

AGENDA
EXECUTIVE COMMITTEE, THE SOCIETY OF PROFESSIONAL JOURNALISTS
TIME: 9 A.M. DATE: JUNE 27, 2015
NATIONAL PRESS CLUB, WASHINGTON D.C.

1. Call to Order – *Neuts*
2. Roll Call – *Fletcher*
 - a. Neuts
 - b. Fletcher
 - c. Walsh
 - d. Kopen-Katcef
 - e. Cuillier
 - f. Radske
 - g. McCloskey
3. Approve Executive Committee Meeting Minutes
 - a. Jan. 31, 2015 (**Page 2**)
4. Report of the SPJ President – *Neuts* (**Page 18**)
5. Report of the SDX Foundation President – *Leger*
6. Discussion Items
 - a. Communications priorities – *Neuts* (**Page 21**)
7. Old/New Business
 - a. Advocacy fund investment policy – *Skeel* (**Page 23**)
 - i. Advocacy fund investment options
 - b. Non-affiliated member representation – *Fletcher* (**Page 26**)
 - c. SPJ/SDX policy re hiring and firing of executive director – *Leger* (**Page 28**)
 - d. Diversity initiatives – *Neuts*
 - e. Community updates – *Neuts*
 - f. Technology update – *Puckey*
 - g. Strategic partnerships update – *Skeel*
 - h. EIJ 18 update – *Skeel*
 - i. Supporting membership update – *Walsh*
8. Committee/Community Reports
 - a. Community Overview – *Veeneman* (**Page 30**)
 - b. Digital Community – *Mirfendereski* (**Page 32**)
 - c. Diversity Committee – *Bethea* (**Page 33**)
 - d. Ethics Committee – *Seaman* (**Page 35**)
 - e. FOI Committee – *Cuillier* (**Page 36**)
 - f. Freelance Community – *Pratt* (**Page 37**)
 - g. Journalism Education Committee – *Cain* (**Page 40**)
 - h. Legal Defense Fund Committee – *Limor* (**Page 41**)
 - i. Membership Committee – *Sekula* (**Page 42**)
9. Public Comment

EXECUTIVE SESSION

10. Awards selection
 - a. D.L. Eshelman Outstanding Campus Adviser

- b. Distinguished Teaching in Journalism
- c. Ethics in Journalism
- d. Historic Site in Journalism
- e. Howard S. Dubin Outstanding Pro Members
- f. Julie Galvan Outstanding Graduate in Journalism
- g. Regional Director of the Year
- h. Sunshine
- i. Wells Memorial Key – *officers only (President, president-elect, secretary-treasurer, VPCCA)*

11. Adjournment

THE SOCIETY OF PROFESSIONAL JOURNALISTS

EXECUTIVE COMMITTEE MEETING

DATE: JUNE 27, 2015

TIME: 9 A.M. – 5 P.M.

LOCATION: NATIONAL PRESS CLUB



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
JANUARY 31, 2015
ORLANDO, FLA.

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 9 a.m. on Saturday, January 31, 2015, at the Orlando Marriott World Center.

ROLL 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; Director at-Large Bill McCloskey; Region 6 Director Joe Radske. SDX Foundation President Robert Leger was in attendance along with Executive Director Joe Skeel, Associate Executive Director Chris Vachon, Membership Strategist Tara Puckey and Region 3 Director Michael Kortezky.

MEETING MINUTES APPROVED

Upon proper motion by McCloskey and second by Fletcher, the committee approved minutes from the June 21, 2014 executive committee meeting.

Upon proper motion by Kopen Katcef and second by McCloskey, the committee approved minutes from the December 11, 2014 executive committee meeting.

Upon proper motion by Kopen Katcef and second by Walsh, the committee approved minutes from the September 4, 2014 delegate meeting.

Upon proper motion by McCloskey and second by Kopen Katcef, the committee approved minutes from the September 6, 2014 delegate meeting.

PRESIDENT'S REPORT

President Neuts reported that five communities have formed thus far: Freelance, Digital, International Journalism, Generation J and Student. Discussion ensued about the fact that non-members can belong to communities. McCloskey shared that he feels it dilutes our brand. Neuts explained that restricting communities to SPJ members only is challenging because of their use of social media and the inability to restrict access to public tools. She went on to explain that non-SPJ members in communities cannot vote for community leaders, they cannot blog on the community blog and they don't have access to the members-only resources on the SPJ website. The group suggested that communities be given a year to develop and then revisit the non-member issue.

During the president's report, the group discussed diversity within the board of directors. One idea generated was to determine a way to identify SPJ members who belong to other

organizations that represent diverse populations and to tap those members for involvement in committees, communities, chapter leadership and national leadership roles.

Neuts then asked Fletcher to provide a shield-law update. He said the bill was making progress until it got to Speaker Boehner's desk. Fletcher said, according to SPJ counsel Laurie Babinski, the FOIA bill is not going anywhere. SPJ continues to keep a watchful eye for any movement.

SDX FOUNDATION PRESIDENT'S REPORT

SDX Foundation President Robert Leger indicated that most of the focus of the foundation is on items related to the transition between the foundation and the Society. He reported that the new foundation programming committee met recently and brainstormed ideas. Skeel still needs to complete the budget in order for all to get a better handle on how everything will shake out. Lastly, Leger explained the foundation grant cycle/process to the group.

GRANT REQUESTS TO SDX FOUNDATION

Region 7 Director Rob McLean submitted a proposed grant request for the Executive Committee's review. **See Appendix A.**

Upon proper motion by McCloskey and second by Radske, the committee voted to support the grant request being submitted to the SDX Foundation.

Region 3 Director Michael Koretzky submitted a proposed grant request for the Executive Committee's review. **See Appendix B.**

Upon proper motion by McCloskey and second by Fletcher, the committee voted to support the grant request being submitted to the SDX Foundation.

Diversity Committee Chair April Bethea submitted a proposed grant request, on behalf of the diversity committee, for the Executive Committee's review. **See Appendix C.**

Upon proper motion by Kopen Katcef and second by Walsh, the committee voted to support the grant request being submitted to the SDX Foundation.

ONLINE LDF AUCTION

Skeel asked the group for their thoughts about creating an online component to the annual Legal Defense Fund auction. The suggestion is that it would take place before EIJ and would provide an opportunity for non-conference goers to participate in the auction; it would provide more exposure to the Legal Defense Fund; and it would be kept separate from the EIJ auction. The Executive Committee suggested that Skeel provide a detailed proposal at the spring board meeting. Additionally, the board could discuss if the money would go to the LDF or to the advocacy fund.

STATEMENTS REGARDING INTERNATIONAL JOURNALISM ISSUES

Neuts reported that she discussed the topic of how SPJ should address issues related to journalism outside the U.S. with SPJ's Communications Strategist Jennifer Royer. They recommend that the situations be addressed on a case-by-case basis.

JOB BANK

Walsh described the current situation with the SPJ job bank. It is hosted on a platform called Boxwood and as a result of Boxwood's revenue sharing model, SPJ receives \$14,000 in revenue each year. However, the SPJ job bank is not robust and may be a detriment to membership.

Upon proper motion by Fletcher and second by Kopen Katcef, the committee directed Skeel explore with Boxwood the opportunity for SPJ to create an aggregated page, making it a job board hub, and still be able to receive the revenue from Boxwood.

RESOLUTIONS FROM CONVENTION

Skeel explained that in the past, after the convention, resolutions were only posted to the website. After a suggestion from McCloskey, in the future, resolutions will also be sent to organizations and/or people referenced, or affected by, the resolution.

VOTE TOTALS FROM CONVENTION

Skeel discussed with the group whether or not the organization wants to announce vote totals for national board elections and resolution voting and any other voting topics.

The Executive Committee will ask the Bylaws committee to write up a process for how vote totals would be communicated and the SPJ board will review the suggestions at the spring meeting.

TECHNOLOGY UPGRADE UPDATE

Puckey reported that an additional testing area is being added to the server; she has done some staff training; the database clean-up continues; and she is creating a wish list of possible information to be considered for gathering from members.

STRATEGIC COMMUNICATIONS UPDATE

Skeel provided an overview of the communications process since the communications strategist position was filled in August 2014. A short- and long-term communication strategy has been developed, with input of many voices, and serves as the foundation of SPJ's communications structure. Its goal is 1) to allow SPJ to be as proactive as possible in regards to advocacy and 2) for SPJ to be prepared as early as possible and know SPJ's position before something becomes an issue, or where SPJ can motivate members to take action and mobilize.

AWARDS & HONORS

Walsh and Kopen Katcef presented an outline of suggested changes to SPJ's various awards and honors program.

Upon proper motion by Fletcher and second by Kopen Katcef, the committee voted that the selection process for the Distinguished Teaching in Journalism Award read as follows:

The recipient will be recommended by the SPJ Executive Committee with input from the SPJ Journalism Education Committee and the two Campus Advisers-at-Large. The recommendation will be presented to the SPJ board for approval.

Friendly amendment: The process will be implemented in 2016.

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion by McCloskey and second by Walsh, the committee voted that the selection process for the Ethics in Journalism Award read as follows:

The recipient will be recommended by the SPJ Executive Committee with input from the SPJ Ethics Committee. The recommendation will be presented to the SPJ board for approval.

Friendly amendment: The process will be implemented in 2016.

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion by McCloskey and second by Walsh, the committee voted that the selection process for the Fellows of the Society read as follows:

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

Friendly amendment: The process will be implemented in 2016.

Friendly amendment: Change that nominations will rollover for five years.

Addition: Add wording from bylaws that “not more than three people can be selected.”

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion by Kopen Katcef and second by Walsh, the committee voted that the selection process for the Historic Site in Journalism read as follows:

The recipient will be recommended by the SPJ Executive Committee with input from the American Journalism Historians Association. The recommendation will be presented to the SPJ board for approval.

Friendly amendment: The process will be implemented in 2016.

Friendly amendment: Change that nominations will rollover for five years.

Addition: Require something with submission that the plaque will be placed on the property.

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion by Kopen Katcef and second by Walsh, the committee voted that the selection process for the Sunshine Award read as follows:

The recipient(s) will be recommended by the SPJ Executive Committee with input from the SPJ FOI Committee. The recommendation(s) will be presented to the SPJ board for approval.

Friendly amendment: The process will be implemented in 2016.

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion by Kopen Katcef and second by Walsh, the committee voted that the selection process for the Howard S. Dubin Outstanding Pro Member Award read as follows:

The recipients will be recommended by the SPJ Executive Committee. Recommendations will be presented to the SPJ board for approval.

Friendly amendment: The process will be implemented in 2016.

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion by Kopen Katcef and second by Walsh, the committee voted that the selection process for the David L Eshelman Outstanding SPJ Campus Adviser Award read as follows:

The recipient will be recommended by the SPJ Executive Committee with input from the two Campus Advisers-at-Large and the two Campus Representatives. The recommendation will be presented to the SPJ board for approval.

Friendly amendment: The process will be implemented in 2016.

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion by Kopen Katcef and second by Walsh, the committee voted that the selection process for the Julie Galvan Outstanding Campus Member Award read as follows:

The recipient will be recommended by the SPJ Executive Committee with input from the two Campus Advisers-at-Large and two Campus Representatives. The recommendation will be presented to the SPJ board for approval.

Friendly amendment: The process will be implemented in 2016.

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion by Kopen Katcef and second by Walsh, the committee voted that the selection process for the Regional Director of the Year Award read as follows:

The recipient will be chosen by the SPJ Executive Committee with input from the two Directors-at-Large and headquarters staff.

Friendly amendment: The process will be implemented in 2016.

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Walsh), three members voted no (Cuillier, Radske and McCloskey) and President Neuts broke the tie with a yes vote.

Upon proper motion by Fletcher and second by McCloskey, the committee voted that the selection process for the Wells Memorial Key read as follows:

The recipient will be chosen by the SPJ Executive Committee.

Friendly amendment: The process will be implemented in 2016.

Friendly amendment: Change that nominations will roll over for 10 years.

The motion passed. Three members voted yes (Fletcher, Kopen Katcef and Radske), three members voted no (Cuillier, Walsh and McCloskey) and President Neuts broke the tie with a yes vote.

MEMBERSHIP REPRESENTATION

Fletcher reported that 41 percent of members are not affiliated with chapters. This means that those 41 percent do not have representation when it comes to voting for anything other than national officers (since national officer voting is one person, one vote). Fletcher is interested in having a discussion with the board and others to work together to determine a solution. The group decided that a task force is necessary to prepare some ideas for the spring board meeting. The task force should be made up of those associated with chapters and those not associated with chapters as well as those associated with communities.

EXECUTIVE SESSION

Upon proper motion by Fletcher and second by Kopen Katcef, the committee voted to go into executive session at 4:50 p.m. to discuss Fellows of the Society nominations.

EXIT EXECUTIVE SESSION/ADJOURNMENT

Upon proper motion by Kopen Katcef and second by McCloskey, the committee voted to exit executive session and adjourn at 5:30 pm.



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APPENDIX A

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.



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APPENDIX B

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



APPENDIX C

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

DRAFT

MEMORANDUM

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

SPJ has so many moving parts, projects and people that it is hard to encapsulate all of the hard work in a brief report. In addition to working with committee chairs and communities, I continue to work with the communications team as needed to respond to requests for statements, letters to co-sign, etc. This activity has slowed down somewhat over the last couple of months, but we have had the opportunity to test our statement guidelines as discussed at our April meeting. Immediate past president Dave Cuillier and SDX president Robert Leger keep me in the loop on FOI matters, and the regional directors have been helpful in staying on top of journalism, transparency and related matters in their regions.

At the end of May, Pia Hallenberg, Tony Hernandez and I had the opportunity to attend a mini-Scripps training session for the Oregon Territory Pro chapter based in Portland, Oregon. The chapter has struggled with consistency in leadership the last few years, and Tara Puckey planned a mini-Scripps to help them get back on track and to give them some tools and resources they might find helpful. The next "regular" Scripps training program is scheduled for July in Bellevue, Washington, about 20 miles from me. I plan to attend and will get the opportunity to meet Elle Toussi, one of the new co-chairs for the International Community.

During my final few months as president, I will be working on several community-related projects, the new diversity initiatives, and supporting Paul Fletcher as he prepares to become president on September 20. I am also trying to kick start some delegate training prior to EIJ. Joe Skeel and Tara did a great job of laying out a plan, but I was slow to get started and now I'm having trouble finding someone to lead the task force. As soon as we get that person identified, we'll begin the research, development and implementation of delegate training tools.

COMMUNITIES

There has been a lot of activity on the community front in the last month or so. Here are some highlights:

- Gen J is interested in working with the Student Community to see what synergies might exist.
- Freelance wants to schedule a Google Hangout with other community leaders to see how they might collaborate and partner.
- Carlos Restrepo from the International Community stepped down from the chair's position. Elle Toussi and Dan Kubiske have agreed to become co-chairs. We'll assess

where the community stands now before determining our next steps and whether or not we will hold elections this fall or regroup and wait a bit.

- Alex Veeneman and I are considering adding a sixth community and are seeking input from members on what their needs are. Because this is member-driven, it needs to grow organically out of a need and where there are true interests. Initial ideas include rural and community journalism, legal journalism and political reporting.
- I will be working on model by-laws for communities to adopt or adapt to meet their needs. We need guidelines to handle contingencies for elections, leadership, etc.

ETHICS

The Ethics Committee continues to be active. Ethics Week went well, including two Twitter chats and other activities. There was some disruption caused by GamerGate, but we kept that to a minimum by choosing not to engage the gamers. In addition, the Ethics Committee has posted translations of the revised Code of Ethics in Arabic, Chinese, French, German and Spanish. Two other translations in Farsi and Russian are pending review. Over the last month, the committee has posted a number of supplemental materials to SPJ.org to give readers some additional guidance and examples when applying the Code. Great job, Andrew, Monica, Fred, et al!

MEMBERSHIP

Chair Robyn Sekula created an #SPJ4All campaign in partnership with the Diversity Committee to remind members and others that SPJ does not discriminate and is open to all journalists. See the membership report for stats, but anecdotally, I can tell you this was a fun way to show our support for SPJ. It was a “feel good” moment that we could all get behind. I was particularly pleased to see the committees working together and to have so many board members participate. Kudos to Robyn for continuing to find ways to expand diversity within SPJ.

DIVERSITY

Joe Skeel and I have had some preliminary discussions about inviting members of organizations like NABJ, NAHJ, AAJA, etc. to become members of our Diversity Committee. The ball is in my court on that one, and I hope to have time to discuss this with Joe next week while we’re in D.C. In the meantime, the second diversity initiative – creating resources for diversity programming and outreach – has started. Robyn from Membership, April from Diversity and one other person will head this project up. Robyn’s already gotten started. Georgiana Vines represented SPJ in D.C. in April at a UNITY summit. She prepared a report for me and the committee and developed some new relationships and contacts for us. I also had the opportunity to help select the diversity fellows for the coming year. I am excited about the applicants and their enthusiasm for SPJ and for helping SPJ expand diversity. There is much work to be done, but we are making progress. I welcome ideas and volunteers and appreciate the board’s ongoing support.

BOARD ACTION

At the board level, we’ve held two calls since the April board meeting. In mid May, we voted to appoint Amanda Womac as interim Region 12 Director to replace Tony Hernandez, who moved

out of the region. In early June, we held a call to discuss Michael Koretzky's request for the board to overturn Joe Skeel's decision that Michael not be allowed to use the national SPJ logo on his AirPlay website. Though we did not have a quorum to take an official vote, an unofficial poll showed only one board member, Matt Hall, supported Michael's use of the logo. Michael voted against his own request but thanked the board for its willingness to discuss the issue.

My report would not be complete without taking a moment to thank SPJ staff, the board, SDX Foundation, SPJ committee and community chairs, volunteers and partners for their continued dedication to SPJ. While some days are long and challenging, and I haven't been able to help everyone or solve every problem, the reward of making SPJ even better and fulfilling SPJ's mission makes it all worthwhile for me. When September rolls around, I will be ready to pass the reins to Paul, but I am grateful for the opportunity to serve as SPJ president this year and to have worked closely with all of you. Thanks for all you do.

MEMORANDUM

DATE: June 19, 2015
FROM: Jennifer Royer, SPJ Communications Strategist
SUBJ: Communications priorities
FOR: SPJ Executive Committee

SPJ is approaching the one-year mark (the beginning of August) with a full-time communications strategist. One of the primary goals of this position, as set forth by SPJ leadership, has been, and continues to be, increasing SPJ's proactive communications efforts to emphasize, educate and advance its advocacy work and mission. With that one-year mark approaching, and the most recent communications coordinator joining headquarters staff, we wanted to take this opportunity to "take the pulse" of the executive committee to learn what it thinks SPJ's priorities should be in the coming year.

Over the past 10 months, SPJ communications has dabbled in some proactive campaigns – Sunshine Week, Ethics Week, taking the lead on some FOI issues, for example. However, much of the communications have been reactive – statements regarding journalists' deaths or other issues of the day. Even more of a shift to a proactive, strategic approach is needed in order to educate people near and far about SPJ's mission.

We would like your feedback about the 3-5 topics or areas you think are most important for SPJ in the coming year. Are there some specific battles you would like to see SPJ fight? Are there any specific campaigns, such as a general public records awareness, you would like to see SPJ tackle? Identifying and ranking them would be helpful.

The Communications Plan, approved by the Board of Directors last fall, lists various programs that are important to SPJ such as Ethics Week and Sunshine Week. We see these types of programs as vehicles to communicate the issues that are important to SPJ. We will, of course, continue communications related to these regular events.

Here are a few areas we have come up with, based on happenings from the past year, we may want to consider as top priorities, or things SPJ wants to "own" proactively. Over the past 10 months, we have largely allowed the legislative cycle to dictate what we say and when we say it about some of these issues. Instead, perhaps we should consider whether we want to do more to lead the conversation and try to have a greater influence on the legislative process.

We welcome your ideas as well, but here are some staff came up with:

- Freedom of Information – public access
- Student journalists' rights/collegiate journalism issues
- Shield Law – state and/or national (again, we know there isn't legislative support. Can we create enough buzz to force legislators to address it?)
- Code of Ethics/ethical journalism

- Death penalty secrecy legislation
- Advocacy Fund
- Legal Defense Fund

Regular communications and marketing for all of the programs in the communications plans will still be accomplished. But when it comes to proactive, more in-depth communications and marketing, knowing what is most important to you as the leaders of SPJ will help in guiding the Society in the direction it needs to go.

**DRAFT
INVESTMENT POLICY
OF THE
SPJ ADVOCACY ENDOWMENT**

adopted Month, Day, Year

I. GENERAL PROVISIONS

A. Standard of Care

- 1) In managing the assets of the Society of Professional Journalists, the board of directors shall use the care, skill, prudence, and diligence under the circumstances as any reasonable person.

B. Asset Management

- 1) The board shall have the authority to obtain the services of professional asset managers and to dismiss same as necessary.

C. Diversification

- 1) The board shall supervise the diversification of the assets of the funds, plans and program. This will be done to minimize the risk of large losses unless circumstances make it clearly prudent not to diversify.

D. Restrictions

- 1) Fixed income securities may be purchased where issued or guaranteed by the United States Treasury, government sponsored enterprises, or corporate bonds rated by Moody's or Standard and Poor's. International Securities may also be purchased. Convertible securities will be considered as equity securities. An average Standard and Poor's credit rating of "AA," or the equivalent should be maintained. Commercial paper should be rated P-1 by Moody's Investor Service, Inc., A-1 Standard and Poor's, or F-1 by Fitch's and certificates of deposit or banker's acceptances of the one hundred (100) largest commercial banks in the United States, or deposit or banker's acceptance (in appropriate amounts) are fully insured by an agency of the Federal Government.
- 2) No direct investments shall be made in commodities, commodity contracts, futures, future contracts, oil/gas, mineral leases, mineral rights, or royalty contracts.
- 3) No direct transactions in short sales, options, puts, calls, straddles and/or spreads shall be used. Covered call options strategies on equities can be pursued on a limited basis. Real Estate Investment Trusts (REIT) are permitted on a limited basis.
- 4) No investment shall knowingly be made in which any officer or director of the SPJ board of directors or SPJ staff has a known significant financial interest.

- 5) SPJ may invest in mutual funds which are quoted by the National Association of Securities Dealers.
- 6) SPJ retains the right to remove any stock or bond from the portfolio if it feels that the issuing body or company sells products or services not in harmony with the Society's goals.

II. INVESTMENT OBJECTIVES

Recognizing the need to manage day-to-day operations; fiduciary responsibility to our members; and desire for a prudent guide for the present and future direction of our assets, our investment priorities shall be:

A. Stability

- 1) To maintain a high level of stability and security in the Society by minimizing risk and volatility insofar as possible within the rate of return objectives.

B. Growth

- 1) To grow the investment principle at a rate commensurate with historical market growth.

C. Preservation of Capital

- 1) To preserve the capital investment of the Society.

D. Steady income from interest and dividends

- 1) Earned interest and dividends may be re-invested or used for day-to-day operations.

III. ASSET ALLOCATION

A. Equity Investments

- 1) The following equity asset classes are acceptable for the Society of Professional Journalists:
 - (i) Large Cap Domestic Equities (S&P 500)
 - (ii) Mid Cap Domestic Equities (Russell 1000)
 - (iii) Small Cap Domestic Equities (Russell 2000)
 - (iv) Equity Mutual Funds/Commingled Funds
 - (v) Global Equity Funds
 - (vi) International Equities
 - (vii) Index Funds

B. Cash and Cash Equivalents

- 1) Cash balances maintained and generated as a normal course of business may be invested in the money market fund maintained by the custodian firm.
- 2) Commercial Paper ratings shall be restricted to A-1 ratings of Standard and Poor's and P-1 rating of Moody's.

C. Spending Policy

- 1) In recognition of the laws established for endowments, only the earnings may be used for programs and services that meet donor restrictions. The level at which earnings will be spent will be determined by the Society's board of directors.

D. Target Asset Mix

- | | | |
|-----------------------------|-----------------|-----------------|
| 1) Domestic Equities | 20 percent min. | 60 percent max. |
| 2) Domestic Fixed Income | 15 percent min. | 50 percent max. |
| 3) Cash & Cash Equivalents | 0 percent min. | 20 percent max. |
| 4) Global/Interntl Equities | 5 percent min. | 25 percent max. |
| 5) Alternative Investments | 0 percent min. | 5 percent max. |

E. Investment Management

- 1) SPJ will enter into agreements with investment advisors as it sees fit and will review their performance on a quarterly and annual basis. All agreements with advisors will be cancelable on thirty (30) days notice.

IV. INVESTMENT MANAGEMENT POLICY

- 1) To achieve the Society's investment objectives, we will place tight parameters on investment decisions and advisors. These would include a low to moderate risk tolerance in every portion of the portfolio with no more than 70 percent of the portfolio invested in equities at any time. We wish to avoid large swings in portfolio value and will not accept short-term fluctuation to try to achieve a higher return.
- 2) The Society's executive director shall review account balances monthly and suggest investment changes to the board of directors when appropriate.
- 3) The executive director will share investment performance with the board of directors at the time quarterly financials are issued.

MEMORANDUM

DATE: June 15, 2015
FROM: Paul Fletcher
SUBJ: Membership representation task force
FOR: President Dana Neuts; SPJ Executive Committee

Dana, here is a run-down of the most recent activity of the membership representation task force and an update for the Executive Committee.

I put together the task force following our April board meeting in Indianapolis. The current members of the group are:

- Rebecca Baker
- Lauren Bartlett
- Michael Fitzgerald
- Paul Fletcher
- Joe Radske
- Andy Schotz
- Alex Tarquinio
- Lynn Walsh

We had an hour-long phone meeting on May 26. Joe Skeel and Tara Puckey were on the call on behalf of HQ.

Among the issues the group will explore:

- How to provide representation to the 41 percent of members not in chapters at convention
- How to provide representation to SPJ communities at convention
- How and whether to provide representation to SPJ communities at the board level

Specific tasks the group will be handling, beginning now:

- A survey of the 41 percent to gauge interest in governance and different approaches
- Research into other groups that have interest divisions such as communities
- Research into governance of other national journalism groups

The group agreed that there is not time this summer to have by-laws changes in place to propose for EIJ15 in Orlando. The survey is the top priority at this time, with Lauren and Michael in charge of collecting questions from other task force members and preparing a draft for the group to review by phone meeting by the end of June.

The goal is to get the survey to the 41 percent in July.

Following the phone meeting of the group, Tara provided me with some additional data.

I asked her for info about SPJ members who decline to renew their membership. I was looking to see whether chapter membership/unaffiliated status made any difference, and if there was a higher tendency for unaffiliated members to quit.

Members in a chapter are 59 percent of our membership; unaffiliateds account for 41 percent.

Tara's numbers: Of the people who dropped out of SPJ within the last 12 months, 64 percent were in chapters, 36 percent were unaffiliated.

My inquiry was turned upside down. There is a slight skew for chapter members to quit SPJ at a higher rate than the unaffiliated. Put another way, the unaffiliated have a little more loyalty and a slightly higher tendency to remain members. Some stats to keep in mind as the task force goes forward.

Executive Director Hiring Policy

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

DRAFT

Executive Director Evaluation Policy

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

DRAFT

**STATEMENT ON THE COMMUNITIES
SPJ JUNE EXECUTIVE COMMITTEE MEETING**

From: Alex Veeneman, Community Coordinator

I am delighted to report to the Executive Committee the progress that has been taken regarding the development of the network of the SPJ communities. Since my last report, Generation J's transition from a committee to community was approved May 18 by the Board of Directors.

In addition, after discussions with President Neuts, the possibility of sub-communities have been made available to the communities. I have notified the chairs of the current communities and advised them to consult their executive board colleagues as well as their wider membership to determine what sub-communities, if any, would be appropriate. At the writing of this statement, I have not been made aware of any decision to implement any sub-community.

With the approval of Generation J, Neuts and I have been discussing the development of a sixth community. Shortly after a telephone conversation on May 27, Neuts notified by email a focus group consisting of members across the country of our intentions to form this community, and asked for informal feedback on ideas.

Neuts, in her email, inquired whether this community should focus on broad issues as we have done previously, or focus on particular beats. Neuts emphasized all ideas, but wanted to ensure that any ideas or work being done by other journalism organizations was not duplicated.

Considering the aforementioned, that focus group presented the following ideas:

1. A community on rural journalism and rural issues
2. A community on legal journalism
3. A community on data journalism

On June 2, with this feedback, I wrote to the Board of Directors requesting their feedback, which is being compiled. The next step will be a consultation of the wider membership. I anticipate that this community will be in place prior to the beginning of EIJ in September, and I welcome ideas from the membership and other interested parties within SPJ if they desire to establish a community.

Outside of the sixth community, Neuts had suggested a global communities landing page with a blog examining the communities generally. The blog would also include content from the current communities, and the page would allow the opportunity for members to make suggestions and ask questions about the communities.

Webmaster Billy O'Keefe is currently developing this and it is hoped that it will be launched during the course of June. This landing page is a significant step ahead to help keep the SPJ, and indeed the general public, informed about the communities, and to spur initial interest, something I believe will benefit the communities in the long term.

In addition, Neuts, after speaking with Tara Puckey during a visit to Portland, Oregon, is discussing model by-laws for the communities, similar to chapters. Discussions on the implementation of such measures are ongoing.

As I have publicly stated in these reports and elsewhere, the communities are significant for the future operations of the SPJ. These are unique opportunities for the membership to get involved and to make a difference in the SPJ's work and to support the journalism community. I am confident that going into EIJ, these communities can be strong and can continue to play a supporting role that provide long term benefits to SPJ and to the wider industry.

I am appreciative of the Committee's support of the community's endeavors. I am excited at what is ahead, and look forward to continue to assisting in their development in whatever way possible.

Dear SPJ board members,

I'm excited to tell you about the work the SPJ Digital executive board has completed since our last report to you in April.

Our social chairs are regularly sharing original content, digital journalism tips and job postings on our social media platforms (Facebook, Twitter, Google Plus and LinkedIn) and engaging with members of our community. We continue to write several posts a week on the Net Worked blog, which gives our members a chance to read varying perspectives on digital media issues, industry news and journalism topics.

We have developed Twitter lists to keep track of and interact with our members. In an effort to include our members in important conversations, we are in the process of inviting them to join a closed SPJ Digital Facebook group. This will give people in the group a chance to privately communicate, share industry news and develop a relationship with other members of SPJ Digital.

In addition to increasing our presence on social media and the Net Worked blog, the executive board is developing original, monthly programs. We are planning two upcoming webinars – one on social media ethics and another on mobile reporting tools. Details, speakers and dates are being finalized at this time.

As of March 16, SPJ Digital has 75 members. All 75 members are members of SPJ.

Sincerely,

Taylor Mirfendereski
Co-Chair | SPJ Digital
taylormirf@mac.com
614-975-6260

MEMORANDUM

Date: June 15, 2015

From: April Bethea, diversity committee chair

Re: Diversity Committee report

To: Dana Neuts, SPJ president; SPJ Board of Directors; SPJ headquarters staff;

Committee members

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

Committee Activities/Works in Progress:

Our committee has met once via conference call since April, with other communication via email or phone. We've had one new post to the "Who's News?" blog and still post regularly to our committee Twitter and Facebook accounts..

The biggest news this quarter? Our "Reginald Stuart Diversity Management Fellowship" was formally approved by the Sigma Delta Chi Foundation and recruitment is underway for our first two fellows. We've partnered with Poynter for our two fellowship to attend their annual Leadership Academy held each fall in Florida. Special thanks to Chris Vachon for helping us create a timeline, application and program description for the fellowship, and to other SPJ staffers for their help in creating a website for the fellowship and promoting it.

We published a [blog post](#) to announce the fellowship, which was promoted on social media. It also was cited by Richard Prince in his [May 29 Journal-isms column](#), and shared by others who write about media diversity.

We're still selecting applications until July 15, so please help us spread the word about the project. Learn more at <https://www.spj.org/stuart-fellowship.asp>

Other efforts

- Vice Chair Georgiana Vines represented SPJ at the UNITY Diversity Caucus held in April in Washington, D.C. About 50 people attended the event. Georgiana reported there were discussions about journalism organizations collaborating more on projects. UNITY's board approved a few goals for the organization, including becoming a resource/clearinghouse for journalists and organizations and developing a system to support other journalism groups, incl. administrative assistance. Georgiana also met a potential new member for the diversity committee.
- The 2015 Dori Maynard Diversity Leadership Program fellows have been selected, so we'll need to start soon to line up speakers and other activities for EIJ15. In addition, we

hope to conduct our survey of past diversity fellows this month to gauge their current involvement in SPJ, and what, if anything, we should be doing to keep fellows active with the organization.

- Our committee participated in the #SPJ4ALL campaign led by membership chair Robyn Sekula. At least four of our members posted photos that day on Twitter.
- Chair April Bethea and Vice Chair Georgiana Vines also participated in calls with SPJ president Dana Neuts, President-Elect Paul Fletcher, Membership Chair Sekula and others on diversity initiatives in SPJ. Among those efforts: Inviting reps from NABJ, NAHJ and the UNITY-affiliated organizations to join the diversity committee and curating a list of diversity-related programming that chapters could draw from. Robyn Sekula has begun compiling a list of programming ideas. Heading into the next year, I hope our committee can bring forth other proposals guided, in part, from feedback we receive from past diversity fellows.

April Bethea, SPJ Diversity Committee Chair
Vice president, Greater Charlotte SPJ
Online producer, The Charlotte Observer
adbethea@gmail.com, spjdiversity@spj.org

**ETHICS COMMITTEE
REPORT TO THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JUNE 2015**

To the Society's Executive Committee:

Your ethics committee was particularly busy this past spring with the completion and implementation of several major projects and initiatives.

First, the revised Code of Ethics was translated into several languages, and published on the Society's website. As of June 15, the public has access to Arabic, English, French, German and Spanish. Soon, Farsi and Russian translations will join the online catalog.

Additionally, the supporting documents that are meant to provide additional guidance to the Society's members in ethical decision making is almost ready for launch. As of June 15, a few additional pages of supporting documents need to be created via the online blogging platform WordPress. Each of those pages – one for each of the Code's principles – will be linked to the specific section.

As a reminder, the supporting documents are never intended to be – for a lack of a better word – complete. Instead, it's the hope that the ethics committee will continue to add and subtract resources as they become needed or obsolete.

Additionally, the committee is working toward creating a document to guide journalists through stories about suicide, which was a hotly debated topic during Excellence in Journalism 2014. The committee already consulted with the American Psychological Association, which sent resources to be included in the document and agreed to review it before release. What's more, the committee hopes to provide guidance on drone journalism within the coming months with the help of Society members from Florida and elsewhere in the country.

As for education, the Society's annual Ethics Week was a success with a lot of engagement and discussions surrounding various topics. Committee members continue to speak throughout the country about the Code. Those talks include the large National Association of Broadcasters' conference in Las Vegas and several of the Society's regional conferences.

In the coming months, the committee also hopes to partner with other organizations to continue to ensure that the Society's Code remains the standard among journalists in the U.S.

And, of course, many committee members will be in Florida for Excellence in Journalism 2015, where we'll be presenting and educating journalists from around the world about the Code.

Sincerely,
Andrew Seaman
Ethics Chair

FOI COMMITTEE REPORT
MAY 29, 2015
DAVID CUILLIER, FOI COMMITTEE CHAIR

Here are some of the FOI Committee activities since March:

FOI Survey. FOI Committee member Carolyn Carlson's survey results regarding excessive PIO tactics were released in a beefy report April 9 at the National Press Club, with Kathryn Foxhall assisting (<https://www.spj.org/news.asp?ref=1330>). A full report was released by the Center for Science and Democracy at the Union of Concerned, Also, they issued a report grading agency's PIO policies:

[http://www.ucsusa.org/search/reports?f\[0\]=im_field_channel%3A148#.VWXj9c9Vikp](http://www.ucsusa.org/search/reports?f[0]=im_field_channel%3A148#.VWXj9c9Vikp)

Advocacy Fund. After the meeting in Indianapolis, where the board approved shifting \$30,000 from budget surplus to the advocacy fund, Joe moved forward in shifting a total of \$105,000 to an endowed account, requesting that the executive committee approval a relatively aggressive investment strategy for maximum long-term growth. I continued to meet with Joe to work out the details of the fund (e.g., the name, how the funds will be disbursed), and will have more detailed plans for the board in Orlando.

White House Follow-up. We sent a letter to White House Press Secretary Josh Earnest inviting him to a discussion in June, following up on the letter sent last summer decrying excessive PIO tactics at the federal level, signed by SPJ and 37 other organizations. If the White House does not want to engage in a discussion then a follow-up letter will be issued this summer.

Pulliam/Kilgore Fellow. Provided input and advice for Ashley Jones, who will serve as the Pulliam/Kilgore Freedom of Information fellow this summer. Her emphasis for blog posts and Quill articles will be on access to records regarding environmental reporting.

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

- Assisted the LDF Committee on efforts to help in the ouster of the adviser of the Northern Michigan University student newspaper and the students at Otterbein University suing for access to campus police records. Also, Bob Becker wrote up a statement regarding access to policy body-cam video, and Kathryn Foxhall led an effort to invite the White House to talk about PIO controls (not expecting cooperation from the Obama Administration).
- Quill FOI Toolbox column by Lynn Walsh on FOI trackers (March/April issue) and a FOI Toolbox column by Erin Mansfield on lottery records (May/June issue).
- I conducted access training at the Region 10 conference, organized by Region 10 Director Pia Hallenberg.

SPJ Freelance Community Report

June 17, 2015

Introduction – The Freelance Community, which had its first elections in January, is still evolving and continues to strategize around the needs of freelancers.

Community Leadership – Our executive committee is comprised of Anna Pratt, the chair, Michelle Donahue, vice chair, Amy Ritchart, events coordinator, Hazel Becker, resources coordinator, Julie Walmsley, secretary/outreach coordinator, Kathryn Mobley, membership coordinator (recently appointed) and two at-large members, Michael Fitzgerald (former chair) and Michelle Sandlin. (Both the secretary/outreach and membership coordinators went unfilled in the election. However, we have since appointed people into those roles.)

Committee/community activities – Since our last report, we have created a calendar of regular events with different kinds of programs. We have experimented with various mediums, trying to gauge what works best for the Freelance Community. The executive committee meets regularly via Google Hangout. Although these are a chance to get caught up on Freelance Community business (and are open to anyone), we have also tried to add value to the virtual meet-ups by adding content that may be useful to freelancers. For example, at a recent Hangout, we hosted freelance journalist and book author, Scott Carney, who is leading a project to advocate for freelancers. He gave an overview of the project that has since been fully funded on Kickstarter. At our last Hangout, we talked to Sharon Bruce from the Freelancers Union. She provided some background about the union and what it does along with information about the benefits of joining the organization. Other Hangouts coming up may be more topical in nature, or may relate to a certain aspect of the craft of freelance journalism. These are still in planning stages. Presently, we are still experiencing technical issues with Hangouts and we are trying to troubleshoot that.

Separately, we have found success with a couple of online chats via the Community website. Both chats were well attended; the last one drew 15 participants. We have discussed pitching stories and breaking into certain publications. This format seems user-friendly, and the chats have been fun, social and informative. Thus far, the executive committees are taking turns leading the monthly chats. Right now, we are lining up an online chat with Jennie Phipps, the editor and founder of Freelance Success, a subscription-based newsletter and website that caters to freelancers. The idea to pick her brain emerged from our last chat, and a participant got us connected with Phipps.

Other programming ideas that we're considering? We are generating some ideas for podcasts. Also, the executive committee is looking into the possibility of a monthly newsletter to help formalize our communications with members. We see it as a way to stay in touch with people and to give them a head's up about upcoming events and posts on the message board and other items of interest.

The executive committee is brainstorming ways to drive more traffic to the website, which has a discussion board, blog, jobs board, freelance directory, chat tool and other resources. We are trying to post on the message board regularly, and we are contemplating what improvements need to be made to encourage Community members to take advantage of the website. Likewise, executive committee

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members are striving to be more active on Twitter and other social media, and to come up with creative ideas for stoking the Independent Journalist blog. One thought is to lead Q&A's with the freelancers on our roster both as a way to feature our members and to get acquainted with them. We are also considering Twitter chats as another platform for reaching people who may not be signed up for the Community.

More broadly, the executive committee is talking about developing concrete goals for the Freelance Community, which currently has 112 members on its email roster (we are not able to track non-members joining in). We want to home in on what it means to meaningfully connect with freelancers and to be responsive to their needs. As such, we are considering the concept of sub-communities — niche interest groups that we hoped would take shape with the Community website in place. They could take shape around travel, editing or multimedia freelancing. At this time, it is too early to say how a sub-community might materialize. One challenge is that some groups may meet outside of the Community's website. We are also trying to understand where the demand might be or the best starting point. This is an ongoing conversation.

As usual, we continue to submit columns for the Freelance Toolbox portion of *Quill* magazine and to periodically publish updates to the e-book titled, "On Your Own: A Guide to Freelance Journalism," on the Community website. And, in an ongoing way, the Community is a resource to SPJ members and non-members seeking information about freelancing. For example, we have fielded questions about our take on sponsored travel writing, which a freelancer then referred to in a panel discussion centering on ethics. A freelancer who has written a book reached out about legal assistance. Also, a New York Times editor got in touch with the Community to tap the freelancer network. Others have inquired about breaking into freelancing. These questions demonstrate the wide variety of freelancer needs.

What's next? – We will continue to flesh out the above programs and strategies for growing the Freelance Community, and to promote them. Additional Google Hangouts, online chats and more are underway. We are planning future programs and evaluating the best ways to respond to the diverse needs of freelancers. In doing so, we are interested in tapping other SPJ communities to see what we can learn from one another. Freelance Community chair Anna Pratt is working with Community coordinator Alex Veeneman to set up a Google Hangout with other Community chairs to share insights. Pratt is also in touch with SPJ staff about technical issues (such as with Google Hangouts). The executive committee will continue to hash out the larger questions about the Community. Also, note that at last year's Excellence in Journalism convention, we discussed the possibility of gaining a formal board seat, as a Community. We are still interested in that. Also, we will hold another round of elections at the next convention, consistent with the cycle initiated by the Freelance Committee.

Summary – As the Freelance Community becomes increasingly visible we want to ensure that we are doing our best to be responsive and inclusive to freelancers, whose needs vary widely. It means offering valuable ways for freelancers to connect with one another and providing useful programs and other resources.

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Respectfully submitted,

Anna Pratt, Community Chair

**JOURNALISM EDUCATION COMMITTEE
REPORT TO THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JUNE 2015**

- 1) The committee held a teleconference in early May to discuss the committee's continuing projects.
- 2) We've begun preparing for the "Still Captive?" session at EIJ15 and plan to promote it heavily before and during the conference. Members are also considering ways to promote the publication to a wider audience.
- 3) The plan to launch that research publication at an upcoming SPLC anniversary event in Washington, DC, will not materialize. The Student Press Law Center is having difficulty confirming plans for such an event.
- 4) The committee still intends to debut SPJ's Mentor Database at EIJ15.
- 5) The committee continues to maintain a presence in Quill through the J-Ed toolbox section.

Thanks, Dana!

Butler Cain, chairman

**LDF COMMITTEE
REPORT TO THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JUNE 2015**

Hi, Dana,

Here are my updates to the LDF Committee report that you can add to those previously submitted for the April meeting. I like the way you've done this, adding the updates several times instead of recreating them three times each year. That will make the final "annual" report so much easier.

LDF COMMITTEE REPORT UPDATE:

Since April, the LDF Committee has been busy fielding inquiries and updating information on previously submitted applications. As such we are awaiting possible applications that could arrive by the time this meeting takes place including:

1. An amicus brief on behalf of several press advocacy organizations, to be filed in a case involving the Rhode Island public records law. The New England First Amendment Coalition based in Westborough, MA is leading the charge and would file for LDF funding.
2. An application by *The Lens*, a nonprofit newsroom in New Orleans, in a suit it filed against the city of New Orleans asking that a judge declare that the city has habitually violated public records law because it commonly takes weeks or months to produce documents that are supposed to be available immediately.
<http://thelensnola.org/2015/05/28/judge-to-issue-ruling-on-monday-in-lens-public-records-case-against-city/>
3. An affirmative litigation case by the New Jersey Foundation for Open Government (NJFOG) to find out if local government entities are following the transparency requirements of NJ Open Records Laws. This may or may not be appropriate for LDF funding. We are awaiting the application to determine.

BIG WIN: Our most rewarding moment this spring took place just last week when Anna Schiffbauer, a student editor at Otterbein University, won her lawsuit against the campus police department and helped set an Ohio precedent as the Ohio Supreme Court ruled that private college police departments are subject to the state's Public Records Act. The LDF committee, with SPJ Board approval, had awarded of \$10,000 toward this effort earlier this term. <http://www.spj.org/news.asp?ref=1349/>

That should do it, Dana. Let me know if you need anything else.

Hagit Limor, Chairwoman

**MEMBERSHIP COMMITTEE
REPORT TO THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JUNE 2015**

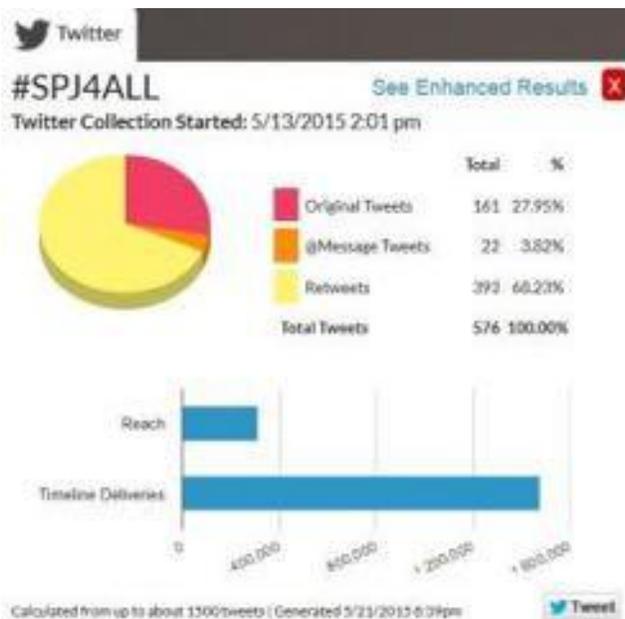
To: Dana Neuts
From: Robyn Davis Sekula, Membership Committee Chair
June 15, 2015

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

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

In May, we hosted #SPJ4all, a successful initiative to drive our members to post selfies in social media and to encourage diversity of membership. We were very happy with how things turned out.

From the blog post I wrote about it:



So far as I can tell, 64 people posted a photo publicly on Facebook, Twitter or Instagram and used the hashtag #SPJ4all. This only counts the group board photo that was taken in April once, although it was posted and used a number of times throughout the campaign.

In total, the hashtag was used 576 times on Twitter, almost entirely on Wednesday. 161 of those were original tweets, and another 393 were re-tweets. Another 22 were message tweets, which are defined as tweets that begin with the @ symbol. Our messages had nearly 1.6 million timeline deliveries (doesn't mean it was read, just that it was on a timeline at some point). I gathered all of this from hashttracking.com.

Member of the month

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

Please feel free to send me feedback. Thank you!

Robyn Davis Sekula

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