who do not belong to a chapter is 41 percent.

The results vary from region to region, with the highest numbers of unaffiliated members in Region 3 (58 percent) and Region 7 (48 percent) and the lowest number in Region 9 (30 percent).

This report is intended to share this new information and to begin the discussion of what it means for SPJ.

REGIONAL DIRECTORS

The report provides to each regional director with the percentage in his/her region. I will be happy to provide the file to any RD who would like a copy of the information for his/her region.

Each RD will need to determine what these numbers mean for his/her region and whether and how to respond to this data.

One pattern that did not seem to occur: I could not find any indication that membership in a chapter depended on how long a member has belonged to SPJ.

GOVERNANCE

I also want to use this data as a starting point for a discussion of SPJ governance.

Under the SPJ bylaws, the society is intended to be a representative democracy. The convention, according to Article 10, Section 1, is the “supreme legislative body of the organization.”

Section 2 provides that the “convention shall be composed of delegates or representatives from each chapter, the national officers and the national board of directors.”

In other words, only members of chapters are represented at the convention. What about the 41 percent of the membership that we now have identified?

There are several different possibilities for providing participation in the convention to these members. Here are four approaches, each of which has advantages and drawbacks.

No doubt there are other options. The point here is to prompt the discussion among members of the board, and ultimately among all members.

ASSIGNMENT TO CHAPTERS FOR DELEGATE TALLYING.

Proposal: Group unaffiliated members with the closest chapter for purposes of determining the number of chapter delegates. This has been the recent practice.

Pros:

- Does not require a bylaws change
- Provides some accounting and participation
- Region-neutral

Cons:

- Not accurate
- Gives chapters an artificially inflated number of delegates

ONE MEMBER, ONE VOTE

Proposal: Establish one member, one vote for all SPJ decision-making. SPJ adopted OMOV for election of officers and national reps in 2011. Currently, unaffiliated members have a voice in elections, thanks to OMOV, but not at convention.

Pros:

- Establishes SPJ as a pure democracy
- Insures ability to participate for the 41 percent

Cons:

- Difficult to administer on all but simple up-down votes
- Would not allow for discussion and floor amendments, unless convention became the body that vets and makes proposals to be submitted to vote of the membership

- Would require bylaws changes
- Experience with OMOV for elections has not been overwhelming (10-11 percent max)

REGIONAL DELEGATE SYSTEM

Proposal: Create delegate positions to represent the unaffiliated members. We have identified who and where the unaffiliated members are. Each region would get one delegate for every 50 unaffiliated members (this would track the process for determining chapter delegates in Article 10, Section 3). Have an online election for delegates among the unaffiliated. Note: the bylaws do not specify the number of delegates for the convention.

Pros:

- Allows unaffiliated members to elect their own representatives
- Provides opportunity for participation by members who might not otherwise be involved
- Makes SPJ's representative democracy more of a reality

Cons:

- Level of interest of unaffiliated members is unknown
- Makes convention potentially larger
- Requires establishment and administration of 12 regional delegate elections
- Requires bylaws changes

STRAW POLLS AMONG ALL MEMBERS

Last September, the SPJ board experimented with electronic straw polls of all members – those in chapters and the unaffiliated – on two significant questions, the Code of Ethics draft and the potential name change. While not binding, the results served to inform delegates at the convention. On issues of import for which the board seeks total membership input, straw polls could be used to provide information useful to delegates

Pros:

- Open to all members
- Easy to administer
- Would not require any bylaws changes
- Give the board flexibility

Cons

- Not binding
- Vote is on a proposal in its then-current format. Proposal could be changed or amended at convention (similar to experience with Code of Ethics)
- Delegates could ignore poll results

As noted above, each of these approaches has its benefits and disadvantages. Maybe some combination of these would be best. And I am sure there still other ideas to consider that haven't been explored in this report.

We have the technology to make it happen, so I think it is worth at some point seeking feedback from the unaffiliated members to get their take on what would be the best way to give them a voice in governance. A straw poll of those members could be conducted on the issue.

Whatever the result, we now have hard numbers that show that SPJ has a representative system in place that is non-representative for two of every five members of the Society. We need to find a fix.

I look forward to hearing additional ideas and to working together to determine a solution.

SPJ Membership - Unaffiliated Members vs. Chapter Members

	Unaffiliated	Chapter	Total	% unaffiliated
Region 1	522	779	1,301	40
Region 2	295	474	769	38
Region 3	348	250	598	58
Region 4	193	347	540	36
Region 5	285	476	761	37
Region 6	98	188	286	34
Region 7	142	151	293	48
Region 8	206	224	430	47
Region 9	117	274	391	30
Region 10	130	213	343	38
Region 11	367	531	898	41
Region 12	142	185	327	43
TOTAL	2,845	4,092	6,937	41



MEMORANDUM

DATE: January 9, 2015
FROM: Tara Puckey
SUBJ: SPJ Technology Update
FOR: SPJ Executive Committee

HAPPENING RIGHT NOW

Since board approval of our upgrade to iMIS 20, we've taken several steps in the right direction:

- Database cleaning – we're carefully reviewing data to remove errors, which include anything from missing ZIP codes to misspelled words to invalid membership types
- Install additional memory on server – a tech installed additional memory and a segmented portion to our current server, which will allow our database provider to install the new database in a test environment before the upgrade
- Staff training – we've started monthly training to get staff more familiar with new features, as well as specific steps to ensure cleaner data in the future

Right now, our progress is difficult to see from the outside. As I've said before, it's critical that we take our time to work through this upgrade slowly and do it right.

WHAT'S NEXT

We'll be making small changes in the background until our awards close on Feb. 6. After that date, Phase I will begin.

Phase I (Four to Six Weeks)

Upgrading the iMIS software
Fix all data issues discovered in data audit

Phase II (Six to Nine Weeks)

Begin work on Staff Site

Phase III

Though we'll begin work on our Member Site immediately, this is expected to take the longest and won't be able to swing into high gear until the first two phases are complete

Overall

We're looking at better data in three to four months, staff sites for better workflow and more opportunities within six months and a new Member Site rollout sometime in late 2015. Of course, we'd like to finish everything much sooner than that, but we're well versed in technology hiccups and want to make

sure we're working through every single aspect of this upgrade correctly. Furthermore, big SPJ projects (such as our awards deadline and convention registration) make the timing trickier. i.e., we don't want to transition something two days before the awards deadline. We have to wait for gaps to do some work.



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MEMORANDUM

DATE: January 12, 2015
FROM: Joe Skeel, Executive Director
SUBJ: Strategic Communications update
FOR: SPJ Executive Committee

The following is an update/recap of strategic communications progress since the Communications Strategist position was filled by Jennifer Royer in August.

In addition to diving right in with day-to-day communications, such as taking media inquiries, monitoring the journalism world, writing news releases, statements and engaging audiences on social media, the first three to four months of Jennifer's time at SPJ was spent learning the structure of SPJ, being trained on and learning SPJ's current policies and procedures for writing news releases, statements, and letters. The majority of this, of course, began in earnest after EIJ14 in September.

Time was also spent evaluating the types of metrics being used to track communications, how SPJ engages with its audience on social media and reviewing media and contact lists for all communications.

Also during her first 12 weeks, Jennifer balanced daily communications with creating communications plans and guidelines. Daily responsibilities - which take up most staff time - include working with volunteers and the board to research a topic, debating our approach, writing and editing a document and ensuring our news release, statement, letter, etc., reaches the appropriate audience(s). In creating short- and long-term communications plans, she developed and wrote a streamlined, consistent process for communicating, promoting and marketing SPJ's positions, programs and events. Guidelines were also written to outline policies and procedures for making decisions on if, when and how SPJ makes statements on current events or issues and when it initiates or signs on to advocacy letters.

In more recent weeks, the plans and guidelines have been put into practice (and tweaked) as a roadmap for our communications. They are detailed plans that can be edited and updated as often as needed to reflect the current communications goals of SPJ, and should be considered a handbook for anyone who communicates on behalf of SPJ.

In short, these plans and guidelines created by staff and supported by the board are the foundation of SPJ's communications structure.

Currently, they are being used to develop more in-depth plans for promoting upcoming programs, such as Ethics Week and Sunshine Week, and are being followed in promoting and attracting members to the newly formed communities.

But they are and will continue to be used to guide SPJ through any and all communications related to programs, services, events and advocacy.

Between now and EIJ15, we will be fine tuning these guidelines as they are put into practice. We will delve deeper into advocacy, including further developing a network so information regularly and more efficiently funnels to headquarters.

Staff can then work with the president and other leaders to determine what issues become a priority and when SPJ should speak out for or against an issue, action or event, or what other action should be taken.

The goal of SPJ's communications strategy is to be as proactive as possible in regards to advocacy. Current efforts in this area include developing plans to increase our activity and engage members and the public to participate in Ethics and Sunshine weeks. We are also monitoring political issues, such as net neutrality, and developing talking points and/or positions when appropriate so SPJ leaders are ready to field questions, speak out on an issue or take other action if and when the time comes.

The goal is to be prepared as early as possible and know SPJ's position before something becomes an issue, or where we can motivate members to take action and mobilize regarding specific issues (the Ohio death penalty legislation is a good example. While the outcome wasn't exactly what we had hoped for, we believe our involvement, along with other groups, played a role in weakening the bill's language, bringing it closer to our desired outcome than the original legislation would have been.).

By EIJ15 we will have completed our first full year with a communications strategist. It will have been a year of laying groundwork, developing plans, setting goals, etc. Sticking with the structure metaphor, we will be done building the framework.

Jennifer's second year (and years to come) will include fine tuning the work that was done this year and building upon that framework.

From there, with each passing experience, we will check our foundation to make sure it's solid. We will create new framework as opportunities arise. And we will continue to fine tune our efforts to ensure our communications house is in order, operating at maximum efficiency and having the greatest impact possible.



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MEMORANDUM

DATE: January 11, 2015
FROM: Andy Schotz – Awards Committee Chairman
SUBJ: Awards and Honors Committee report
FOR: SPJ Executive Committee

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

The committee met during Excellence in Journalism 2014 in Nashville, mainly to review SPJ/SDX awards.

We talked about possible changes and improvements in several areas.

Most notably, we decided to create a “best in show” for the Mark of Excellence Awards, starting in 2015.

It will be the top winner across all media and platforms.

SPJ headquarters staff has worked on the specifics.

The committee also:

- Worked to better coordinate MOE judging with the timeline for regional conferences.
- Revamped the judging process for SDX awards to address a few concerns by SDX board members.
- Did an overall review of contest categories, criteria and wording of rules, which resulted in some edits.

Minutes of the meeting are below.

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

From Sarah:

There are 23 chapters participating in the organized swap process.

Swaps were sent out to chapters just before the Christmas holiday.

Response from those participating has been positive thus far and chapters appreciate the help with organizing the swap process.

Since EIJ 14, Committee Chairman Andy Schotz and committee member Sue Kopen Katcef, a past committee chairwoman, have occasionally talked with SPJ Awards Coordinator Abbi Martzall about contest questions as she gets them from prospective entrants.

Minutes

SPJ Awards and Honors Committee meeting
Sept. 6, 2014
Gaylord Opryland Resort & Convention Center
Nashville, Tenn.

Present: Andy Schotz (chair), Sarah Bauer (co-chair), Sue Kopen Katcef, Jay Evansen, Mark Lodato, Lisa Rollins, Rebecca Baker; SPJ Executive Director Joe Skeel; Abbi Martzall, SPJ's awards coordinator; Heather Dunn, SPJ's director of events (sitting in until Skeel arrived).
Guests: Region 3 Director Michael Koretzky, SPJ D.C. board member Gideon Grudo, New Jersey Pro chapter President Bob Schapiro, SDX board member Steve Geimann

(action/analysis items are underlined)

1. Introductions/new committee structure

Schotz: Bauer, who is new to the committee, is in charge of SPJ's chapter contest database, which answers contest questions and connects chapters to judge each other's contests.

2. Mark of Excellence Awards

Schotz: There were some changes this year in how the national Mark of Excellence Awards were given out at the convention. It will change some more this year, when we plan to have a single "Best Of" winner, called the MOEy.

We will work during the year to set up the judging format for the MOEy.

Kopen Katcef has suggested that outside groups, such as RTDNA, be asked to be part of that judging.

A high priority is coordinating the MOE awards process with planning for regional conferences. Last year, in Region 2, some regional award winners didn't find out about their prizes until after the early-bird registration deadline for the conference had passed.
It will help to add a contact line to the MOE contest entry form. It should ask for contact info for both the adviser and the student.

The committee talked about whether to continue the current format for picking winners.

Does there have to be a winner and finalists? Or could there just be finalists, if no entry is considered strong enough to be a winner?

By a split vote, the committee agreed that there can be finalists in a category without having a winner.

Committee members said they'd like to know how often this happens.

The committee was asked to consider if more attention needs to be paid to community colleges in the MOE contest. A few years ago, the divisions were changed from two- and four-year schools to divisions based on enrollment.

Koretzky has suggested that SPJ create a community college contest that took in schools from across the country, not just for each region.

Skeel said community colleges are welcome to enter now. They compete with four-year

schools.

Committee members said they first would like to know how many community colleges enter before considering any changes. Skeel said a box can be added to the entry form.

One entrant in the 2014 contest asked if SPJ could set up a feedback system, in which judges provide students who didn't win some constructive criticism. The committee decided that it would not be feasible.

But Skeel said there already is a feedback process. If an entrant asks for feedback, HQ asks the judge to provide it. It doesn't happen often.

3. Sigma Delta Chi Awards (20 minutes)

Schotz said the 2014 awards dinner in Washington, D.C., were impressive. The previous SPJ awards coordinator, Chad Hosier, made some upgrades to the dinner before he left his job.

For both the SDX awards and the MOE awards, committee members should look over the categories to see if there's anything they think should be changed for next year. It needs to be done soon, though. Skeel said SPJ starts marketing both contests in October. The committee might do a more thorough review after this year's contests are over.

Schotz mentioned two concerns that came up during a 2013 SDX board meeting at the national convention.

One was that the list of judges needs to be publicized. Skeel said at the time that that has been the practice - it was overlooked one year, but will be continued.

The second was that there should never be just one judge for any category. Schotz said this can be fixed easily. Instead of one judging one category and another judging another category, they will be grouped together - both judges will jointly judge both categories. They can split the categories and come up with finalists they will jointly review.

For some heavily entered categories, a judge might be asked to round up a panel.

With that change, SPJ can say that each category is reviewed by a panel of judges.

Kopen Katcef recommended that potential judges be invited - especially members of the SDX board.

They also should be recognized afterward. One idea is to give them certificates each year and pins based on their years of service.

Skeel suggested asking other journalism organizations if they'd like to help with SDX judging. The committee liked the idea. He said he would contact other groups.

4. Other SPJ contests

New America awards: Skeel said entries were up this year. The Awards Committee chairman is involved in the judging, along with the Diversity Committee.

High school essay contest: Skeel said it's an SDX program, promoted by SPJ. This year, SDX is working with a high school journalism organization that will run the contest.

Notes/edits/observations from our contest rules and categories:

SDX:

— Supporting materials should be limited to **10 pages** [PDF or Word document] per entry. Combine PDFs into one file, if possible.
(Do people need to submit that much?)

Also, copies of any written challenges to the report's accuracy sent to the entrant or the news organization by or on behalf of those mentioned — including but not limited to letters, e-mails or legal papers must be included with the entry.
(There's a missing dash - between "papers" and "must")

— Materials will be judged by distinguished, veteran journalists. All decisions are final except that the Board of Directors of SPJ may decide not to make an award in a particular category if doing so would compromise the award program.
*(This is where we would mention the panel. It could be: "Materials will be judged by a panel of distinguished, veteran journalists."
Is it actually the SPJ board that could intervene, not the SDX board?)*

— The authority for circulation is "Editor and Publisher Yearbook," for radio market size, "Arbitron Radio" and for television market size, "Broadcasting and Cable Marketplace."
(The punctuation makes it a little confusing. How about: — Authorities are "Editor and Publisher Yearbook" for circulation, "Arbitron Radio" for radio market size and "Broadcasting and Cable Marketplace" for television market size.)

Print Entries (Newspaper and Magazine Categories)

— Supporting material should be limited to 10 pages.
(Same question that I raised above.)

— Submitting the actual digital photo/cartoon/graphic for clearer viewing optional.
(It's missing the verb "is." Better yet, recast - "It's optional to submit the actual digital/cartoon/graphic for clearer viewing.")

Magazine Investigative Reporting

This award is given to a magazine reporter or reporting team for investigative reporting. Entry may be a single article or a series of no more than five articles. Sidebars may be included.
(We should explain whether sidebars count toward the limit of five. I think they do, or else you get peppered with a bunch of them.)

Public Service in Newsletter Journalism

This award recognizes a newsletter that renders outstanding public service through extensive coverage of an issue facing the community it serves. Entry may be a single article or a series of no more than five articles. Editorials and commentaries may be added. (Entries are limited to independent newsletters that have been issued regularly for more than one year and are

supported by advertising, paid subscriptions or non-profit institutions.)
(Same as above. We should state that editorials and commentaries may be added and count toward the maximum of five pieces.)

Research

This award recognizes an investigative study about some aspect of journalism. The entry must be based on original research; either published or unpublished, and must have been completed during the 2013 calendar year.

(It should be a comma after “research,” instead of a semicolon)

Mark of Excellence

General Rules

Entrant will not be notified of such disqualification nor will their entry fee be refunded.

(Should be: “Entrants will not be notified of such disqualification and their entry fees will not be refunded.”)

Fees

– When an entry by more than one person is submitted, a \$9 fee will be acceptable if at least one person on the team is a member of SPJ. The member must be identified and supply their membership number. **Your adviser’s membership number may not be used for any entry.**
(“...and supply his or her membership number.”)

Judging/criteria

First, second and third place winner will be chosen unless the judges find that the entries do not meet the overall standard of excellence required. No ties or honorable mentions will be awarded. The winners in each region will be honored at their regional conference in the spring of 2014. The first-place winning entries from each region will go on to compete at the national level, with different panels of national judges selecting one national first-place winner in each category. These winners will be featured on spj.org.

(The wording needs to change to reflect the new structure - winner/finalists, instead of first, second, third. Also, to note that a category might have finalists, but not necessarily a winner. Only winning entries advance to national judging. The same reference to “first place” winners is at the top of the MOE page and under “About the awards”)

Best Use of Multimedia

Submit ONE URL to a multimedia element on a new organization’s website. Multimedia includes - among other things — any piece of reporting that brings together various media, including text, audio, video and other interactive elements.

(there's a hyphen and a long dash in the sentence - they need to match)



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MEMORANDUM

DATE: January 11, 2015
FROM: Alex Veeneman – Interim Digital Community Chairman
SUBJ: Digital Community report
FOR: SPJ Executive Committee

I am delighted to report the progress of SPJ Digital. Much has occurred since the idea was formed to create SPJ Digital in July 2014, the second community at the time within the Society of Professional Journalists, and since board approval in August this year for recognition and formation.

We began with 20 people (and growing), and at the last request of the membership roster (December 12), we had a total of 55 members. They are all SPJ members. Non-SPJ members interact with us through our Facebook, Twitter and Google+ communities, and the option for them to join remains open.

I wish to express my gratitude to President Dana Neuts and her colleagues on the national board, in addition to chapters across the country and staff at headquarters for their support and dedication to this community. There is so much that can be done and so much that SPJ Digital can offer, especially in the New Year.

Indeed, we will continue in 2015 to help people understand the changes in digital journalism and the role social media and the web can play in journalism's future, through the Net Worked blog, as well as planned Google+ hangouts and other events, and our social media channels. We are also going to expand to LinkedIn in the New Year.

I would like to put a particular focus on student awareness of social media as a tool for journalism, as a lot of students still identify social media as a tool merely for communication and promotion. While social media is essential with that regard, I want to be able to show how social media can be at the core of the new digital journalism work going on.

That being said, I will be appointing two student representatives to work with student chapters to organize programming and events. They would be appointed outside of the elections by the Chair, and will report to both the Chair and the Editor of Programming.

I also welcome the participation of Gen J, the new student community, the Journalism Education Committee, and other interested parties in SPJ, including the Board, to whom I will write to in the New Year expressing this.

I am proud of the work of our executive, and I am confident that 2015 will be a great year for SPJ Digital. People and collaboration are imperative to our success, and I know that with that, we can thrive.



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MEMORANDUM

DATE: January 10, 2015
FROM: April Bethea, Diversity Committee Chairwoman
SUBJ: Diversity Committee report
FOR: SPJ Executive Committee

COMMITTEE MEMBERS

April Bethea, chair; Georgiana Vines, vice chair; Athima Chansanchai, Tracey Everbach, Sandra Gonzalez, Sally Lehrman, Walter Middlebrook, Robert Moran, Jocelyn Pruna and Rebecca Tallent.

COMMITTEE ACTIVITIES/WORKS IN PROGRESS:

Our committee has met three times via conference call since EIJ14. We've also published four posts to our "Who's News?" blog, and are trying to post regularly to our SPJDiversityNow Twitter and Facebook accounts.

We have a handful of projects that we're working on for this year:

- **MANAGEMENT TRAINING:** Committee member Walter Middlebrook is spearheading an effort to help grow the pipeline of journalists from diverse backgrounds entering management. The first phase of the project involves sponsoring 1-2 SPJ members to attend established training programs sponsored by other journalism organizations, including those that primarily serve minority journalists. We're submitting a proposal for the SPJ executive committee and SDX to consider funding this project.
- **DIVERSITY FELLOWS:** This year marks the tenth anniversary of the fellows program, and we have a couple things in the works. First, we plan to survey past fellows to learn their current involvement in SPJ and journalism and to try to gauge the impact of the fellows program, among other topics. We'll compile the results into a report for SPJ and SDX and could use some of the feedback to organize the program in the future. With SDX, we're interested in finding ways to ensure more fellows become a leader with SPJ at the local but especially the national level. To mark the 10th anniversary, we're also hoping to hold a reception in Orlando. More details will be ironed out this spring and summer.
- **RAINBOW SOURCEBOOK:** We're again seeking proposals to update the sourcebook, which is an online database of experts from diverse backgrounds. At least two individuals have expressed interest in updating the project, and we've established a Feb. 1 deadline for other proposals to come to our committee.
- **EIJ15:** Our committee is proposing four workshops and one general program idea for this September's conference, including a session on

Cuba. Other topics cover Voter ID laws, the growth of the protest movement, laws impacting journalists in Indian Country and the Affordable Care Act. In addition, member Athima Chansanchai was invited to serve on the programming committee for the conference.

SUPPORT FROM SPJ STAFF OR VOLUNTEERS:

- If our management fellowship proposal is approved, we may need assistance from SPJ volunteers to evaluate applications we receive for the program.

- For our diversity fellows project, we'd like to use SPJ's Survey Monkey account to send the survey to alumni of the fellows program. Additionally, we'd like staff/volunteer help to publicize the survey's results, including but not limited to, creating a flyer or ad recognizing the program in promo materials for the conference.

Thank you for the opportunity to serve as committee chair. Please do not hesitate to contact me if you have any ideas, questions or feedback.



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MEMORANDUM

DATE: January 1, 2015
FROM: Andrew Seaman, Ethics Committee Chairman
SUBJ: Ethics Committee report
FOR: SPJ Executive Committee

COMMITTEE MEMBERS

- Andrew Seaman, chairman
- Monica Guzman, co-vice chairwoman
- Fred Brown, co-vice chairman
- Lauren Bartlett
- Elizabeth Donald
- Mike Farrell
- Carol Feldman
- Paul Fletcher
- Irwin Gratz
- Hagit Limor
- Chris Roberts
- David Cohn
- Lynn Walsh

ACTIVITY SINCE EXCELLENCE IN JOURNALISM 2014

- Education – Members of the committee – along with the Society’s staff – presented and sent information on the Code and its recent revisions to people around the country. The presentations include a trip to Missouri Western State University, where an ethics panel of SPJ, RTDNA and ONA was held.
- Rebranding – Led by Tony at headquarters, the Code got a fresh look with a new design for the bookmarks and posters. They can be requested through Indianapolis or be printed offline.
- Translations – The Ethics Committee is partnering with the International Committee to translate the Society’s Code into several languages, including Spanish, German and French. In areas where there are gaps in language skills, the Committee will reach out to journalism affinity groups for assistance.

MAJOR WORKS IN PROGRESS

- Supporting Documents – The largest project is and remains getting documents online to give SPJ members additional guidance. These documents will expand on the Code’s principles.
- Ethics Week – Planning for Ethics Week, which occurs at the end of April, will continue. While it’s not finalized as of right now, the topic may center on minimizing harm.

- Additional Outreach – The committee will continue its outreach and services through the Ethics Hotline and through presentations. In addition to Excellence in Journalism 2015, the committee will be represented at the College Media Association’s annual conference in New York City.



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MEMORANDUM

DATE: January 9, 2015
FROM: David Cuillier – FOI Committee Chairman
SUBJ: FOI Committee report
FOR: SPJ Executive Committee

COMMITTEE MEMBERS

All member information is posted at the committee website with pics and bios.

- Sonny Albarado
- Ana-Klara Anderson
- Carolyn Carlson
- Jodi Cleesattle
- Charles Davis
- Mike Farrell
- Kathryn Foxhall
- Ashley Jost
- Jennifer Karchmer
- Danielle McLean
- Linda Petersen
- Joey Senat
- Lynn Walsh

ACTIVITY SINCE EI14

- **Transition.** We have been figuring out our FOI communications in relationship to headquarters in relation to the new full-time communications strategist, Jennifer Royer. More of the breaking news (e.g., Charlie Hebdo) is being handled by staff and the president, as proposed with the position’s creation last year. The committee members serve more of an advisory capacity on FOI issues and as volunteers for routine work (e.g., FOI Toolbox in Quill) and special projects (e.g., Sunshine Week survey).
- **@SPJFOI.** One area of communications that the committee has taken on is an @SPJFOI Twitter handle. Lynn Walsh, Ashley Jost and Danielle McLean take turns tweeting and retweeting other FOI-related tweets.
- **Advocacy.** The committee continues, also, to help with advocacy letters and statements, providing information and suggestions for Jennifer and Dana. I take a few calls a week from journalists to talk through access issues, provide resources, and quotes for stories. Kathryn Foxhall continues to work tirelessly on the PIO issue, communicating with the EPA and CDC on their restrictive policies, and she wrote a piece for the IRE Journal on PIO controls. We are also looking at ways to follow up on the White House letter from last summer.

WORK/PROJECTS IN PROGRESS

- **Black Hole Award.** Mike Farrell will coordinate the Black Hole Award to announce during Sunshine Week in March. Nominees will be solicited, the committee will pick the winners, and an appropriate amount of shaming will ensue.
- **Advocacy Fund.** I will be working with headquarters to develop the promotional materials and financial details for the advocacy fund we approved in Nashville. I am also trying to coordinate fundraising efforts with the foundation – Robert Leger has asked I serve as development committee chair for the SDX Foundation. This will help prevent SPJ and SDX from stepping on each others' toes in raising money for SDX, 1909, and the advocacy fund.
- **Survey.** Carolyn Carlson is surveying science, environment and medical reporters on their interactions with public information officers, particularly in times of crises. It is being done in conjunction with the Center for Science and Democracy at the Union of Concerned Scientists. The survey began the second week of January. The goal is to have a report ready by Sunshine Week in March.
- **Collaborations.** I continue to work with other organizations, such as the National Freedom of Information Coalition and Reporters Committee for Freedom of the Press, to collaborate on legal battles.



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MEMORANDUM

DATE: January 12, 2015
FROM: Michael Fitzgerald, Freelance Community Chairman
SUBJ: Freelance Community report
FOR: SPJ Executive Committee

This was a milestone year for the SPJ Freelance Community; in fact, this is the first annual report the Community has filed, having successfully transitioned from a committee to a community. Thanks to Billy O’Keefe for his hard work and Dana Neuts for her vision and support, without which this community would not exist.

COMMUNITY LEADERSHIP

The leadership structure currently remains the same as the Committee’s at the time of transition: a chair, Michael Fitzgerald, a vice chair, Anna Pratt, and a board, consisting of Hazel Becker, Crai Bower, Carol Cole-Frowe, Dana Neuts, Stephenie Overman and Ruth E. Thaler-Carter. The Freelance Community did not hold elections at the Excellence in Journalism conference for several reasons, mostly related to the launch of the Community. We are currently having online voting, with candidates running for Chair, Vice Chair, Events Coordinator, Resources Coordinator and two at-large positions. We had hoped also to have a Secretary/Outreach Coordinator and a Membership Coordinator, but got no candidates for these positions. For two positions, Resources Coordinator and At-Large positions, the elections are contested.

COMMUNITY ACTIVITIES

The Freelance portion of the SPJ’s Web site has been completely revamped, to reflect the needs of a community. We link prominently to a community discussion board, the Independent Journalist Blog, a Jobs Board, the Freelance Directory and a Chat tool. We also feature on our home page SPJ resources for freelancers, including the Online Guide to Freelance Journalism, SPJ Video-on-Demand for freelancers, and the SPJ Reading Room. The SPJ Freelance Twitter feed is on the home page, along with recent comments and posts from our Community Boards, which has seen members post 49 discussion topics.

To date, 89 SPJ members have signed up as Community members (we do not have a way to track non-members who have joined). We have started holding Community leadership meetings by Hangout, which despite some technical challenges has expanded the number of members who participate. We have discussed holding Hangouts on topics that matter to freelancers, like how to write a query letter, how to break into new markets and how to read a contract. We hope that once an Events Coordinator is in place, we will move forward on these in a more coordinated fashion.

We continue to hope that the Community will lead to formation of a variety of special-interest groups, such as international, multimedia and other non-print, editor and copy editor groups. We have not yet seen this happen within the Freelance Community. It may be that these groups will form their own communities outside of the Freelance Community, such as the Digital Community.

During 2014 the Community also developed and ran two freelance sessions at the EIJ conference, answered questions about freelancing from SPJ members, and provided posts for the Independent Journalist blog and Twitter feed. It also produced Freelance Toolbox columns for each issue of *Quill*.

The Community could use ongoing support in terms of outreach and communications. We have not had an organized set of goals for growing members, keeping them informed on a consistent basis about new things happening with the Community and on the site, nor do we have a plan for adding members and services. These are things that the Community leadership should drive, but I will recommend to my successor that she engage with SPJ staff for support, advice and coordination (and maybe a deadline or two).

WHAT'S NEXT?

We are moving forward with elections. Once new officers are in place, we will aim to expand our offerings and get people more engaged with the Community. The first chunks of a revised Resource Guide are ready for posting, and the next sections are in editing. We need to continue marketing the Freelance Community and to engage in outreach, and to that end we want to use social media and other methods more consistently to keep our membership informed and involved. At the EIJ conference this fall we will hold another round of elections, back on the cycle previously used by the Freelance Committee. And we plan to begin the process of gaining a formal board seat for the Freelance Community.

SUMMARY

The Freelance Community is now up, running and growing. We are at the start of a new way of working together within SPJ to create valuable resources for SPJ's freelance membership. We expect to see more effective representation of the diversity of freelancers, and to be more responsive to their needs.



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MEMORANDUM

DATE: January 9, 2015
FROM: Claudia Amezcua – Gen J Chairwoman
SUBJ: Gen J report
FOR: SPJ Executive Committee

FUTURES TASK FORCE:

- Gen J will take the lead in establishing an EIJ mentor program similar to IRE’s program. Lynn will find out more information about their program. We will revisit this item on the next meeting.
- Facebook Mentor Page: We would like to promote the Facebook page existence across SPJ. Anyone can post a question and anyone can answer.

COLLEGE MEDIA ASSOCIATION: CMA NYC 15

Andrew Seaman and Victoria Reitano will once again represent Gen J and SPJ at the annual College Media Association (CMA) to bring awareness of SPJ to both current and graduating college students.

- **50 Sites For Journalists:** Victoria Reitano and Andrew Seaman -- A rapid-fire list of 50 web tools and apps for journalists: From Doodle to Storyful, you'll find tools to help share and discover content, find sources and create interactive stories plus spend a few minutes wasting time with some good old-fashioned fun on the interwebs.

EIJ 15 PROGRAM PROPOSALS

- **Things We Swear By: Generation J Community**

Nervous about whether you have what it takes to make it in this ever-changing world of news? Come join us for some food and hear how members of the Generation J Committee have been able to adapt to the new challenges and not just get journalism jobs but move up in their careers. From local TV producers to web experts, these young journalists will each share five tips/tricks/lessons they swear by.

- **Race and journalism: Ashley Jost**

It wasn’t long after the death of Michael Brown that it became apparent that coverage on Ferguson – and then the Eric Garner case in New York – is actually a conversation about race. This session has an opportunity to build on any Ferguson-focused sessions about media treatment by police, media arrests, etc.

A few members of GenJ discussed this session being a panel of journalists who each represent different fields, all discussing coverage on race after Brown and Garner. For example, an education reporter who can discuss their coverage on how schools and students are addressing the issue, a cops reporter who can talk about the stories these events have sparked (like looking at crime stats related to race) and where this conversation intersects with other beat.

The takeaway for this session would be to encourage story ideas by hearing what others have done, and sharing experiences on how to retrieve data necessary for these ideas.

QUILL ARTICLES

Quill articles are in the process of being assigned for the year.

- JANUARY/FEBRUARY ISSUE
Dec. 23 - writer deadline (**Jackie Ingels**)
- MARCH/APRIL ISSUE – (Special content: ethics)
Feb. 20 - writer deadline (not assigned)
- MAY/JUNE ISSUE – (Special content: Sigma Delta Chi Awards)
April 24 - writer deadline (not assigned)
- JULY/AUGUST ISSUE
June 19 - writer deadline (**Jennifer Sullivan**)
- SEPTEMBER/OCTOBER ISSUE – (Special content: FOI)
Aug. 7 - writer deadline (**Lynn Walsh**)
- NOVEMBER/DECEMBER ISSUE
Oct. 23 - writer deadline (not assigned)

COMMUNITY

- Gen J will begin the process in January.
- Jennifer has decided to step down as Co Chair to focus on her new important role as new mommy! I'm sad to see her step down as she did a phenomenal job behind the scenes. Thank you Jen for all of your hard work. Jen will continue to be a part of our committee and will help as needed. The position is now open for anyone who is interested.

AROUND SPJ:

- Student Community: Word on the street is there is a “student community” in the process of becoming established. I would like to see Gen J partner up with this community for future collaborations.



MEMORANDUM

DATE: January 8, 2015
FROM: Carlos Restrepo, International Community chairman
SUBJ: International Community report
FOR: SPJ Executive Committee

- 1) How many members are in your community? **40 Members.**
- 2) How many are SPJ members vs. non-SPJ members? **31 SPJ members, 9 non-members**
- 3) Status update - what you've accomplished since EIJ14 and what you're working on:
 - Re-launched SPJ International blog
 - Organized master plan with goals set in place for 2015 year (Master Plan attached)
 - Organized community into subcommittees to tackle goals
 - Revamped social media presence (facebook.com/SPJInternational – twitter.com/SPJ_IJC)
 - Have begun posting blogs on important issues affecting the international journalism community: See [Charlie Hebdo blog](#), [Paraguayan journalists murdered blog](#)
 - Recruited international members to translate the SPJ Code of Ethics into multiple languages
- 4) What you need or how Alex Veeneman and I can help you to be successful?

I would love to eventually see more cross-coordination among all the communities. I believe each community has wonderful resources that could be beneficial for all. For example, the diversity community may possess some great contacts and resources that the international community could use, and vice versa. We could collaborate on projects together and expand the reach of each community. I know this will come in the long term, but keeping us posted on the needs, resources and upcoming projects of all communities would be great.

Maybe set up a “community board”-type basecamp account where we could all communicate?



International Community

**Master Plan
2015-2016**

Welcome

Welcome to the SPJ International Community Master Plan. This master plan has been designed to provide guidance and strategy for the upcoming year. As we develop as a community, it is important we develop goals and visions for the future.

Suggestions, comments and edits are welcomed and can be sent to spjinternational@spj.org

Thank you for supporting excellence in journalism in the U.S. and abroad.

Mission:

The International Journalism Community works to improve and protect international journalism and encourage the free practice of journalism in all countries.

For the purposes of this community, international journalism is defined as any journalism that involves foreign journalists, that takes place overseas, or that deals with international affairs.

To improve international journalism, the community will do some or all of the following:

- Write articles about international journalism for Quill.
- Put together a panel on a topic related to international journalism at the annual convention.
- Lend assistance to journalists when they ask for our help, both American and foreign, to the extent we are able to do so.
- Create resources of use to international journalists and make them available via the Web, printed guidebooks, or other means to both foreign and American journalists.
- Find ways to bring foreign journalists to the U.S. and American journalists overseas for fellowships, conferences, and other educational purposes.
- To protect international journalism, the committee will do some or all of the following:
- Draft press releases and letters on behalf of international journalism or international journalists.
- Lobby Congress in favor of measures that support international journalism.
- Work with other organizations on international projects related to freedom of speech, freedom of information, and similar issues.
- Act as a watchdog on U.S. government agencies that may attempt to restrict international journalism.
- Further discussion on ethical issues revolving around international journalism.

Structure:

To better focus our efforts, the International Community will be comprised of three subcommittees. SPJ International members are encouraged to participate within various subcommittees.

The subcommittees are created based on the responses gathered through the SPJ International interest form. Members of each subcommittee can divide tasks and goals as they see fit.

1. Outreach Subcommittee

- a. **Task:** Promote SPJ International Community through social media, email newsletters and blog.
- b. **Immediate goals:** Identify and set up social media accounts needed for SPJ International (currently only twitter); Increase twitter followers; Identify and promote stories that have to do with international journalism; Keep contact list of journalists interested in the SPJ International Community; Develop story ideas for SPJ International Community blog.

2. International Chapter Subcommittee:

- a. **Task:** Research, identify and help develop SPJ chapters/interest outside of the U.S.
- b. **Immediate goals:** Identify foreign journalists and journalism groups which desire to establish foreign SPJ Chapters. Research level of interest and viability; Develop guidelines for international chapters; Develop story ideas for SPJ International Community blog based on your findings, developments.

3. Freedom of the Press Watch and Ethics subcommittee:

- a. **Task:** Identify issues and ethical questions affecting freedom of the press and journalists around the world. Divide subcommittee members to focus on geographical areas: The Americas, Africa, Middle East, Asia and Europe.
- b. **Immediate goals:** Report once a month on issues affecting journalists abroad; Identify journalists/issues that require immediate attention/support from SPJ; Seek partnerships with other International Journalism organizations (i.e. CPJ, Reporters

Without Borders, Etc.); Develop International Code of Ethics; Update International Journalism guides.

4. Education subcommittee:

- a. **Task:** Identify issues and needs of international journalism that are important for journalists to know (e.g. New skills, tools, best practices).
- b. **Immediate goals:** Create a list of ideas on the practice of international journalism that could benefit journalists. Invite SPJ members to submit ideas on what they would like to learn about. Decide on best ways to present learnings, instruction, findings – social media, other online sources and live presentations?

Leadership:

Subcommittee members will decide upon themselves on structure and workflow for each of its members. Each subcommittee will report to SPJ President and International Community Chair on progress once a month. Goals are subject to change by subcommittee members.

Please email spjinternational@spj.org with your Subcommittee preference, starting with your first pick, to second pick. Depending on the number of responses, SPJ President and Community Chair will establish the subcommittees.

Estimated official launch date for SPJ International Community: February 1st, 2015.



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MEMORANDUM

DATE: January 12, 2015
FROM: Butler Cain, Journalism Education Committee Chairman
SUBJ: Journalism Education Committee report
FOR: SPJ Executive Committee

COMMITTEE MEETINGS

The Journalism Education Committee has had two meetings since September 2014. The first was held at EIJ 2014 in Nashville. This meeting consisted primarily of (now) former chair Becky Tallent updating everyone on the progress of the committee’s forthcoming book, *Still Captive? History, Law and the Teaching of High School Journalism*, and handing over the leadership reins to me.

The second meeting was held via teleconference on Wednesday, December 3, 2014. Becky provided the committee with an update on the *Still Captive?* research project. The committee also confirmed a list of authors for the J-Ed Committee’s Toolbox section for all of *Quill* magazine’s issues for 2015. The committee also approved the idea of creating a database of SPJ members who are willing to be mentors for students and teachers in elementary, middle, and high school journalism programs.

The next committee meeting is tentatively scheduled for February.

MENTOR DATABASE

Announcements have appeared in the SPJ Leads email and on SPJ’s website for this initiative, and several members have already volunteered to participate. The committee will continue collecting information – and promoting the database – for several more weeks before launching its first version.

STILL CAPTIVE?

Still Captive? is in the final stages of editing and is expected to be released in January 2015 to much fanfare. The publisher has indicated that there is already a significant amount of interest in it. The Student Press Law Center also has plans to give the research a “launch party,” which is tentatively scheduled for March 2015 in Washington, D.C.

J-ED BLOG

Classrooms and Newsrooms, the J-Ed blog, has received an updated look and has several new posts on it (all by me). My plan is to submit at least a couple of times a month while also encouraging other committee members to participate.

MEMBERSHIP

There are currently 14 committee members, and I received a couple of interest emails during the holiday break from people asking about ways in which they can participate.

Current members include:

- Butler Cain, West Texas A&M University (chair)
- June Nicholson, Virginia Commonwealth University (co-chair)
- Tracy Ann Burton, Central Michigan University
- Meredith Cummings, University of Alabama
- Kym Fox, Texas State University
- Suzanne Lysak, Syracuse University
- Adam Maksl, Indiana University Southeast
- Jimmy McCollum, Lipscomb University
- Ryan Parkhurst, James Madison University
- Pat Sanders, University of North Alabama
- Jeff South, Virginia Commonwealth University
- Leticia Steffen, Colorado State University-Pueblo
- Becky Tallent, University of Idaho (immediate past chair)
- Peggy Watt, Western Washington University



MEMORANDUM

DATE: January 12, 2015
FROM: Robyn Davis Sekula, Membership Committee chairwoman
SUBJ: Membership Committee report
FOR: SPJ Executive Committee

The SPJ Membership Committee has created a master plan for 2015 and beyond that will shepherd our work. The plan has been reviewed by staff, and I met with them in Columbus, Indiana, to discuss the plan and to be sure that it could be implemented by staff and volunteers and had realistic goals.

A copy of this plan is attached to this report. Initial deadlines were ambitious, and I've found that I've had to adjust some of the deadlines to accommodate planning of a regional conference and local chapter activities.

The thing we've been able to handle religiously is the honoring of a Volunteer of the Month on the membership blog. Our goal is to receive nominations by the 5th of each month, choose by e-mail vote by the 10th of each month, and post by the 15th of the month.

After the regional conference is over in late March, my hope is to get back to this and work on it more faithfully. While some of the membership committee members are responsive, many are very busy with their own duties and I haven't found anyone willing to step up and do major work.

Membership committee roster: <http://www.spj.org/com-membership.asp>
Blog: <http://blogs.spjnetwork.org/membership/>

Please feel free to send me feedback. Thank you!

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Membership Committee Strategic Plan

Nov. 16, 2014

Goal: The SPJ Membership Committee will work to help SPJ become the premier organization for all journalists of any medium, race, ethnicity, ability, age, location, sex or sexual orientation. The membership committee will work in concert with staff, board, chapter leaders and other volunteers to attract new members, retain existing members and cultivate a culture of inclusiveness. By doing this work, the membership committee will support the work of journalists everywhere, whether members of SPJ or not.

Strategy: Diversify the membership of SPJ by reaching out to HBCUs, non-English publications, individual journalists of color as well as transgender, bisexual and gay journalists and associated groups.

Tactics:

- Create a baseline for diversity by adding race, sex, etc. boxes to our membership form.
Staff to make suggested list of what to ask for, membership chair/Dana to approve by 12/1
Staff notes that this has to wait until the new database is in place.
- Identify HBCUs by state and assess what needs those in leadership positions have of SPJ and what we as an organization can do to help foster the next wave of journalism students.
Membership committee volunteer to find list by 12/1
List to be divided by region by volunteer by 12/15
List to be distributed to RDs by Dana Neuts by 12/31
RDs to distribute to chapter heads, volunteers with suggested language for introductions by 1/10
This will have to be re-evaluated. Local chapter work has taken a lot of Robyn's time at present and the deadlines have to be revisited.
- Continue to work with NABJ, NAHJ, Unity and other organizations on partnership efforts, including Excellence in Journalism. Consider this at the chapter level as well. Propose that members of other organizations be brought into the makeup of our organization as advisory members to committees, without pushing them to join SPJ.
Blog post by Robyn/membership chair volunteer to be used as launching point
Twitter chat to follow in January, led by volunteer with help with RT's and promotion from staff
- Ask SPJ committee chairs to assess the makeup of their committees and work to bring on people of diverse backgrounds.
Membership committee to write, send e-mail to committee chairs by 12/1
This deadline will need to be adjusted.

Strategy: Better market to students who are members of college chapters and work to retain them as members.

Tactics:

- Market to students to ask for SPJ membership as a gift from a relative
Membership committee to write language, provide images of student journalists for mass e-mail to students by 1/10

Staff handles this.

Add information about asking for membership as gift to "you're about to graduate" e-mail - staff

- Ask campus chapter leaders at all SPJ campus chapters to identify graduates or recent graduates who can be connected with pro chapters in their area. Provide that information to pro chapters and ask them to connect to the students and offer them the opportunity to join the pro chapter and participate.

Membership committee to craft language to send to campus advisors by 2/15/15

Staff to send e-mail to campus advisors by 3/1/15

Reminder e-mail 4/1/15

Staff to request advisors to respond by 5/15/15

Local chapters to be sent information about potential members by 5/30/15

- Obtain e-mail addresses for everyone who attends regional conferences and market membership to anyone who is marked as a non-member.

Ask RDs who have regionals to provide list of attendees, divided by student/pro, to Tara in Excel form – name, school, e-mail

Membership committee to write language and provide images to staff by 4/15/15

E-mail to be send by 4/30/15

- Encourage college students to connect with local chapters, but if that fails, to reach out to national staff and ask for roles/connections

Twitter chat for March on how to get involved with SPJ – membership committee primarily, support and promotion from staff

Strategy: Reach out to unaffiliated members to assess their needs from SPJ.

- Match unaffiliated members with local chapters if desired.

Hold a Twitter chat in February on tools for SPJ leadership, including how to find unaffiliated members in your area., Membership committee to conduct chat, staff to offer promotional support 2/28/15

- Encourage RDs to reach past chapters, down into membership, and tap those unaffiliated members for leadership or volunteer roles, judging MOE, etc.

This is already being done by headquarters.

Strategy: Retain members and recruit back those who have left, particularly recently.

Tactics:

- Ask HQ to hire another part-time person to call lapsed members and ask them to re-up.

This is being done. (yay!)

- Assess what happens when membership lapses. What do members receive in the mail? Do they receive an e-mail? How do we try to win them back?

This needs study and discussion – let's try for this in fall 2015 beginning at EIJ.

- Recruit volunteers to assist with calls to lapsed members, particularly those within their geographic area.

Fall 2015

Strategy: Honor the most dedicated volunteers within SPJ each month with the Volunteer of the Month award.

Tactics: Set a clear deadline for nominations, clarify the selection process, and honor the person on time, every month.

- Deadline for nominations 5th of each month
- Deadline for selection 10th of each month
- Deadline for publicizing 15th of each month
- Give contact information to headquarters so they can receive a travel mug as a gift.
- Write a hand-written note of thanks

Strategy: Encourage chapters to connect with potential members who are in their geographic area but not part of their individual chapters.

Tactics:

- Offer more training for chapter leaders on how to use the tools under leaders that can help them manage their membership. Ensure that chapter leaders know they can obtain lists of potential members from SPJ headquarters.
Covered in other points with Twitter chat (those will also be archived and offered on our blog and elsewhere)
- Offer ideas for innovative programs that attract new members and connect with existing members for pro/college chapters (two different types of programs, most likely).
Same
- Identify major news organizations with low membership and arrange visits with top executives or at staff meetings and ask them to consider joining us.
Not sure this is viable. To be discussed Fall 2015.
- Encourage chapters to consider reducing or eliminating local dues if or when possible.
Done on an individual basis already.

Strategy: Assess our marketing to members.

Tactics:

- Survey members to determine what keeps people in SPJ and what they need from us. Staff to find survey and results from the past by 12/15.
Staff to set up new survey with same questions (if applicable) by 1/10/15
Survey opens 1/15/15
Survey closes 2/15/15
Results announced on membership blog – blog post by Robyn 3/1/15
The deadlines for this need to be re-evaluated.
- Evaluate printed brochures for clarity
Staff to request redesign of brochure emphasizing photos of people, if possible. Would be nice to have by mid-March in time for regionals. Is this do-able?
The deadline will have to be adjusted.

- Evaluate web site for small tweaks that can be made to better market the organization to potential members
- Examine and evaluate any other materials given to prospective members.

DRAFT



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MEMORANDUM

DATE: January 12, 2015
FROM: Sonny Albarado, Nominations Committee Chairman
SUBJ: Nominations report
FOR: SPJ Executive Committee

Nominations for board positions opened in early January with an email blast from President Dana Neuts. I'll follow up with a blast of my own this week (1/12-16) and personal contact with all current board members. That will be followed by personal contact with individuals recommended by board members and others.

Among board members up for re-election, Campus Advisor at large Becky Tallent, Region 2 Director Andy Schotz, VP for Campus Chapter Affairs Sue Kopen Katcef and Region 3 Director Michael Koretzky all have stated their intent to seek another term.

I presume Secretary-Treasurer Lynn Walsh will seek the president-elect post, but have not asked for a formal declaration.

At-large Director Bill McCloskey has said he'll run again if needed, but has expressed a desire to see some fresh competition for the seat, which I intend to develop.

Region 12 Director Tony Hernandez moved out of the region for a new job, but according to SPJ bylaws can remain in place for 6 months while the board determines the best way to replace him. ETSPJ's Amanda Womack has expressed an interest in running, but I haven't got a commitment.

I also intend to encourage Tony to run for Region 10 or at-large. I have not yet asked Pia Hallenberg if she plans to run again for Region 10 director.

Board officers suggested some other candidates for various posts, but I won't name for this report because I haven't yet approached them.



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MEMORANDUM

DATE: January 12, 2015
FROM: Brett Hall, Campus Representative
SUBJ: Students Community report
FOR: SPJ Executive Committee

- 1) How many members are in your community? 11
- 2) How many are SPJ members vs. non-SPJ members? Staff member Tara Puckey said in an email that there is no way to track non-SPJ members at this time. As of right now, we are not aware of any non-members
- 3) Status update - what you've accomplished and what you're working on?

OUR MISSION: The SPJ Students Community works to examine innovations and issues in student journalism, promote civic engagement and media literacy, as well as provide guidance and serve as a voice for student journalists. The community will provide opportunities for event/project collaboration and will have an open dialogue to share ideas.

OUTREACH

- Social Media: promote MOE
- Email: promote MOE
- Flyers: promote MOE (flyers have been distributed around Texas State University campus)
- Involve SPJ Students Community student representatives: send them e-blast to forward to students and create Facebook group for community and invite them.
- SPJ national student representatives attend student chapter meetings. (Jordan: I would like to attend D.C. area SPJ student chapter and D.C. Pro Chapter meetings while I'm here.)

PROJECTS

- Student video/written testimonials about their internship experiences: outreach via social media and email
- Internship project continued: solicit input from Mike Reilly
- Internship project continued: contact university/college internship coordinators to discuss their internship-for-credit programs (are internships required to graduate? how are the programs set up, i.e., how are credit hours determined, who determines the grade, who chooses what outlets? is the internship-for-credit programs the same for all sequences? etc.)
- Look for quality of internship offered.

- Internship project continued: contact various U.S. media companies to determine which ones offer paid/unpaid/for credit/no internships and if they don't offer internships...why?
- Internship project continued: Solicit input from Sue: “engaging and/or partnering with other organizations like RTDNA and having discussions with NAB (the National Association of Broadcasters).” Contact representatives with ACEJMC (Sue suggested starting the discussion with Steve Geimann “for his guidance, since Steve reps SPJ on the ACEJMC board. (Note from SUE: I have already been in touch with Steve and have his initial response...I need to do a little follow-up)
- Internship project continued: Seek legal advice or guidance (Joe Skeel and Laurie Babinski) on unpaid internships. This information could possibly be used for an internship fact sheet. <http://www.dol.gov/whd/regs/compliance/whdfs71.htm>
- Internship project continued: Solicit help from Butler Cain and J Education Committee. Professional journalist video/written testimonials about their internship experiences
- SPJ The Campus Copy blog:
 - Post student video/written testimonials about their internship experiences. Solicit help from members of the SPJ Students Community.
 - Post professional journalists video/written testimonials about their internship experiences. Solicit help from SPJ members. Include information on how and where to send these testimonials in SPJ Leads.
- Dual Chapter Skype Programs: Solicit help from SPJ members. Include information on how people can register and be paired for event in SPJ Leads.

HIGH SCHOOL OUTREACH

- Blog program: college journalists collaborate with high school journalists on creating a blog.
- Newspaper exchange: college and high school journalists swap newspapers.
- High school journalists write a guest column for college newspaper and/or help with college radio station as a guest.
- “Why do you teach journalism?” Pose question to journalism advisers/teachers and ask for them to write/send video with their response that may be posted on the SPJ website and/or blog(s).

4) What you need or how Dana and Alex can help you to be successful? I believe the best help right now will be found in promotion of the community and aid with the internship project as it's needed.

Submitted by Brett Hall on behalf of himself and Jordan Gass Pooré