

AGENDA
THE SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE
TIME: 4:30 P.M. DATE: JAN. 28, 2017
SAN DIEGO

1. Call to Order – *Walsh*
2. Roll Call – *Tarquinio*
 - a. Walsh
 - b. Baker
 - c. Tarquinio
 - d. McCloskey
 - e. Gottlieb
 - f. Kopen Katcef
 - g. Fletcher
3. Approve Executive Committee Meeting Minutes
 - a. June 25, 2016 (**Page 2**)
 - b. Jan. 11, 2017 (**Page 5**)
4. Approve Delegate Meeting Minutes
 - a. Sept. 18, 2016 (**Page 7**)
 - b. Sept. 20, 2016 (**Page 9**)
5. Report of the SPJ President – *Walsh*
6. Report of the SDX Foundation President – *Leger*
7. Discussion Items
 - a. Membership update – *Puckey* (**Page 20**)
 - b. Governance task force report – *Skeel* (**Page 26**)
 - c. Update on Media Shift – *Walsh*
 - d. Funding for FOI survey – *Walsh* (**Page 28**)
 - i. Request is for \$3,500 (or possibly \$1,725 if a partner commits).
8. Old/New Business
 - a. Selection of SPJ Fellow (time permitting) – *Walsh* (**EXECUTIVE SESSION**)
9. Committee/task force reports
 - a. Awards and Honors Committee (**Page 29**)
 - b. Community statement (**Page 30**)
 - c. Diversity Committee (**Page 32**)
 - d. Freelance Community (**Page 33**)
 - e. International Community (**Page 35**)
10. Adjournment

THE SOCIETY OF PROFESSIONAL JOURNALISTS

EXECUTIVE COMMITTEE MEETING

**JAN. 28, 2017
4:30 – 5:30 P.M. PT**

SAN DIEGO UNION TRIBUNE

STREAMED LIVE AT WWW.SPJ.ORG



IMPROVING AND PROTECTING JOURNALISM SINCE 1909

THE SOCIETY OF PROFESSIONAL JOURNALISTS IS THE NATION'S LARGEST AND MOST BROAD-BASED JOURNALISM ORGANIZATION, DEDICATED TO ENCOURAGING THE FREE PRACTICE OF JOURNALISM AND STIMULATING HIGH STANDARDS OF ETHICAL BEHAVIOR.

FOUNDED IN 1909 AS SIGMA DELTA CHI, SPJ PROMOTES THE FREE FLOW OF INFORMATION VITAL TO A WELL-INFORMED CITIZENRY, WORKS TO INSPIRE AND EDUCATE THE NEXT GENERATION OF JOURNALISTS, AND PROTECTS FIRST AMENDMENT GUARANTEES OF FREEDOM OF SPEECH AND PRESS.

MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JUNE 25, 2016
WASHINGTON, D.C.

MEETING CALLED TO ORDER

With President Paul Fletcher presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 9:11 a.m. ET on Saturday, June 25, 2016.

In addition to Fletcher, the following were present: President-Elect Lynn Walsh; Secretary Treasurer Rebecca Baker; Vice President of Campus Chapter Affairs Sue Kopen Katcef; at large members Joe Radske and Bill McCloskey; Region 4 Director Patti Newberry Gallagher, also serving as the Governance Task Force Chair.

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

Guests included SDX Foundation President Robert Leger, Bylaws Committee Chairman Bob Becker, Region 2 Director Andy Schotz and D.C. pro member Kathryn Foxhall.

GOVERNANCE BRAINSTORMING

Fletcher began the meeting indicating that the majority of the meeting would be spent on strategic discussions about the Society's governance, specifically board structure. The discussion was sparked by a proposal by Region 3 Director Michael Koretzky that attempted to shrink the size of the SPJ board. While it failed to pass, it sparked debate and Fletcher asked Skeel to provide information for consideration by the board and appointed Newberry Gallagher as the chair of the task force dedicated to the overall governance discussion.

Skeel gave a brief introduction, encouraging the group to think about high-level goals and what is best for SPJ, leaving the questions about actual possibilities to the task force. He shared information from *Race to Relevance*, a book that highlights radical change for associations. In addition, Skeel invited the group to ask questions about the memos he created about SPJ's governance overall (Appendix A).

Baker noted that she felt five board members was incredibly small and Skeel explained the advantages of having a smaller number: culture, being more nimble, creating a competency-based board. Walsh, Baker and McCloskey discussed the size of the board and how helpful, or hurtful, a large group was for earlier strategic brainstorming sessions.

The discussion continued, covering topics from ideal number to moving away from a representative structure. Kopen Katcef and McCloskey asked Leger for historical perspective on the numerous board restructure efforts that have happened in the past.

Questions arose about how board members might be selected and what the nominations committee might look like, as well as whether or not a competency-based board would encourage contested elections. The group also discussed how leadership within the board would be selected – by election, selection by the board itself, etc.

Discussion continued for the rest of the morning and ended with an overall timeline. Newberry Gallagher will work with others to establish a small working group before convention and provide reports to the full board at the September meeting. If possible, more concrete ideas will be in place for 2017.

Upon proper motion by Baker and second by Kopen Katcef, the group voted to adjourn for lunch at 12:24 p.m. ET.

At 1:42 p.m. ET, the group reconvened and conducted the roll call, noting Immediate Past Present Dana Neuts was absent from the meeting.

MEETING MINUTES

McCloskey moved that minutes from meetings dated Jan. 6, Jan. 30, Feb. 29, April 11 be approved. The motion was seconded by Baker. The motion passed.

PRESIDENT'S REPORT

Fletcher shared that his goals have been accomplished for the year. Membership is a top priority, the FOIA bill is moving toward being signed, the board recommended a bylaws change to address unaffiliated members that will go before the delegates at EIJ16 and the Code of Ethics rollout has taken place, sharing information about the new code through all different avenues and channels.

He also shared information about the frequency that SPJ has spokespersons talking about journalism and his personal appearances and interviews over the past year. In addition, Fletcher reported on his travels on behalf of SPJ, including his trip to the White House.

MEMBERSHIP UPDATE

Puckey shared that membership numbers are steadily increasing following a large invoice initiative of expired members. She reported that the Associate category has been adjusted on the website, though the rollout is quiet. Briefly, she explained other initiatives, including sharing information about Prospects – people who visit the website and share information and do not join - and the SPJ After Deadline event that took place at more than 20 locations around the country.

EIJ16 INFORMATION

Skeel provided information about Excellence in Journalism 2016, including changes to the pattern of days, a Sunday to Tuesday, and how that will impact the convention schedule. Vachon explained specific changes that might be noticeable to long-time SPJ members, such as breakouts starting immediately on Sunday and Tuesday being many SPJ-centric items, followed by the banquet.

Newberry Gallagher asked about engaging SDX winners in convention programming. Vachon and Abbi shared challenges about timing and finding ways to ask winners to be involved.

AWARDS

Upon proper motion by Baler and second by Walsh, the committee voted to enter executive session at 2:01 p.m. ET for the purpose of selecting the Society's awards and honors.

Upon proper motion by McCloskey and second by Baker, the committee voted to exit executive session at 2:50 p.m ET.

ADJOURNMENT

Upon proper motion by McCloskey and second by Baker, the meeting was adjourned at 2:51 p.m. ET, June 25, 2016.

DRAFT

**MINUTES
EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JAN. 11, 2017
CONFERENCE CALL**

SPJ's Executive Committee was unable to reach a quorum for the conference call, therefore no business (motions) could be conducted. However, it was decided to conduct the call so that those participating could hear the report from the Society's independent audit firm.

The call took place at 4:15 p.m. ET on Jan. 11, 2017.

In addition to the call, committee members received the report a week in advance and were given the opportunity to review and ask questions.

Following the call, an e-mail was sent to executive committee members asking them to accept the audited financials via consent vote.

All seven responded to accept the audited financials.

Below are the notes from the Jan. 11 call.

Present for all or a portion of the call were Immediate Past President Paul Fletcher, Vice President of Campus Chapter Affairs Sue Kopen Katcef, at-large member Bill McCloskey.

Staff members present for the meeting were Executive Director Joe Skeel, controller Jake Koenig, Bookkeeper Sarah Beck and Associate Executive Director Tara Puckey. Representing Greenwalt CPAs were Amanda Meko and Jennifer McVey.

FISCAL YEAR 2016 AUDIT

The purpose of the meeting was to consider the draft of the Fiscal Year 2016 audited financials.

Meko shared that the independent accounting team no disagreements with and received full cooperation from staff.

She noted the Society had one immaterial misstatement, but the accounting firm agreed with staff not to adjust the Fiscal Year 2015 financials.

It also recorded an adjustment to a payment received from Google. The payment (\$100,000) to fund the Google News Lab training program should have been categorized as a multi-year grant. Therefore, it was adjusted on the balance sheet. This adjustment had no impact on the bottom line.

Although the team did not identify any operational deficiencies, it did offer a best-practices recommendation. The audit firm recommended that SPJ consider a credit card policy. This

policy could be helpful in times of misuse, as well as provide parameters on who will have cards, how they may be used and the distribution of any points earned. Skeel said he would prepare a policy for board consideration.

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

She noted that the society returned a clean report, which is the best rating an organization can receive.

McVey explained that SPJ had a slight decrease in revenue, mostly related to fewer grants received from the Sigma Delta Chi Foundation. The decrease was related to the Foundation managing its own training programs instead of granting that money to SPJ. She did point out that revenue from association management increased as the result of three new clients.

She reported that SPJ's unrestricted net assets increased. In 2015, SPJ could survive 5.8 months at the current expense level (assuming no new revenue came in). In 2016, that increased to 7.6 months. McVey said the recommended amount is 3-6 months.

One correction was made to the drafts, reclassifying about \$5,500 as permanently restricted for the First Amendment Forever Fund endowment. This was mistakenly earmarked as temporarily restricted.

The call ended at about 4:45.

MINUTES
OPENING BUSINESS SESSION OF THE
SOCIETY OF PROFESSIONAL JOURNALISTS
SEPT. 18, 2016
NEW ORLEANS, LA.

CALL TO ORDER AND WELCOME

With President Paul Fletcher presiding, the Opening Business Session was called to order at 5:05 p.m. on Sunday, Sept. 18, 2016, at the Sheraton New Orleans Hotel in New Orleans, La.

ROLE OF THE CONVENTION GOVERNANCE IN SPJ

Fletcher welcomed those in attendance to New Orleans and the annual convention of delegates. Delegates provide direction for the society to best serve its members, he explained. He also outlined voting procedures for bylaws changes and resolutions.

NOMINATIONS REPORT

Fletcher explained that full bios of the SPJ Board of Directors can be found on spj.org and the EI16 app. He then announced those candidates running for office and/or up for re-election, including:

President-elect: Rebecca Baker

Secretary-treasurer: Alex Tarquinio

Director at Large: Alex Veeneman, Elle Toussi, Rachel Wedding McClelland, Jason Parsley

Campus Adviser at Large: Chris Delboni and Leticia Lee Steffen

Campus Representatives (two positions): Emily Bloch, Maggie Gottlieb, Jessica Hice, Keem O. Muhammad and Katherine Rosenhammer

Region 1: Jane Primerano

Region 4: Patricia Gallagher Newberry

Region 5: Michele Day

Region 7: Kari Williams

Region 8: Eddy Gallagher

Region 9: Ed Otte

Lauren Bartlett made a motion to accept all candidates. Howard Dubin seconded. Motion passed.

Alex Veeneman was unable to attend.

Rebecca Baker delivered a speech.

Rachel Wedding McClelland delivered a speech.

Jason Parsley delivered a speech.

Susan Valet delivered a speech on behalf of Elle Toussi.

Chris Delboni delivered a speech.

Leticia Lee Steffen delivered a speech.

Jessica Hice and Katherine Rosenhammer were unable to attend.

Emily Bloch delivered a speech.

Maggie Gottlieb delivered a speech.

Keem Muhammad delivered a speech.

CONVENTION RESOLUTIONS INFORMATION

Fletcher explained that 8 p.m. Sept. 18 is the deadline for submitting resolutions for consideration. They should be emailed to Sonny Albarado at spjsonny@gmail.com. Resolution proposals would be available after 11 a.m. Tuesday and via the EIJ16 app in the “Closing Business Session” section within the “Schedule” view.

CHAPTER OF THE YEAR AND CIRCLE OF EXCELLENCE AWARDS

Fletcher announced the winners of the Chapter of the Year and Circle of Excellence Awards for 2016. They were:

- Professional Development in Education: Large Chapter – Minnesota Pro; Small Chapter – Utah Headliners
- FOI: Large Chapter – Northern California Pro; Small Chapter – Rio Grande Pro
- Special Efforts in Diversity: Large Chapter – Chicago Headline Club; Small Chapter – Georgia Pro
- Outstanding Communication: Large Chapter – Los Angeles Pro; Small Chapter – Cleveland Pro
- Campus Relations: Large Chapter – Colorado Pro; Small Chapter – Hawaii Pro
- Large Chapter of the Year – Florida Pro and Press Club of Long Island
- Small Chapter of the Year – Cincinnati Pro

Fletcher congratulated all chapters on a fantastic year and recognized finalists Colorado Pro, Louisville Pro and Utah Headliners.

ADJOURNMENT

Fletcher asked if there was any other business to discuss and after hearing none, said the group would rejoin at the Tuesday afternoon closing business session.

Under proper motion and second, the meeting was adjourned at 6 p.m. CT, Sunday, Sept. 18.

MINUTES
CLOSING BUSINESS SESSION OF THE
SOCIETY OF PROFESSIONAL JOURNALISTS
SEPT. 20, 2015
NEW ORLEANS, LA.

CALL TO ORDER AND WELCOME

With President Paul Fletcher presiding, the Closing Business Session was called to order at 3:04 p.m. CT on Tuesday, Sept. 20, 2016, at the Sheraton New Orleans Hotel in New Orleans, La.

YEAR IN REVIEW

Fletcher gave a brief recap of what has happened over the past year, including “Fixing FOIA by 50”; Leading a delegation to the White House to speak with Press Secretary Josh Earnest about government transparency and the public information officer issue; Getting a letter to the editor published in the New York Times saying journalism groups will continue the fight for government transparency; Thinking more strategically about SPJ membership; and finally, looking at board governance.

HOW SPJ HELPS – MARK THOMASON

Fletcher introduced Mark Thomason, publisher of the Fannin Focus, a weekly newspaper in Blue Ridge, Georgia, who was arrested on felony charges stemming from his efforts to get information about a judge’s use of county money to pay legal fees of a contract court reporter who had sued him. Thomason gave a brief speech about what happened and how SPJ supported him.

EXPLANATION OF VOTING PROCEDURES

Fletcher introduced Parliamentarian Dave Carlson who explained voting procedures.

ELECTION RESULTS

Fletcher said this was the highest turnout for elections with 16 percent of the members voting (1,016 voters).

Results for election of members of the national board of directors are:

- President: Lynn Walsh.
- President-Elect: Rebecca Baker with 926 votes.
- Secretary-Treasurer: Alex Tarquinio with 919 votes.
- Director At Large – Rachel Wedding McClelland with 444 votes. Jason Parsley had 271 votes; Elle Toussie had 173 votes and Alex Veeneman had 69 votes. That means Rachel Wedding McClelland is the new Director At Large.
- Campus Adviser At Large: Leticia Lee Steffan received 522 votes. Chris Delboni had 395 votes, so Leticia Lee Steffan is the new Campus Adviser At Large.
- Campus Representatives: Keem Muhammad had 414 votes and Maggie Gottlieb received 387 votes. Emily Bloch received 282 votes, Jessica Hice 241 votes and Katherine

Rosenhammer received 84 votes. That makes Keem Muhammad and Maggie Gottlieb the two Student Representatives.

Fletcher also reported the Regional Director results. All position were uncontested:

Region 1: Jane Primerano (142 votes)

Region 4: Patti Gallagher Newberry (77)

Region 5: Michele Day (88)

Region 7: Kerri Williams (32)

Region 8: Eddy Gallagher (65)

Region 9: Ed Otte (47)

Fletcher then invited the new board member to the front of the room where they were sworn in.

CONVENTION BYLAWS INFORMATION

Fletcher addressed proposed bylaw amendments. See **Appendix A** for bylaws proposals:

Article Four – The proposed change redefines our current Associate category by making the category available to anyone and removing a requirement that Associates be sponsored by current members of the Society. The changes reflect a desire to build a stronger base of people who support a free press and the public’s right to know.

The proposed amendment, recommended by the board, for a revamped Associate category, would read:

- Persons who support the goals of the organization.
- High school students who have a demonstrated interest in journalism or whose serious interests or career plans are within the scope of the Society as defined in Article One, Section Two.

Motion to accept change to Article Four was made by Andy Schotz, DC Pro, and seconded by Amanda Ventura, Sun Valley Chapter.

In discussion, Lauren Bartlett voiced concern about erosion of membership and said she wants to amend the proposal to remove sponsorship, but keep the rest of the requirements for an associate. Second by Kathy Burns, DC Pro.

The proposed amendment was to return the following original language from the bylaws:

- Persons not eligible for membership in the Society who support the goals of the organization.

Collin DeVries, New York Pro, offered a friendly amendment to preserve the language that supporters are not eligible for membership. Bartlett accepted friendly amendment, Burns accepted.

Koretzky, Region 3 director, said he was confused between the original language and new language. Bartlett explained that the LA Pro Chapter believes anyone who is eligible to be a member should not be eligible to be a supporter for \$20. Koretzky said he would argue that the

original language proposed by Lynn Walsh was studied and it was determined that we wouldn't lose a lot of members to the \$20 supporter because you get no perks at that level. We have to support more good journalism and be able to say we support 15,000 journalists and their supporters. The past six years we've lost 1/3 of our membership and if you think we can make small changes and that will make our membership grow, that's not going to happen. DeVries said there is nothing in the bylaws that would limit them from networking, training, etc., -- the same things pro members have access to. He does not believe letting journalists join for \$20 is the answer and says there is nothing in the bylaws that would limit a \$20 supporter from networking, training, attend events, etc., the same as pros. He added that he is worried about potential conflicts of interest, for example, allowing public relations professionals to join at this rate and later weaken SPJ's work on the PIO issue, for example.

Kathy Burns, DC Pro, said Hazel Becker suggested making the associate rate \$20 rather than \$94. Koretzky said \$20 supporters would not be able to vote, he would welcome PR people. He added the average member doesn't care about voting. They want to be involved with a group of colleagues. Maureen Nevin Duffy, DC Pro, said she is against the proposed amendment and thinks non-journalists should be charged a larger fee than journalists. Schotz said he thinks what the board wants to do and what Bartlett wants to do are basically the same thing -- trying to bring in members/supporters who are new, not necessarily working journalists, but support SPJ's mission. Bartlett clarified that her objection is to making it possible for journalists to become supporters rather than full members.

A voice vote on the amendment was taken first. It was decided to do a vote count. For Bartlett's amendment – 69. Against – 31. The amendment passed to restore the language: “Persons not eligible for membership in the Society who support the goals of the organization.”

Article 4 of the bylaws will now read (with deletions in strike-thru italics, additions in caps):

ARTICLE FOUR

Membership

Section One. There shall be five categories of membership: Professional and Retired Professional (including Household), Institutional (including Collegiate Institutional), Student, Post Graduate, and Fellow. A separate category exists for ~~affiliates~~ SUPPORTERS of the Society, known as Associates.

Associate

Section Nine. Associates shall not vote, hold national or chapter office, be delegates to the national convention, nor be counted in determining the voting strength of a chapter as defined under Article Ten, Section Three.

Associates may be:

- Persons not eligible for membership in the Society who support the goals of the organization.
- High school students who have a demonstrated interest in journalism or whose serious interests or career plans are within the scope of the Society as defined in Article One, Section Two.
- ~~— A person wishing to affiliate with the Society must be sponsored by a current member in good standing.~~

The underlying bylaws proposal, with Bartlett’s amendment, passed via voice vote.

Proposed bylaws amendments for Articles Five and Ten. See **Appendix A** for bylaws proposals:

- a. SPJ governs itself as a representative democracy, with all decisions coming from the annual convention. But the only delegates at convention are those that represent SPJ chapters. A task force worked to create a solution that would provide representation for everyone, including those not affiliated with chapters.
- b. The proposed amendment would create a system of regional delegates with votes assigned as they are to chapters. Regional delegates would be elected by unaffiliated members in their respective regions and represent those members on the convention floor.

Motion to approve amendment was made by Alex Tarquinio. Seconded by Andy Schotz.

Cathy Burns, DC Pro, said she is against this because there are 400 national members in DC and less than 180 belong to the local chapter. This is a way for people to bypass joining a chapter, which is the grassroots for activities for national. Tarquinio responded that 41 percent of current SPJ members are not represented on the convention floor because they do not have chapters. The group that studied this issue does not see this amendment taking away from chapters. This proposal would allow those who do not have a chapter near them to still be represented and possibly serve as delegates to convention. It would not change anything about how chapters are run or how unaffiliated members are treated, beyond giving them delegate status.

Jodi Gill, Connecticut Pro, said she is against this but with mixed feelings. She supports all members having a vote. She is concerned it could hurt local chapters because people might be less likely to join chapters. Bartlett, who is in support of this proposal, said surveys show that most people don’t belong to a chapter because there isn’t one near them. This proposal is in no way meant to detract from chapters. Koretzky said he doesn’t feel that members fleeing chapters is a valid reason not to pass this amendment. It is a valid reason to do better in our chapters, he said.

Mac McKerral said there are a lot of reasons SPJ has seen a decline in members, but one reason is that there are close to 60 journalism organizations in this country. Anything SPJ can do to open its doors to anyone who supports its mission is something we should do.

Ben Myerson, Chicago Headline Club, supports the amendment and said it is a small thing to give to members. Can’t image it would affect membership on a large scale.

No changes to the amendments were made.

Fletcher called for a voice vote and the amendments passed.

CONVENTION RESOLUTIONS INFORMATION

Fletcher announced the next order of business: Consideration of the Resolutions Committee report prepared by Sonny Albarado, chair of the committee. Albarado explained the committee's report.

He recommended considering noncontroversial resolutions as a block and entertained a motion to vote on all except Nos. 1 and 7. Lauren Bartlett, LA Pro, made the motion. Michael Fitzgerald, Boston Pro, seconded.

Haley Harding, Ohio University, made a motion to remove No. 5 from the block. Tim Eigo, Valley of the Sun, seconded. It was pointed out that No. 6 mentions Trump by name and deals with access issues of his campaign. Albarado said that did not come up in committee, and that mentioning by name was an oversight. \

Resolutions nos. 1,5,6,7 pulled from block.

Upon proper motion and second, delegates approved all resolutions except Nos. 1,5,6,7. Brandon Ballenger said the last clause in Resolution 12 should say "filed" instead of "files." Motion passed.

Resolution 1: Renaming SPJ the Society for Professional Journalism -- Mac McKerral made motion to adopt. Amanda Ventura, Valley of the Sun Pro, seconded. Discussion: Haley Harding, Ohio University campus chapter, said the SPJ on her campus pulls in student journalists. Part of the pitch is that it is for professional journalists. Students don't want to "participate in journalism," they want to be practicing journalists. She said it would be more difficult to pitch to parents and students a membership in SPJ if the name was changed. She is against this resolution.

Irwin Gratz said a key procedural point is that the text of any bylaws change would have to be submitted to chapters 60 days before the convention can vote. The resolution can not take effect today. Passage would instruct bylaws committee to draft the language, make sure it is submitted to chapters late next summer, and the bylaws change would go to the board next year. If passed here, it would only be an expression of the will of the delegates at convention.

Lauren Bartlett, LA Pro, spoke against the resolution, saying a name change is not necessary.

Mac McKerral spoke in favor, saying there are a lot of moving parts happening with bylaws changes, trying to grow and strengthen members, etc. They are not independent of one another and changing the name might send a message that people respond to.

Danielle McLean, New England Pro Chapter, said she would want to know the financials of a name change and rebranding ourselves. What would this affect and what kind of money would it take for new branding. Koretzky responded that when RTDNA changed its name, it didn't cost much at all. It would involve changing the website, we could use things like the current stationery until its gone. McLean said there is a lot of branding out there among chapters, etc., and she would hope we would do our due diligence to get a cost estimate.

Haley Harding, Ohio Univeristy, said for smaller student chapters, the cost of changing branding would be difficult. Codes of Ethics, flyers, etc., would all need to be replaced and most smaller chapters can't afford to do that overnight.

Andy Schotz, DC Pro, said he has spoken out against this proposal in the past. His objection at the time was that a name change by itself doesn't change anything. But SPJ is showing that it is changing now, with the membership initiatives, etc., so he thinks a name change now makes sense. We are no longer an organization that is just journalists, he said. I agree with this idea this time because it is coming second instead of first, as in the past.

David Levitt, New Jersey Pro, said this comes up year and year and over the past 40 years, there has been a 20 percent reduction in journalists. Without SPJ, there is no organization for professional journalists. He thinks we should own who we are, and whether there are 6,000 or 60,000 journalists, we should be their society.

Kathryn Foxhall, DC Pro, said this will become a vehicle that will attract people who are not here to support the ideals of journalism, but want to try to influence journalism for their own purposes.

Kathy Burns, DC Pro, is strongly opposed to this resolution. SPJ has been a journalism organization for over 100 years. She thinks we would get into a mess of defining a newly named organizations. A name change is more than just changing a logo – it is changing the entire concept. When you change organizations' names, you change the culture. This would do very little to improve membership. We should think long and hard about changing the name of an organization with a more than 100-year reputation.

Maggie Gottlieb, University of Maryland student chapter, said it would change the dynamics of the organization. She recommends waiting to see how the inclusion of supporters impacts SPJ before changing the name.

Liz Enochs, Northern California Pro, thinks adding the supporter category is a great move in being more relevant and having a broader strategy. If we really want to consider rebranding, let's consider rebranding. Changing two letters doesn't do anything. Who are we? Who do we want to serve? Those are the types of questions we need to be addressing.

Koretzky said the resolution should come back as often as someone wants it to come back. Since it was first submitted three years ago, the debates keep getting longer and that's a good thing, he said. You don't have to be a journalist to learn journalism values. Journalism is a core function in government – the Fourth Estate – for a reason. There are so many journalism organizations now.

SPJ's name has changed twice in the past 40 years. The difference is, we don't have the luxury of being the only journalism organization anymore. With our membership number at 6700, we can do better at teaching people about journalism and that's why this proposal is here now, and why I hope it comes back next year if it does fail. If it comes back up next year and fails, he said he will stop bringing it up.

Michael Fitzgerald said he came prepared to vote against this resolution, but when he talks to people about why they should support SPJ, the things he sites aren't about being a journalist. He said he is going to change his vote and vote for the resolution.

Mike Farrell "called the question" to end debate. Liz Enochs of California Pro seconded.

Irwin Gratz reiterated that a yes vote would set in motion the process to bring necessary bylaws language to next year's business meeting. The board would have to be ordered to take a vote and bylaws committee draft language that would be presented and voted on by the delegates next year. A yes vote today does not guarantee the name will change. It DOES guarantee a vote will be made next year, or it can be tabled next year.

Vote was taken. In favor – 44. Opposed – 57. Resolution did not pass.

Resolution 5: Opposing Mandatory Trigger Warnings

Mike McKerral motioned, Mike Farrell seconded.

The Resolutions Committee recommendation is in favor of opposing mandatory trigger warnings. Limit debate to six minutes.

Alisen Redmond Kennesaw State University spoke against motion – trigger warnings, are transparency about what content is. Just so students are prepared for the content they're seeing Haley Harding, Ohio State University was also opposed. Trigger warnings are good because everyone then knows what's coming, it is ethically correct to have trigger warnings. It's only a warning. I fight for free speech also, but I also support my friends who might find certain content disturbing or traumatic.

Tim Eigo, Valley of the Sun Pro, said this resolution is a hammer in search of a nail. Fifty percent of professors warn students about certain content, but they don't use the trigger warning term. We should not be a part of a national trend, even unintentionally.

Mac McKerral spoke in favor, saying the resolution is a produce of the education committee work. We knew going in what the pros and cons would be and we assure everyone the committee's discussion was not dismissive of anyone who has suffered any kind of trauma. We point back to the key word, "mandatory." Rules and regulations are growing. We understand course content can cause stress for some students. Hopefully students and their professors do have discussions about what will be discussed in the class, regardless of what the content is, but the word "mandatory" is the real problem.

Ben Myerson, Chicago Headline Club, said he would argue this strays from SPJ's core mission as professional journalists.

Colin DeVries made motion that resolution be tabled. It was seconded (unidentified). Motion carried and Resolution 5 was tabled.

Resolution 6: The Right to Report on Political Campaigns

Motion made (unidentified) to pass resolution. Liz Enochs, CA Pro seconded.

David Levitt, New Jersey Pro, made a motion to add a friendly amendment to include what Trump said about "opening up libel laws." Lauren Bartlett, LA Pro, seconded. Discussion included suggestion that the resolution would be more effective if it were as comprehensive as possible, including language that no candidates should not block access to any journalist.

Vote was taken and resolution passed.

Resolution 7: Opposing Censorship by Wealth

Mike Farrell, Blue Grass Chapter, made motion, Elizabeth Donald second.

Stephanie Bluestein, LA Pro, voiced opposition to this resolution, saying the intention is good, but it is unfair to single out one owner and she was concerned about the tone of the resolution. Matt Hall, San Diego Pro, said he supported the resolution wholeheartedly. Andy Schotz, DC Pro, said he would support an amended version more and that SPJ has already spoken out by presenting an award to the Las Vegas Journal Review journalists who have been reporting the story. Cathy Burns spoke in support of a revised amendment. Robyn Sidersky asked if Andrew Seaman, ethics committee chair who is not a delegate, could speak. Request was granted. Seaman said the resolution singles out Sheldon Adelson because it is important to remember what he did. There are many libel cases against him, the ethics committee heard from journalists who are SPJ members who have been forced out of longtime careers because of the environment he created in their newsroom. For example, one reporter's story about him was edited to include 12 inches of copy about Adelson's defense. She asked for her byline to be removed from the story and was told no. If SPJ doesn't stand up to this kind of behavior, who will? Seaman asked.

Vote was taken and resolution passed.

Albarado said as is tradition, he would read Resolutions 10 and 11 aloud -- thanking staff and president for their work over the past year.

ANNOUNCEMENTS

Fletcher reminded delegates about the Legal Defense Fund live auction followed by the President's Banquet later that evening where Lynn Walsh would be installed as new SPJ president. He also announced that because the associate bylaws change passed, Fletcher asked delegates to take a post card on their way out, fill it out with names of people they think would want to join SPJ as supporters, and hand the cards to staff or mail them to SPJ HQ.

CLOSING

Upon proper motion and second, the meeting adjourned at 5:17 p.m. CT

DRAFT

APPENDIX A

ARTICLE FIVE

Governance

...

Section Fifteen. The national headquarters annually shall determine the status of all SPJ chapters, with the assistance of the national board of directors. This process shall be completed in time for certification of delegates to the national convention. Chapters shall be notified of their status at least 60 days prior to the convention and shall have 30 days to bring themselves into active – good standing status.

Section Sixteen. As part of the process of certifying chapter membership for purposes of apportioning delegates to the national convention, the national headquarters shall determine whether each SPJ member in the region is or is not counted as a member of any SPJ chapter within or outside the region, and establish the total number of SPJ members living in each region who are not counted as members of any SPJ chapter within or outside the region.

Section Seventeen. Upon the decision to terminate any professional or campus chapter, whether by dissolution, disbandment, revocation pursuant to Section Thirteen of this Article, or otherwise, any remaining chapter funds shall be distributed to another adjoining active Society Chapter then in good standing, the Society, or the Sigma Delta Chi Foundation, as directed by the chapter's governing body, or, in the absence of action of the local board within 60 days of termination, the national board of directors.

ARTICLE TEN

Convention

Section One. The convention shall be the supreme legislative body of the organization. It shall be held at least biennially at a time and place designated by the board of directors.

Section Two. The convention shall be composed of delegates or representatives from each chapter, delegates chosen in each region by SPJ members residing in the region who are not counted among the members of any SPJ chapter within or outside the region, the national officers and the national board of directors.

Section Three. The Board of Directors shall establish a procedure and timetable for the selection of regional delegates. In the event that the number of potential delegates exceeds the number of convention votes assigned to the region, the national headquarters staff shall conduct a ballot among SPJ members living in each region not counted as members of any SPJ chapter within or outside the region to elect their delegates.

Section Four. In the convention, each professional and campus chapter considered as active in good standing shall have one vote for each 50 members or fraction thereof. Each region shall

have one vote for each 50 members or fraction thereof, who reside in the region and are not counted among the members of any SPJ chapter within or outside the region. Voting must be done by accredited delegates or their accredited alternate delegates present on the floor of the convention. Delegates cannot vote by proxy. National officers and members of the board of directors who are not delegates may not vote. In case of a tie, the presiding officer shall cast the deciding vote. Representatives of chapters who are not accredited as delegates may not vote.

Section Five. A convention quorum is present when delegates or alternates with authority to cast at least half of the delegate votes apportioned according to Article Ten, Section Three, are on the convention floor.

Section Six. All enactments of the convention shall become effective immediately unless otherwise specified.

Section Seven. Robert's Rules of Order Newly Revised shall be the parliamentary authority for all matters of procedure not specifically covered by these bylaws.

DRAFT

DATE: January 18, 2017
FROM: Tara Puckey, Associate Executive Director
FOR: SPJ Executive Committee



STRATEGIC MEMBERSHIP UPDATE

Many of the initiatives that the board discussed and supported in April are well under way.

Here's a quick update with everything categorized by the umbrella ideas: Fighters, Lifers and General (things that didn't necessarily fit into one of those categories, but we discussed over the past year).

GENERAL

Excellence Outreach

One of the greatest ways we can reach new members and show the public good, ethical journalism is by rewarding excellence. We have long struggled for practical ways to do that outside of our awards or funding of some kind, but we may have cracked that nut.

Thanks to a generous contribution from Howard Dubin, we've worked with a marketing/engagement group to create a "Kudos Box." It's fully decked out with SPJ branding and includes:

- A note to thank them for their hard work.
- 10 small notebooks with a basic version of SPJ's Code of Ethics printed on the inside cover.
- 10 "SPJ All Things Journalism" branded business card bottle openers.
- 10 postcards with five reasons to join SPJ (and how) on one side, and a great journalism quote on the other – maybe something they can hang at their desk and notice every once in a while.

In the most basic sense, it's a way for us to thank them for their hard work, let them know they have made us proud and invite them to join us. Each month, we'll select a newsroom – big, small, print, broadcast, etc. – and send this to them, making sure we share it via our communications channels and invite them to do the same.

Update: We have received the kits at HQ and are working on promotional materials (graphics to share when we send them, etc.), as well as the process for selecting the newsroom. We should be ready to recognize/thank our first newsroom in February or March.

Invoicing

For quite some time, our invoices have been lackluster. They appear dated and are a bit overwhelming. After consulting several association resources, we believe a redesign is in order. It's a little trickier than we'd like since it all has to "talk" to our database to pull correct information, but we think it's an important step in making sure SPJ is cohesively branded and that the renewal process is as easy as we can make it.

Update: This is a large project that does involve our third-party database provider. We're working on the template and integrating the database right now. Ideally, we'll get these out sometime this Spring.

Onboarding Process

One of the main reasons people leave associations, according to many experts in the industry, is the fact that they never felt connected to begin with. The onboarding process is critical to retention, which is

already important since, overall, retaining members costs the organization significantly less than getting new members.

There are a few key parts of the onboarding process that we plan to implement:

- Welcome calls (already started): Each month, Chrystal has been calling new members to welcome them to the organization, answer any questions they may have and create a new connection.
- Onboarding email communication: New members will receive unique “what to know” emails for the first six months of their membership (how to log in to their account, what places on the website are important, things SPJ can do for you, etc.).
- Welcome video: A short video will be created to welcome new members and explain a few important things to know about SPJ.
- New member webinars: A bit more in-depth than the welcome video, the webinar will be created and recorded to share information about what SPJ can do for them

Update: Robyn Sekula has put together information for an onboarding webpage, where people can click around to find things that might be of interest to them. It’s essentially an overview of what SPJ offers and how they can get more involved (again, a reason that people stick around). In addition, we have rough drafts of the six monthly welcome emails that highlight need-to-know things about SPJ and bring them up to speed with the organization more quickly than we have before. We’ll work on perfecting these and including graphics and begin the new onboarding process this Spring.

Segmented Communication

Communicating to the specific needs of each of our groups of members is something we haven’t done well in the past. Generally, SPJ has communicated with a one-size-fits-all approach by sending the same weekly newsletter to each member, hoping that something there will be applicable to them. That isn’t the case. From my experience, most members wouldn’t rank “insider baseball” SPJ items at the top of the list of reasons they would join the organization. They want real-world tools, resources that speak to where they are in their career and helpful information about the industry. And, even more than that, they want it to be relevant to where they are in their journalism career – professional, retiree, student, etc.

Ideally, we’ll have separate and dedicated communications for each type of member (student, professional, retired, etc.), much like the SPJ Supporters get their own newsletter. As we work to develop the logistics of creating the content, we’ll start with something quarterly that could eventually move to a monthly format. The goal is to provide information about journalism, not specifically SPJ.

Update: Jennifer Royer and I have been working closely on items to include in each of the segmented communications, as well as the process for creating them. In a perfect world, our first quarterly group-specific newsletter would go out Q2/Q3 2017.

Referral Links

You may recall me mentioning this before. Creating referral links for chapters to use as they reach new journalists would allow them to get credit for their hard work. For example, once a chapter has 25 people sign up, we’ll cut them a prize money check (just an idea, not the final prize). Eventually, it would be great to expand this to an individual referral system as well. In either scenario, there are likely some customizations that have to take place within our database and our website and there are other top priorities on those fronts at the moment.

Update: Begin work on referral links Spring/Summer 2017. This is still a little farther on the back burner until we get the database up and running and work on some of the more important initiatives (invoices, communication, etc.).

Confirmation and Renewal Emails

Again, more of a focus on the communication message and style that we use when thanking people for joining and asking them to renew. We plan to create more effective renewal emails (providing more information about the specific member).

Update: We've already worked with the Membership Committee on text and information for the new renewal reminder emails, and everything is ready to be placed in the database. We'll run a short trial with these for two months to make sure all the workings are in order. Ideally, everyone would see the new renewal emails late summer 2017.

"I am SPJ" Videos

One of the things the board consistently mentioned during the strategic talk was diversity, but we have struggled overall to be able to aim specific initiatives at the topic. One of the things we'll be doing at EIJ is collecting short video snippets of many of our members simply saying their name and the phrase "I am SPJ." This will be used as a video campaign to highlight diversity of our members and will also give us additional footage to use in videos used for advocacy and other purposes.

Update: Footage was shot during EIJ16 and we have been sorting through the footage as time allows. This is a bit behind other things, priority wise, but we have produced a few other videos in the meantime that take a little less editing.

Programming at Other Organizations

By "other," we're talking non-journalism organizations and creating programming that helps them to work better with journalists and understand more of our processes and procedures. For example, visiting a Fraternal Order of Police convention and producing a session about working with journalists and understanding the ideal situation in which both the police and journalists can do their jobs effectively. Ideally, we'll share information that is helpful and also be able to encourage others to join SPJ as SPJ Supporters.

Update: These are still on the radar and we're working through a list of other conferences that might make sense.

FIGHTERS

Prospects

We've discussed for some time the best way to capture our web audience, those who frequently visit pages like the Code of Ethics and About Us and then leave. Collecting their information is relatively easy (Billy has developed an unobtrusive name and email popup), but the question still remained: What do we do with that information once we have it? In our association management training, we've learned that it's important to create a funnel for people to enter the association. If they start small and you provide them with good, valuable information that they want, they're more likely to dip their toes in the water a bit more. So, instead of just sending mass marketing emails, we knew we needed to provide them with something more.

Internally, we'll call these people Prospects and we've developed a plan to connect with them four times over the course of one year after they've visited our website. First, they receive a welcome email with free content, which will change depending on the climate of the industry, current events, etc. The content will be branded and easily shareable. Later, they'll receive three more emails, each with additional content about journalism, ethics and current events, though not always in the form of an eBook, and each encouraging them to join as an SPJ Supporter or other membership category. If they don't have any activity (event, joined, etc.) within one year, they're cleared from our rolls.

Update: The first eBook went out prior to the election. The second one is in the works and should be ready to go in March 2017. In addition, we've communicated more with the prospects than we initially planned, from information about our advocacy efforts to some targeted membership marketing messages.

Associate

We began offering this re-vamped option shortly after the April meeting – just slowly and quietly so we could make sure our processes and procedures were working correctly. People who join are welcomed with a new confirmation email that explains everything they'll receive as part of their support. Shortly after, they receive a welcome letter, accompanied by the SPJ shield logo sticker that highlights the unofficial motto, “protecting the public's right to know.” Each month, they receive a custom newsletter with information about the press, the importance of journalism and First Amendment issues.

We kicked this off officially during EIJ, after delegates passed the bylaws amendment. You may remember we passed out *Each One Give One* cards where they can indicate someone they would like to sign up as a SPJ Supporter. At some point, a digital format of these cards will likely go all members and, eventually, we'll replicate the *Each One Give One* program for other types of memberships.

Update: A new web page highlighting the category is up and we've contacted members who lapsed from 2010 to present – asking them to become a supporter if they have left the industry. We are seeing the numbers climb at a steady pace. At the beginning of 2016, we had 75 Associates. When we started 2017, we had 137. Ideally, we'll convert many Prospects to Associates with the increase of advocacy work we will likely see in the coming year.

Media Credibility

One of the ideas that were present on several of the brainstorming papers in New Orleans was the idea of media credibility – we help journalism if we help the public understand the value of journalism. Because of this, two smaller initiatives will kick off what we anticipate will be a larger overall project in the future. As fate would have it, many of these initiatives can be used in partnership with SPJ Supporters and used to market to people who may join.

We'll work with the Membership Committee and others to create or support existing resources for community involvement in newsrooms. From helpful ways to solicit public feedback to toolkits for newsrooms to distribute to the public about how to find credible news to resources that will help citizen journalists work with their local news outlets, we'll seek to help both newsrooms and the public understand and promote better journalism overall.

Update: This initiative is very early in the planning phases. In Spring 2017, we'll research other organizations or companies that do this well and work to figure out what needs are still there. Throughout the rest of the year, we'll work to create resources that meet those needs and promote

them accordingly. It's likely that many pieces of this will develop as we work on creating and aggregating information for the SPJ Supporter newsletter, so this may come together sooner than planned.

LIFERS

Volunteer Square

Experts in the association management field have studied generational needs for years, and their research shows that a growing number of young people look for different things in an association than they have in past years. One thing that's important: social responsibility and their ability to get involved and volunteer. In addition, studies show that people who volunteer for an organization are significantly more likely to continue staying involved in the organization. While there are generally multiple opportunities to volunteer at the chapter level, there aren't many places the national organization uses volunteers outside of the traditional leadership structure and communities/committees. We need to change that.

Creating a "Volunteer Square" means creating a virtual place where members and nonmembers alike can view volunteer opportunities and apply or express interest. We'll model it after the organized, easy-to-use system that the American Society for Association Executives has on their website where opportunities are categorized by experience level, time required and other helpful filters.

This allows members to tell us how they want to volunteer instead of us asking them to fit into one of our slots.

Update: The overall site is complete and we're finishing up some final touches. We'll use it to accept volunteers for MOE and SDX awards judging in the coming month, marketing to a specific target audience. After that, we'll start a few other targeted campaigns: local members for volunteer opportunities at HQ, photographers/videographers in the DC area for the SDX Banquet, etc. We'll also share information in Leads and other places that make sense, like the onboarding materials.

SPJ After Deadline

In June, we asked members to serve as SPJ Ambassadors for our first After Deadline event. The goal was to create short and easy volunteer opportunities that didn't center around long-term commitments or the geography of our chapters. We had more than 100 people volunteer to serve and those people worked together to host SPJ After Deadline (think Happy Hour social gathering) events at more than 20 cities around the country. This is a great example of a new way to engage members, both volunteers and attendees of the events.

Update: The next After Deadline event is in the works, planned tentatively for April 2017. We'll reach out to members the same way, encourage them to serve as ambassadors and hopefully bring some new members into the fold.

"In the newsroom when..." Videos

We've learned that as members get older, they often view their role within the organization as one that gives back. It's important that we continue to create those opportunities for them, reminding them how valued they are. In addition, it's important to remind earlier generations of journalists, as well as the general public, the impact of the industry over time.

During EIJ, we'll collect short pieces of footage with some of our more seasoned journalists talking about an experience in the newsroom during a momentous event – the assassination of JFK, the

explosion of the Challenger, etc. – and how they reacted, what it felt like and, most important, how they and their team handled the situation. We'll be able to use this footage to create a catalogue of how important journalism has been over time, which is something we'll repurpose in communication with perspective SPJ Supporters.

Update: We're still working through this footage and hope to have things ready sometime this summer.

CHECK IT OFF

Membership Videos

Though we plan to continue producing more short videos about membership, both with actual people and animated shorts, we've already completed a few. The Membership Committee has shared ideas about themes and concepts for future videos.

Social Graphics

You may have seen images on Facebook and Twitter that have images with a quote and feature the SPJ "All Things Journalism" branding. While this isn't specific to joining SPJ, we've seen huge reach numbers on each post and it's just another way we're keeping SPJ in front of people.

#PressthePrez Campaign

Our previous campaign surrounded around fighting for a free press and ensuring that then President-elect Trump maintained the press pool, among other things. This falls right in line with the Fighter ideas shared in both Scottsdale and in New Orleans and I'm anxious to see how our upcoming #PressthePrez membership drive works on Inauguration Day.

Scripps Outreach

One of the things we discussed previously was the expansion of our partnerships with other organizations in different ways. We're doing that with Scripps by training the boards of several other journalism orgs. So far in 2017, we're looking to train the boards of JAWS and JEA. We also conducted the DiSC portion of Scripps at the JEA conference in Indianapolis, will be presenting at their next conference in Seattle and likely heading to JAWS conference to offer it as a pre-con there as well. Overall, through our leadership training, we're building new relationships and opportunities.

DATE: Jan. 6, 2017
FROM: Patti Gallagher Newberry, SPJ Governance Task Force chairwoman
FOR: SPJ Executive Committee



GOVERNANCE TASK FORCE UPDATE

The Governance Task Force has been working since June to consider the structure and make-up of the national SPJ board.

With the ultimate goal of proposing a smaller board with a stronger strategic focus, the Task Force has completed the following work to date:

- In June 2016, Paul Fletcher recruited Patti Newberry to chair the Task Force and Newberry invited Joe Skeel, Irwin Gratz, Victor Hernandez and Jason Parsley as members.
- In July and August 2016, the Task Force met (virtually) twice, then drafted a PowerPoint presentation about its work for EIJ16.
- At EIJ16 in September, the Task Force shared its presentation and discussed its efforts with about 50 members.
- In October, the Task Force worked with Billy O’Keefe to create an spj.org page about its efforts, outlining ways for members to provide input and publicizing the page via weekly SPJ Leads’ items.
- On Nov. 17 and Dec. 1, the Task Force conducted online focus groups of about an hour each to collect member input. About 15 members volunteered for each session.
- Additionally, the Task Force collected member input from a Share Your Thoughts form on its spj.org page. About 115 members completed the form.

In general, participants in the Focus Groups:

- saw the reasons for considering a change to the board size and focus, and the challenges created by the current model.
- want diverse voices represented at the board level.
- want members to continue to elect board officers, as opposed to selecting an all at-large board which then picks its own officers.
- believe the nominations process to find qualified candidates will be the linchpin to assembling a strategic board.
- have mixed opinions on whether regional directors are necessary to SPJ – generally believing that RD board positions are not needed on the board and that the work of RDs could be handled in other ways.

Share Your Thoughts respondents, in general:

- knew less about the size and priorities of the board and so had less-informed responses about the possibilities of a smaller board with a different focus.
- want diverse voices represented at the board level.
- believe that strategic thinking is possible with a small or large board, and that board officers must take the lead in setting strategy no matter the board’s size.

At this juncture, the Task Force is leaning toward a proposal that calls for:

- Nine board members, with:
 - four elected named positions (immediate past president, president, president-elect and secretary-treasurer)
 - three elected at-large directors.
 - two remaining at-large members appointed by the elected members.
- Staggered board terms of undetermined length.
- Gradual reduction of board size, with off-loading TBA.
- Requirements, TBA, to ensure that persons seeking named positions have SPJ experience and move up the traditional ladder over four years.

Importantly, Task Force members, like those participating in the Focus Group and Share Your Thoughts conversations, believe the board should include a diversity of voices and viewpoints. All efforts to seat a new, smaller board (from the first call for nominations, through the creation of a nominations committee, through the drafting of bylaws and the eventual seating of board members) should consider the needs of SPJ and its members through the widest lens possible.

The Task Force is committed to presenting a fully-flushed out proposal to the full board at its April 21-22 board meeting in Indianapolis. In addition to addressing the above points, the proposal will consider:

- bylaw changes. The Task Force will work with the Bylaws Committee (which includes Gratz) to draft the resolution for EIJ17 in Anaheim, Calif., Sept. 7-9.
- the nominations process. The Task Force believes a rigorous nominations process will be needed to identify and recruit candidates for a smaller, more strategically focused board.
- the role of regional directors. The Task Force will review its plans with the RD Caucus (chaired by Newberry) as it seeks to remove those positions from the board.

The Task Force asks for input from the Executive Committee as it moves forward and prepares a more detailed document for April.

TO: SPJ Exec Committee

FROM: Lynn Walsh, SPJ National President

DATE: January 10, 2017

SUBJECT: SPJ PIO Survey Funding

A little over a year ago, SPJ led a delegation to meet with the former White House Press Secretary Josh Earnest about the issue of reporters being forced to go through PIOs to communicate with anyone in agencies and other offices. We include in that the obstruction that ensues past that point, as well as related restrictions.

This was subsequent to a letter to President Obama signed by 53 groups decrying the practice. A similar joint letter will be going to President-Elect Trump shortly.

The numerous threats to press freedom are of grave concern and SPJ is fighting on many fronts. One reason a number of us have put energy into the issue of mandated oversight by PIOs is that, mostly, the press has acquiesced to it, does not talk about it, does not tell its audience about it and has accepted it as just the way things are.

SPJ has now sponsored seven surveys of reporters and PIOs. They show the restrictions are pervasive across many parts of the country and through various facets of life.

These surveys have been led by Kathryn Foxhall and Carolyn Carlson. So far SPJ has not funded any of this, it has been paid for by the university Carolyn works for. There are plans for another survey, this time using more a focus group setting.

Both Carolyn and Kathryn, with my help and the help of the FOIA committing applied for a grant for this through the Ethics and Journalism Foundation but that was denied. The cost would cover the use of a platform that would organize and lead the focus group. Carolyn has talked to the agent at a company called 20/20 Research and they reduced the "overhead" charge since we're only going to do two focus groups. So the total is now down to \$3,425.

The goal is to have 60 participants from all types of mediums and market sizes represented. Normally on this type of research, 20/20 Research Inc. would do the recruiting, but this task alone would more than double their bill, so Carolyn and her Graduate Assistant are going to do the work.

I would like to discuss the possibility of SPJ funding this cost so we can conduct another survey and continue to push this important issue forward.

DATE: January 16, 2017
FROM: Andy Schotz, Awards and Honors Committee Chairman
FOR: SPJ Executive Committee



AWARDS AND HONORS COMMITTEE UPDATE

The Awards and Honors Committee is: Andy Schotz (chairman), Sarah Bauer Jackson (vice chairwoman), Sue Kopen Katcef of the University of Maryland, Heather Lovett Dunn of the Cronkite School at Arizona State University, Jay Evensen of Deseret News and Jason Parsley of the South Florida Gay News.

- The Awards and Honors Committee continues to include the SPJ chapter contest database system, which Bauer Jackson oversees. SPJ chapters sign up to get partners for judging local contests.

The committee's busiest time of year is at the annual Excellence in Journalism convention, when it meets to review SPJ's national contests — the SDX Awards, the Mark of Excellence Awards and the New America Award.

On behalf of the committee, I have worked closely the last few years with Abbi Martzall on questions about SPJ awards.

- Martzall recently took a new position within SPJ. Jessica Bennett has taken over as SPJ's awards coordinator.
- According to Martzall, the number of SDX Awards entries, as of the first week in January, was roughly at the same number it usually is at this point.

We appear to be ahead of pace for a similar point in the MOE awards. That probably is due to SPJ moving the MOE entry deadline up a little. This will help us get the contest going and judged in time to meet MOE awards events at the spring regional conferences. The Awards and Honors Committee suggested this timeline change also to better align with the period when students compile entries for other journalism competitions.

The entry period for the New America Award is underway now, too.

- In addition to making tweaks to SPJ contests in the offseason, the committee was asked to consider one other notable change. Executive Director Joe Skeel shared with us the possibility of SPJ managing and co-sponsoring an annual competition on behalf of another journalism association. All members of the Awards and Honors Committee support the proposal, and Skeel will continue the discussions to make it happen.

- For the first time, SPJ helped the Family Travel Forum with its annual Teen Travel Writing Scholarship competition.
<http://myfamilytravels.com/content/65074-family-travel-forum-announces-winners-its-2016-teen-travel-writing-scholarship>

I was part of the pool of judges who decided on first place, second place and third place, as well as 20 honorable mentions.

SPJ was credited and thanked for its assistance.

Respectfully submitted,

Andy Schotz
Chairman
SPJ Awards and Honors Committee



DATE: Dec. 7, 2016
FROM: Alex Veeneman, Community Coordinator
FOR: SPJ Executive Committee

STATEMENT OF COMMUNITIES

I am delighted to present this statement of the communities for the SPJ's annual meeting of their Executive Committee.

Since my last statement at EIJ, a couple of significant happenings have occurred regarding the overall operations of the communities. First, annual elections were held in the communities. Of our 5 active communities, 4 communities put forward members for nominations for officer positions. With the assistance of Tara Puckey and Chrystal Parvin at headquarters, members voted via ballot submitted by email after the nomination period closed.

During those elections, some new chairs were elected to oversee the communities. Nicole DeCriscio was elected chair of the Generation J community, and Hazel Becker was elected chair of the Freelance community. Nicole has taken over already from Andie Adams, and Hazel's term begins on January 1. Elle Toussi and Dan Kubiske remain co-chairs of the International Community, and Taylor Mirfendereski remains in charge of SPJ Digital. Additionally, Al Cross remains in charge of the Community Journalism community.

In addition, in response to concerns raised by some SPJ members, and conversations regarding the state of SPJ membership, I conducted over the span of a few weeks in October an audit on the state of the communities, and asked the Board to respond as such. After conversations with President Walsh, it was decided that no action would take place at this time when it came to either the future of the role of the Community Coordinator or the network itself. I however am open to any queries that may come as a result.

Further, I have advised the chairs of the opportunity to submit program suggestions for the forthcoming EIJ conference in Anaheim. This would raise awareness about the communities and the work they do for SPJ. At this writing, I do not have any information on any specific proposals that have come as a result, but the chairs are aware of the timetable for submitting proposals. For the record, I am working with Toussi on a potential presentation regarding women in journalism, which may give an opportunity to discuss the communities if warranted.

Another subject that is being visited is the matter of content that is available to the general public versus content that is available to members only. The chairs of the communities have shared ideas with President Walsh and myself, and conversations on that content, as well as implementations, are continuing.

Otherwise, the communities are continuing normal operations, creating content that helps SPJ's mission excel, from content on blogs to Twitter chats, as well as networking through social media platforms, including closed Facebook groups. In addition, Generation J has been developing a peer editing group to aide with content written by members for their work.

I express my appreciation to President Walsh, the Board, the chairs of the communities, as well as to Jennifer Royer, Rachel Semple, Tara Puckey, Joe Skeel, Chrystal Parvin and all at headquarters who help keep the communities operating, and allowing SPJ to continue to be at its best, and showing that journalism will be worthwhile in spite of changes, now and in the years ahead.

Society of Professional Journalists — Diversity Committee Updates

By: Dori Zinn, Chair

Our committee, a mix of veterans and rookies, has done a great job halfway through the year on many initiatives and plans, including:

More often and clearer communication — With the help of SPJ National staff, most committees have migrated to Slack for discussions, updates, and other committee communication. The Diversity Committee is no exception to that. This is where we've made some decisions on blogs, outreach, and fellowships without bogging down people's emails — a place people check often but sometimes miss us! It also allows committees to chat with each other, so we aren't all working in our own vacuums.

Updates with blogs — While it's been a struggle to get these going more often, we've had a couple that have done quite well. Our group is still committed to doing more of these throughout the year, should our schedules allow it.

Diversity Fellowship — One of my biggest goals this year was to restructure the Diversity Fellowship, which is well underway. We've eliminated the one-year SPJ member requirement, which gives others the chance to join SPJ at any time to enter the fellowship. This was done to have better outreach to other journalism organizations without limiting them. We've also updated the requirements to include that the fellowship commitment last one full year, from one EIJ conference to another, rather than just at the conference. This should encourage fellows to speak on behalf of SPJ about diversity-related journalism topics and should encourage SPJ to support the fellows in their outreach, education, and community engagement at local and national levels. We also added small updates to the application to find out more information about their professional (or personal) struggles because of their differences and how SPJ can be better in terms of diversity. Regardless of if they are selected, I feel it's a great way to find out what people think of us and what we can do better as an organization.

Once the application launches, we'll move toward updating the requirements of the fellowship duties, both at EIJ17 and beyond.



Freelance Community

Report to: SPJ Executive Committee
From: Hazel Becker, Freelance Community chair
Date: 1/13/2017

Summary of community activities since the September SPJ Board report

The Freelance Community's Fall activities took place at EIJ16 in New Orleans, where board members produced two breakout sessions and hosted a steady stream of visitors at the Freelance Corner set up for us in the exhibition hall. Our programs and a third freelance-oriented session were well-attended and tweeted both online and in the EIJ mobile app.

At the Freelance Corner and The Doctor Is In table, we surprised many attendees who were unaware of Freelance Community activities and resources. We offered guidance to new freelancers of all ages and career stages about how to get started, shared discussions and fellowship with independent journalists from SPJ and other sponsoring organizations, and held our annual meeting to discuss plans for the coming year.

Our November elections brought the Community's board to full complement for the first time, bringing new energy to fill the vacant seats and replace retiring board members. Elections also shed more light on an ongoing concern about awareness of the community network within SPJ as candidates and members who were not properly affiliated with the Freelance Community scrambled to take part in the elections. (Election results were not brought into question, as there were no uncontested positions.)

2017 board members, in addition to me, are Anna Pratt, vice-chair; Hilary Niles, secretary; Holly Fisher, membership coordinator; Amy Ritchart, events coordinator; Cirien Saadeh, resources coordinator; Susan Valot and Kathy Rosenhammer, at-large.

Resources for freelancers

We published new chapters in *On your own: A Guide to Freelance Journalism* in December. These additions continued to focus on helping freelancers find work, as did our August updates. We published a general discussion of how to find jobs as a freelance journalist, chapters on networking and finding freelance gigs on the web, and information about some websites that list freelance journalism jobs. Many thanks to SPJ Membership Chair Robyn Davis Sekula for her contributions.

Our lists of contests and fellowships available to freelance journalists have grown and are updated regularly to add newly announced deadlines. In another new project, board member Susan Valot is working on a podcast series that will launch in the first quarter.

Social media

Our Facebook Group has become the main gathering place for the Community and for many non-members. Membership in the group has grown to nearly 450, with new people signing up every week. Much activity of late has been among freelancers and editors sharing calls for pitches and other opportunities that help freelancers find work. We regularly let members know of new fellowships and contests as well as important or interesting articles to read. We polled the Facebook group for guidance on what sessions they want to see at EIJ17 (so far, how to pitch stories successfully, the art of reselling stories, and freelance investigative reporting are the winners), and group members have asked for advice on how to collect on unpaid invoices, get started writing a memoir, do deep-dive research in newspaper archives, and switch from newspapers to broadcast (among other topics).

Our twitter feed now has nearly 1,800 followers! Susan Valot keeps it up daily and takes care to post different links from those that appear in the Facebook Group. Many people follow us on both platforms.

Priorities for 2017

Communications

- Redesign our dysfunctional website to make it easier to navigate and find resources.
- Make better use of SPJ Leads to let leadership and members know what we are doing.
- Send membership emails regularly.
- Update *The Independent Journalist* blog more often.

Membership

- Work with the national Membership Committee on SPJ recruitment and retention.
- Make sure all who have asked to join are in the SPJ database as members.
- Clarify for SPJ and non-members how to join (i.e., signing up for the Directory doesn't do it ...)
- Allow Community members to see who else belongs.

Resources

- Work with others in SPJ to provide information about fellowships, contests, and training opportunities (making sure the freelancer angle is covered as appropriate).
- Produce a PDF of the Freelance Guide for download.

Programs and Events

- Secure recordings of freelance-related programming at EIJ for online training.
- Increase the opportunities for freelance training at EIJ.
- Revive our online chats.
- Look for a platform to produce webinars of particular interest to freelancers.

SPJ International Community (2016)

SUMMARY

- In February 2016, we started a collaboration with Google News Labs for a series of Google Hangouts. Various topics from journalists, experts and executives that can help the community in their international reporting.
- We created a closed group on Facebook Closed Group to promote communication and growth in the community. In addition, we moved from BaseCamp to Slack and now operate on Google Docs.
- We regularly add material to our public Facebook page and Twitter account.
- Community member Victoria Blake volunteered to maintain the SPJ IC blog site.

USE OF GOOGLE HANGOUTS

The leadership of the community regularly uses Google Hangout when just exchanging e-mails is not sufficient. This is a powerful and useful tool, especially for a community that has members and leaders spread across many time zones.

We attempted to use Google Hangouts as a means for journalists to discuss important issues with experts. However, poor participation ended the project. Many factors played into why the concept did not work. Among these factors were timing of the events and limited publicity. Organizing a Hangout session across multiple time zones will always have the issue of finding the right time for the event. All that can be done is try to come up with a least inconvenient time rather than an ideal time.

The first IJC Hangout was a conversation with Google News Lab & Storyful. We had Nicholas Whitaker of Google News Lab & Mandy Jenkins of Storyful discuss how their systems can help journalists better report the news.

A subsequent Hangout session included a panel of experts discussing media coverage of Iran.

USE OF SOCIAL MEDIA

Victoria Blake volunteered to provide material for the community's blog site. The planned material will be original articles highlighting members of the community and interviews with foreign correspondents in the United States and overseas. For the latter, the community is developing a format like the *10 Questions* column in the *Quill*.

All members are encouraged to post material to our Facebook and Twitter accounts related to international journalism, press freedom as well as the practice of journalism around the world.

Blake is considering establishing a SnapChat and Instagram presence as well.

PLANS FOR 2017

The community will be looking at programs that can include members of other SPJ communities. Discussions are already underway with the Freelance Community about a program for the 2017 EIJ. Likewise, there are opportunities for the International Community to link with the Ethics Community to assist journalists in developing countries to build stronger and more ethical journalism.

The social media aspect of the community will continue to grow.

We are also encouraging local chapters to meet with journalists from other countries who are hosted by various non-governmental organizations and the US Department of State. We believe these opportunities give our foreign friends a better view of journalism in the United States than can be seen from just meetings in New York, Los Angeles or Washington. Likewise, these sessions will help local SPJ leaders to better see the connections between American journalists and our colleagues in other countries.

Co-Leaders: Dan Kubiske & Elle Toussi